

AYRES
& MCHENRY
ASSOCIATES, INC.



THE
MELLMAN
Group
RESEARCH
BASED
STRATEGY

Presentation To:

**The Partnership To
Improve Patient Care**

Findings From A National Survey Of Registered Voters

March 2011

Methodology

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- National Survey Of 1,500 Registered Voters

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- Interviews Conducted February 15-23, 2011

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- Margin Of Error +/- 2.5% Overall, Higher For Subgroups



Key Findings

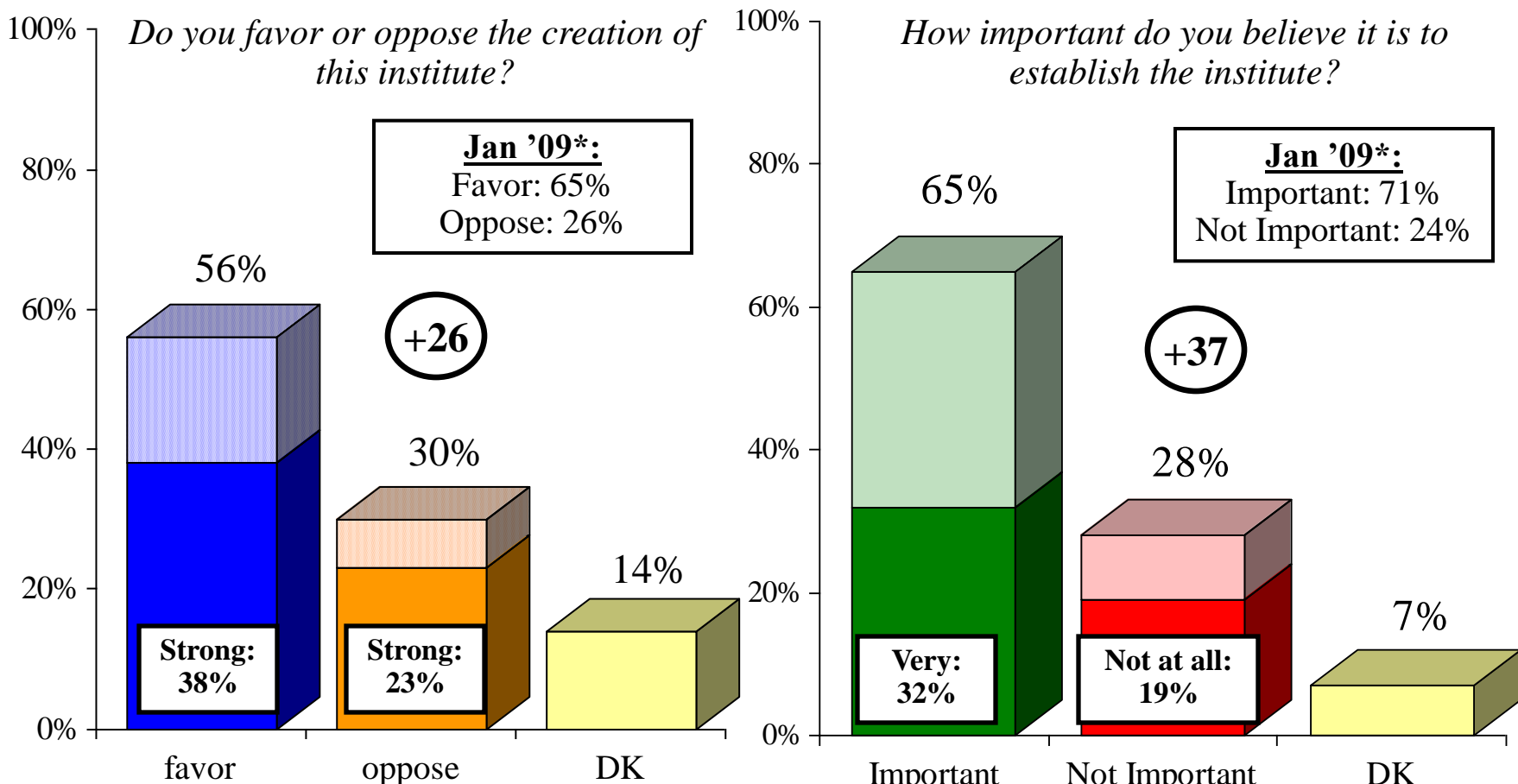
- **Americans Are Now Satisfied With Health Care – Particularly Their Own**
- **Voters Favor A Comparative Effectiveness Institute Focused On Providing Information, Not Making Coverage Decisions**
- **Voters Want A Institute Run By An Independent Board**
- **Access To High Quality Care Is A Higher Priority Than Controlling Costs**
- **Voters Worry That Even An Information Based Institute Will Be Misused To Make Coverage Decisions**
- **Arguments In Support Of The Institute (Like The Power Of Information) Are Less Compelling Than The Opposition Arguments (Like Intrusion In Decision Making)**
- **Discussion And Debate Reduce Support For A CER Institute**





When Described As Providing Information To Doctors And Patients, A Majority Favor A Comparative Effectiveness Institute, Though Fewer Than Two Years Ago

Congress established an institute to compare the effectiveness of different treatments for medical conditions. This institute, run by an independent board with representatives from doctors, patients, private industry and the federal government, is evaluating the impact of different options for treating a given medical condition and making that information available to doctors and patients.



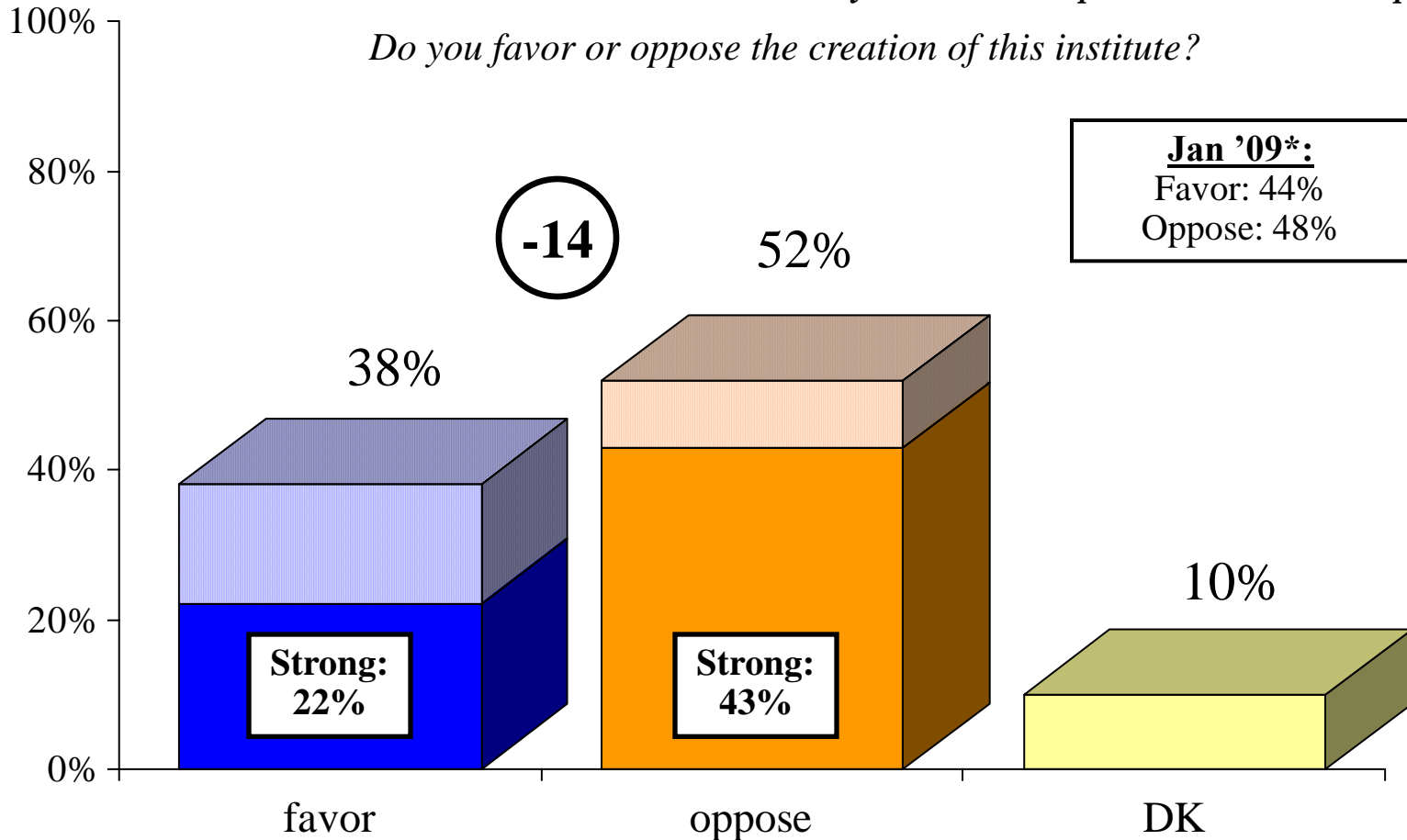
*In 2009, did not include language on independent board





A Majority Now Oppose An Institute That Is Described As Helping To Decide Coverage

Congress is considering a bill that would establish an institute to compare the effectiveness of different treatments for medical conditions. This institute, run by an independent board with representatives from doctors, patients, private industry and the federal government, would evaluate the impact of different options and will use this information to decide which treatments should or should not be covered by Medicare and private insurance companies.



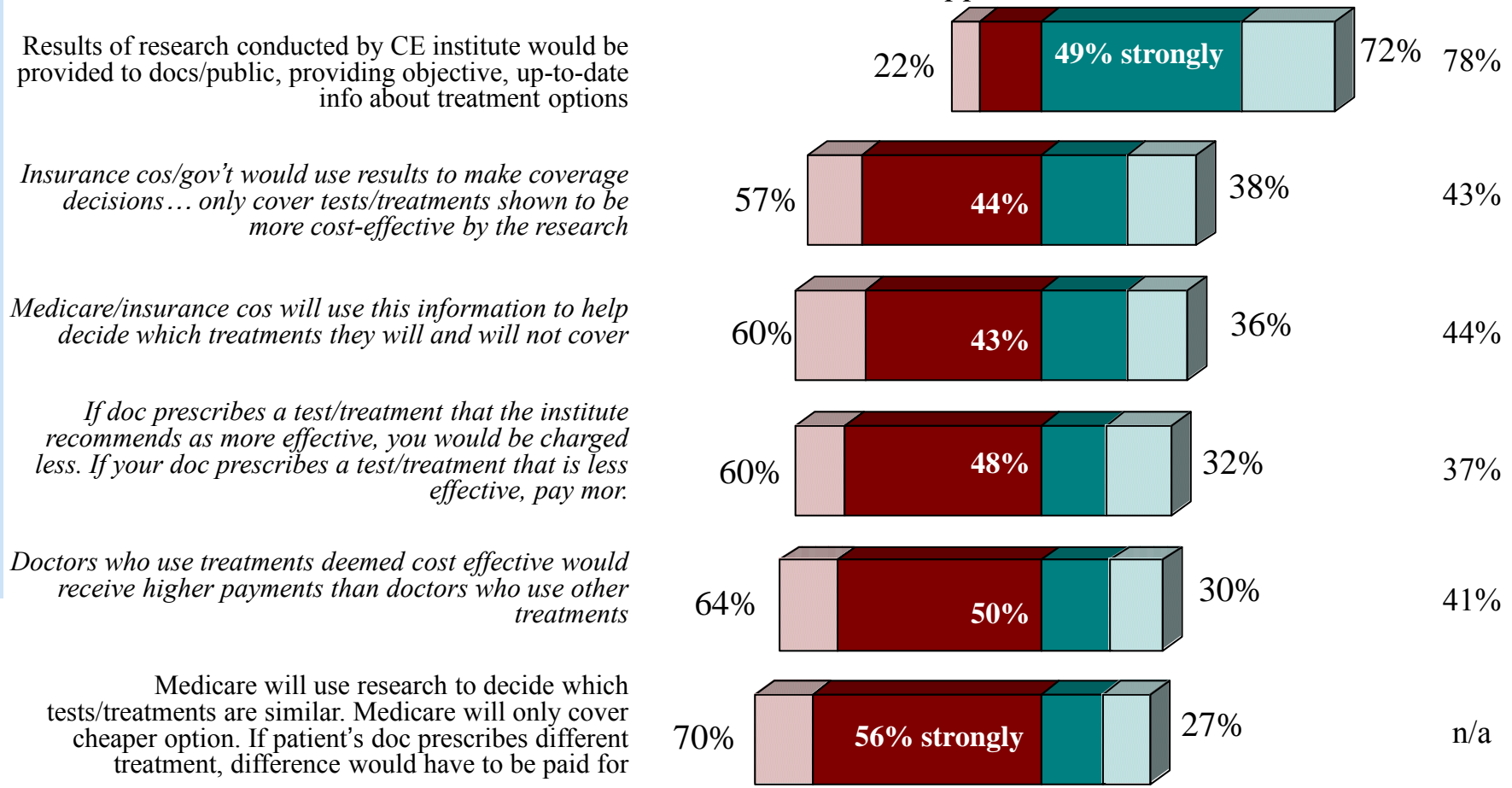
(darker shading=stronger intensity) *In 2009, did not include language on independent board



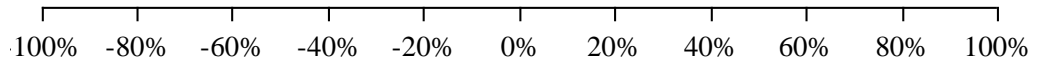
Voters Favor An Institute Providing Information But Oppose Incentivizing Or Making Coverage Decisions

Do you favor or oppose this particular provision ? (sorted by net favor)

**Favor
1/09:**



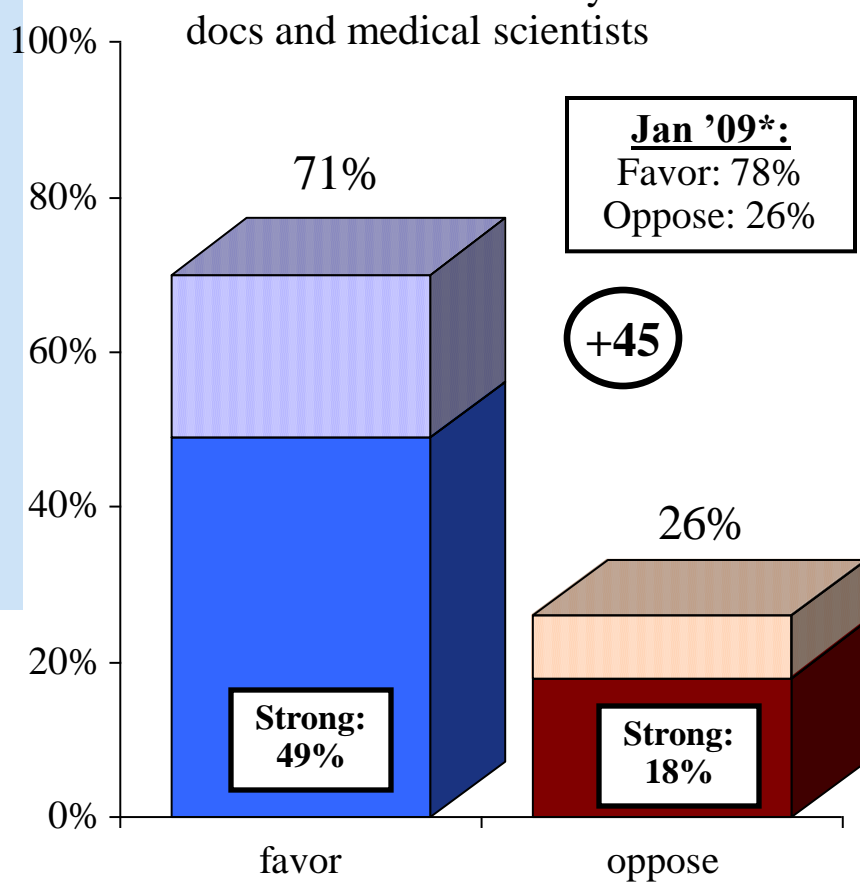
(italics=asked only of those who heard a description of a coverage-based institute)



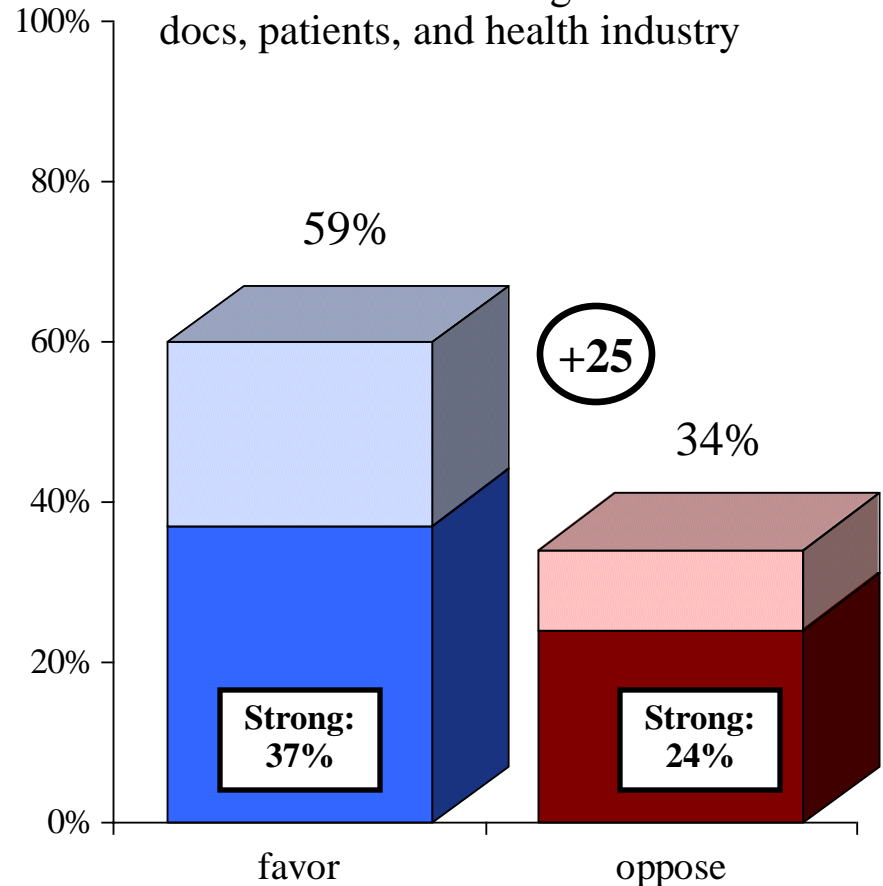
Voters Support An Institute Run Independently By Doctors And Scientists

Do you favor or oppose this particular provision ?

Decisions about which tests/treatments the institute would study would made by docs and medical scientists



Institute is run by independent board of 21 members – 3 from fed gov't and 18 from docs, patients, and health industry



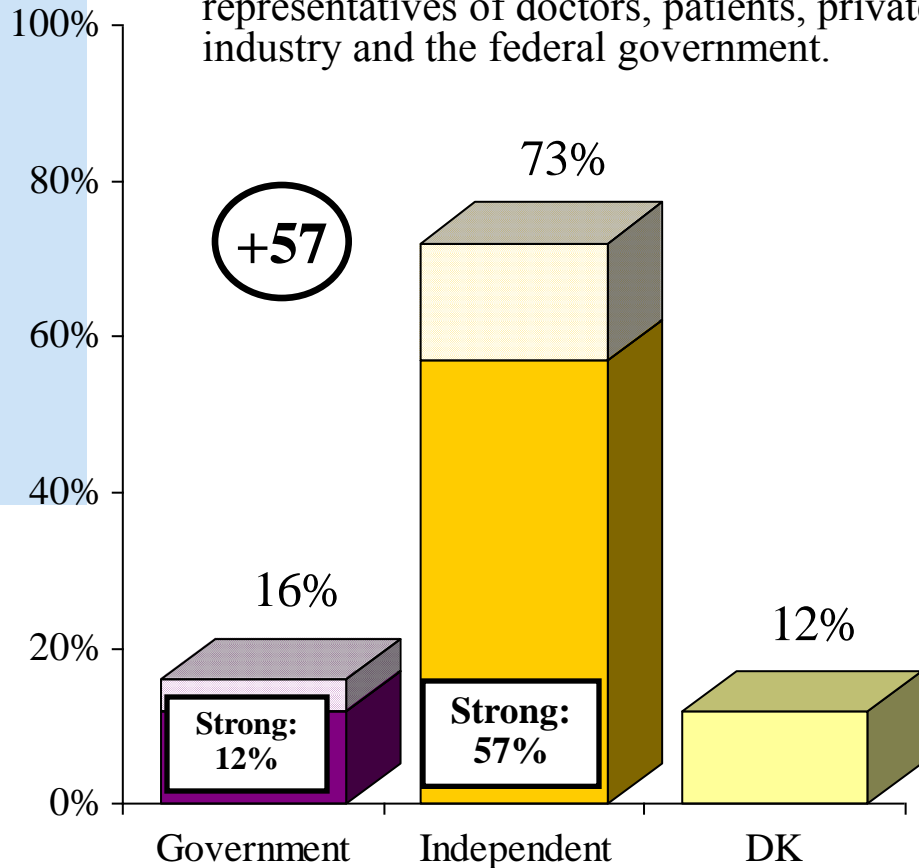
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Voters Overwhelmingly Support An Independent Board Over An Institute Run By Government

Which kind of comparative effectiveness research institute would you prefer?

- Statement A:** An institute that is run solely by the federal government.
- Statement B:** An institute that is run by an independent board made up of representatives of doctors, patients, private industry and the federal government.



By Key Group		
	Statement A	Statement B
Democrat	15%	74%
Independent	17%	73%
Republican	15%	71%
18-29	13%	76%
30-39	18%	73%
40-49	14%	75%
50-59	23%	68%
60+	14%	72%
Men	18%	72%
Women	14%	74%
Upper Class	21%	68%
College Middle	17%	71%
Non-Coll Middle	14%	76%
Working/Lower	15%	74%
White	15%	72%
Hispanic	13%	82%
Black	16%	73%

(darker shading=stronger intensity)