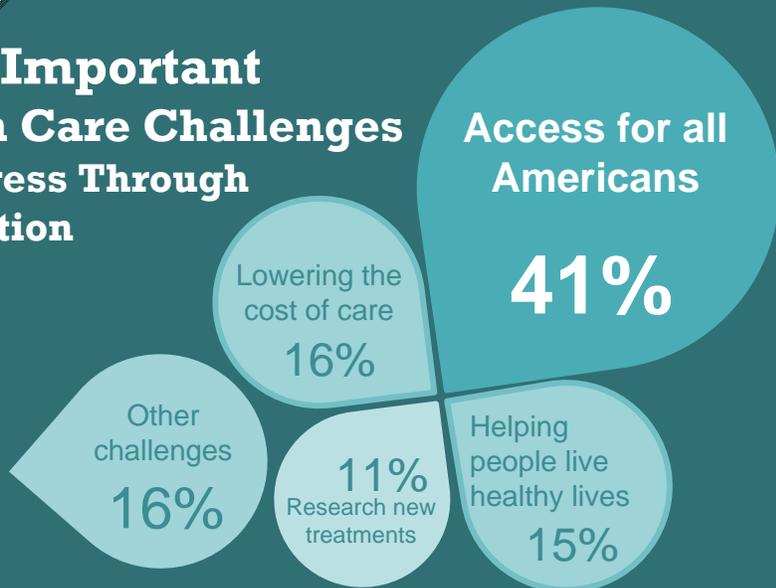


2012

NEHI Innovation Barometer

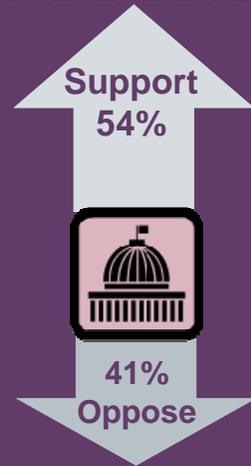
Most Important Health Care Challenges to Address Through Innovation



Q: Which one of the following health care challenges is most important to address with an innovative solution?

Innovative solutions should tackle the issue of **access to care**, first and foremost. More than twice as many opinion leaders raise this as the **most important** challenge, compared to lowering the cost of care or helping people live healthy lives.

Support for Government Action to Improve the Health Care System



Q: When it comes to improving the overall U.S. health care system, would you support or oppose government actions even if they increased the federal deficit in the short term?

More than half support the government taking action to improve the health care system, **even if that means increasing the federal deficit in the short term.**

Best Way to Control Health Care Costs



Q: Which of the following statements about ways to control health care costs do you agree with more?

Innovative thinking, rather than budget cuts or tightened spending, is the answer to escalating costs of care, opinion leaders say.

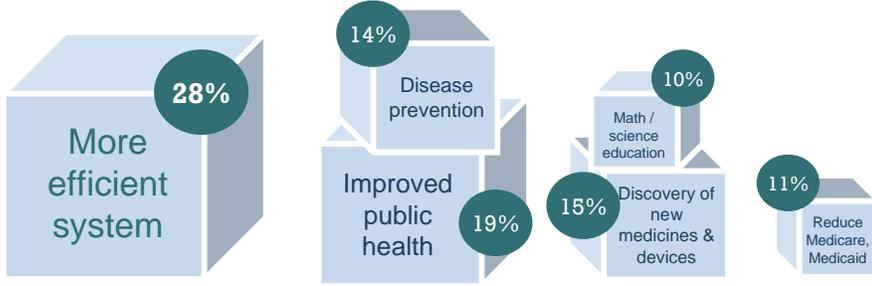
Innovation is **key to delivering health care efficiently.**

About The NEHI Innovation Barometer

Encouraging widespread dialogue about health care innovation is a core value of NEHI. *The NEHI Innovation Barometer* is intended to stimulate conversation about diverse health care innovation topics among the public, policy makers, and other health care decision-makers. NEHI, in partnership with Ernst & Young, engaged APCO Insight, the opinion research consultancy of APCO Worldwide, to design and conduct *The NEHI Innovation Barometer*. The 2012 poll establishes a baseline on the understanding of and receptivity toward various issues related to health care innovation. It is a benchmark against which shifts and trends in public opinion in future surveys can be measured over time.

The study, conducted via telephone between March 22 and March 29, 2012, surveyed 500 opinion elites from randomly selected households in the U.S. – members of the general public, recent voters, who regularly read newspapers and follow current events in health care. A full report of findings and methodology may be available upon request.

Highest Priority in Controlling Costs



Q: Which one option should be the highest government priority for controlling health care costs?

The highest priority for controlling health care costs is to “focus on bringing health care costs down by making the health care system **more efficient**.”
 Second priority: the government should take action to “reduce the rate of chronic conditions” as a way to improve public health and reduce costs.

Why Innovation is Important

Reason	Very important	Somewhat	Not
To improve the overall health of patients	97%		
To improve the quality of care provided to patients	97%		
To make delivery of health care services more efficient	97%		

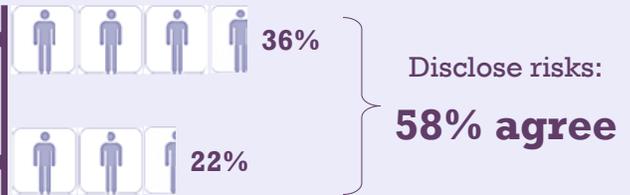
Q: Some believe the overall health care system in the U.S. should be improved through innovation. How important is each reason why innovation in health care is important?

Virtually all opinion leaders (97%) consider each of the three reasons important for why innovation in health care is important.

Eight in 10 see innovation as “very important” in improving the overall health of patients and improving the quality of care. Seven in 10 say innovation is “very important” for delivering health care more efficiently.

The Role of the FDA in Drug and Device Approvals

- ▶ If the FDA approves a product that later turns out to be harmful, but still helps some patients, it **should still approve** the product but **disclose the risk** to patients and doctors.
- ▶ The FDA **should approve** a product, even if it has evidence to suggest it may harm some patients, provided the product helps other patients and the FDA **discloses the risk**.



Q: As you may know, the U.S. Food and Drug Administration, sometimes called the FDA, is responsible for approving new drugs and medical devices in the US so that they are safe and effective for use. I am going to read you several statements about the role of the FDA. After I finish reading all, please indicate which one statement you agree with most.

- ▶ 16% If the FDA approves a product that later turns out to be harmful, it should **leave it to physicians and health care providers** to determine the best course of action for patients.
- ▶ 14% The FDA **should not approve** a product if it has any evidence that it will harm any patient.
- ▶ 8% If the FDA approves a product that later turns out to be harmful to some patients, it **should withdraw its approval** even if the product still helps some patients.

About APCO Insight

APCO Insight is the full-service opinion research consultancy of APCO Worldwide, an independently owned communication, stakeholder engagement and business strategy firm. For more information, visit www.apcoworldwide.com

About NEHI

NEHI is a national health policy institute focused on enabling innovation to improve health care quality and lower health care costs. In partnership with members from all across the health care system, NEHI conducts evidence-based research and stimulates policy change to improve the quality and the value of health care. Together with this unparalleled network of committed health care leaders, NEHI brings an objective, collaborative and fresh voice to health policy. For more information, visit www.nehi.net.

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