

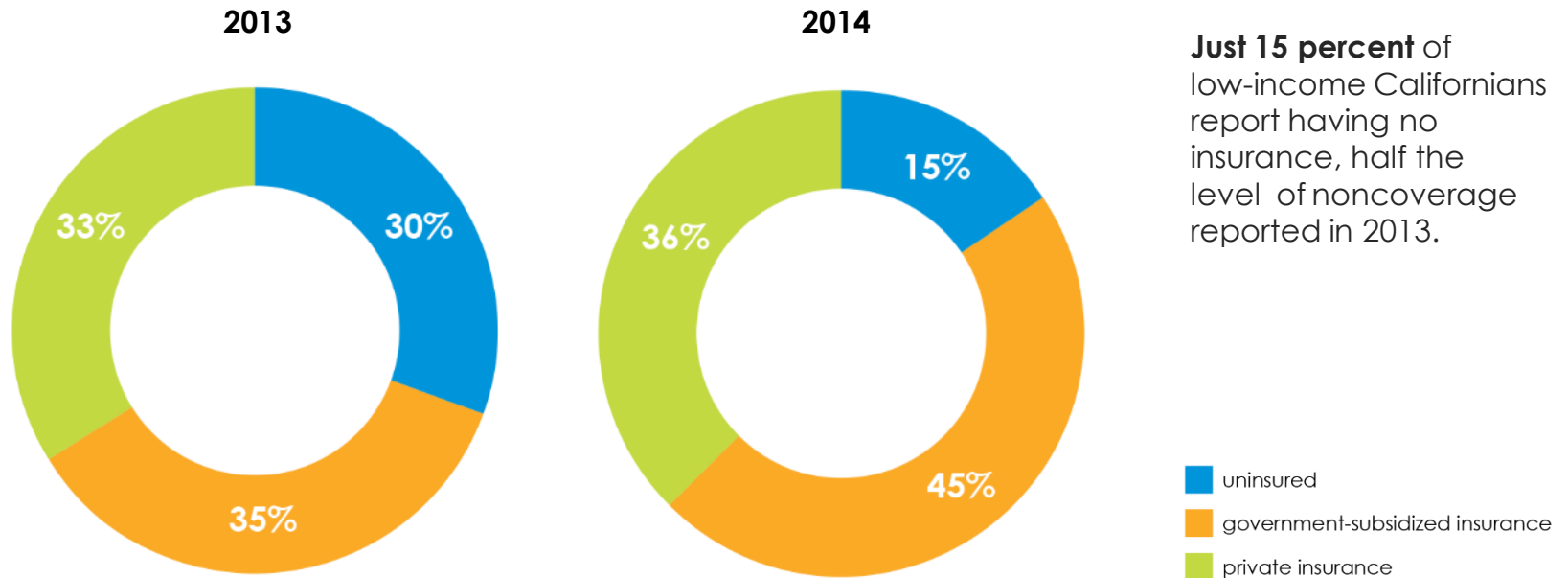
The Pathway to Patient Loyalty



Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Impact of the ACA on Insurance Coverage

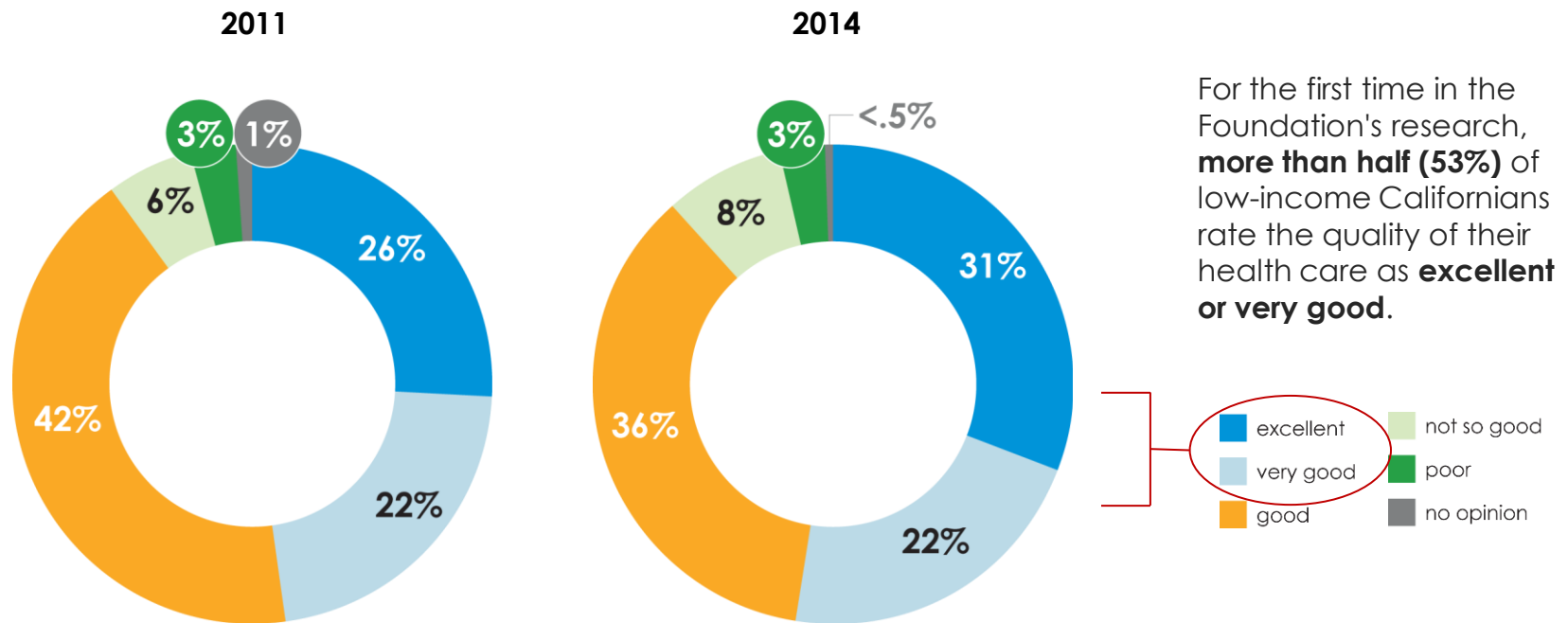
The Change in Insurance Status Among Low-Income Californians



Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Patient Satisfaction Levels for Low-Income California Patients

Question: What is the quality of the health care you receive?

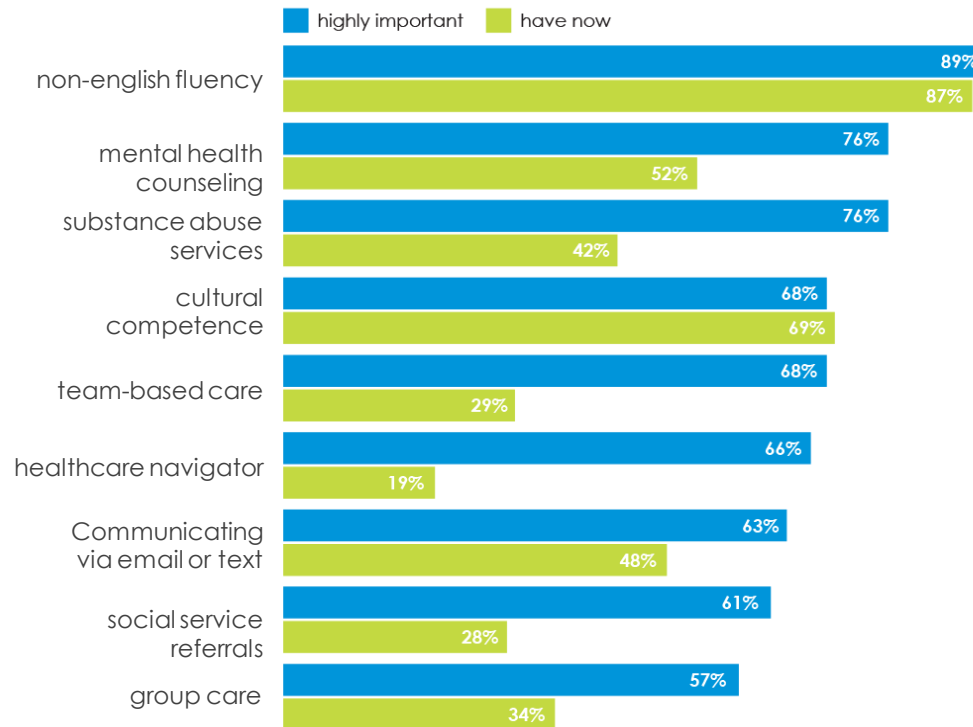


Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Patient Services, Modes of Care, and Communication Greatly Impact Patient Satisfaction

Question: How important are a facility's offerings to your overall satisfaction, and does your chosen facility currently offer them?

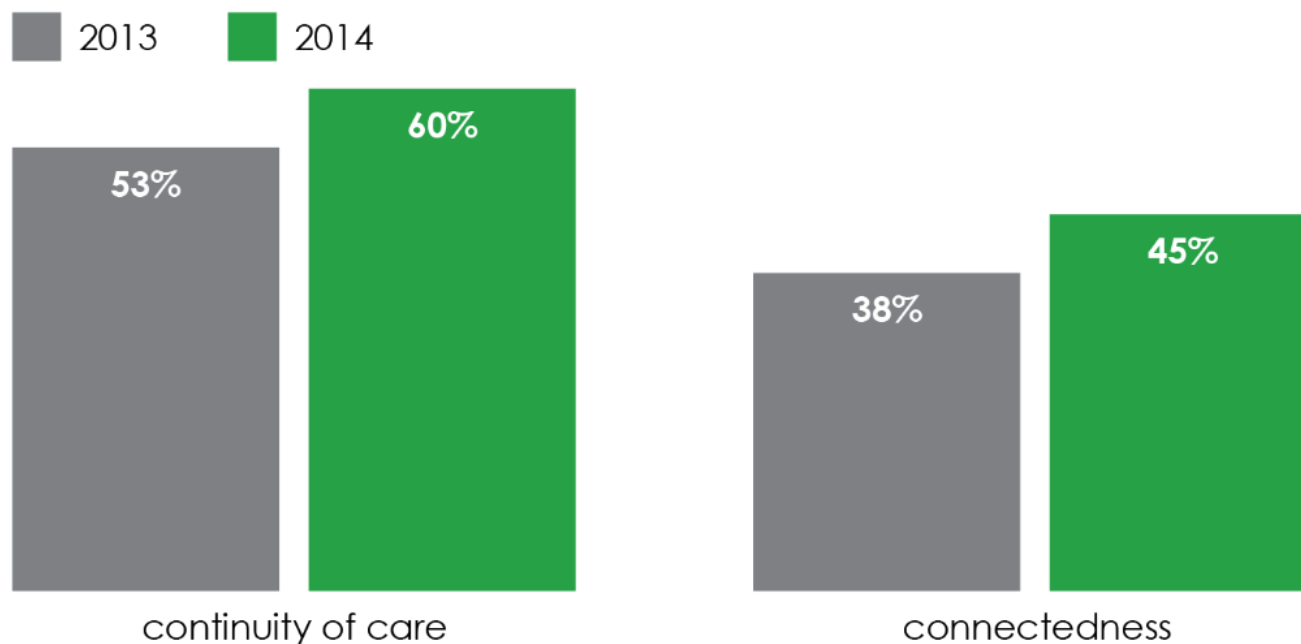
Among Low-Income Californians:



Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Increase in Continuity and Connectedness Among Low-Income Californians

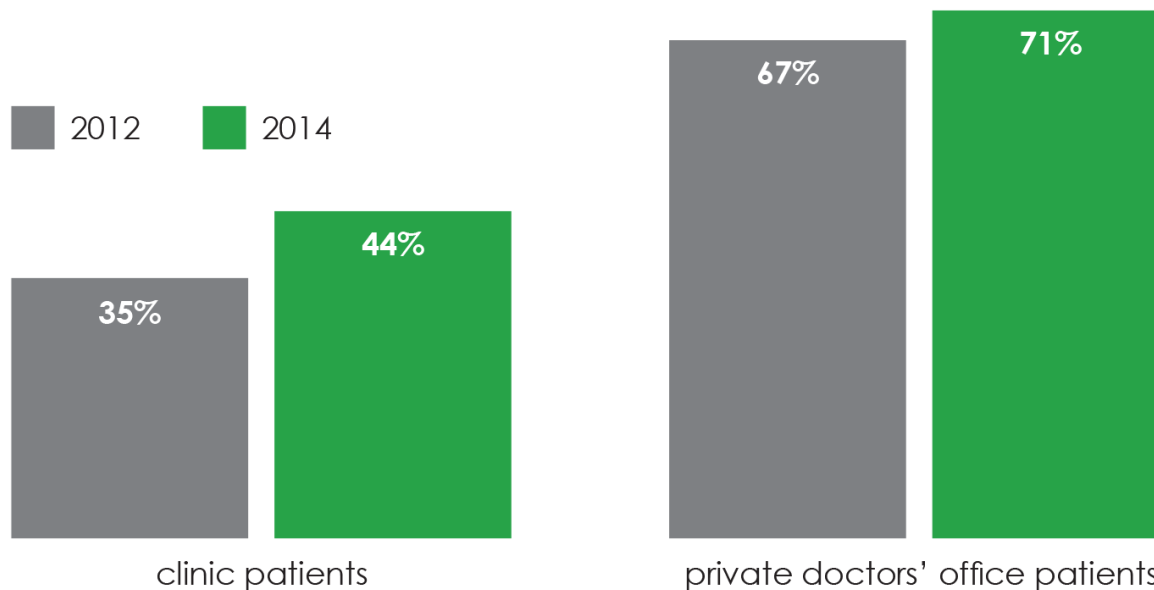
Among Low-Income Californians



Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Continuity and Connectedness are Leading Predictors of Patients' Engagement and Empowerment

Continuity: Have a Regular Personal Doctor



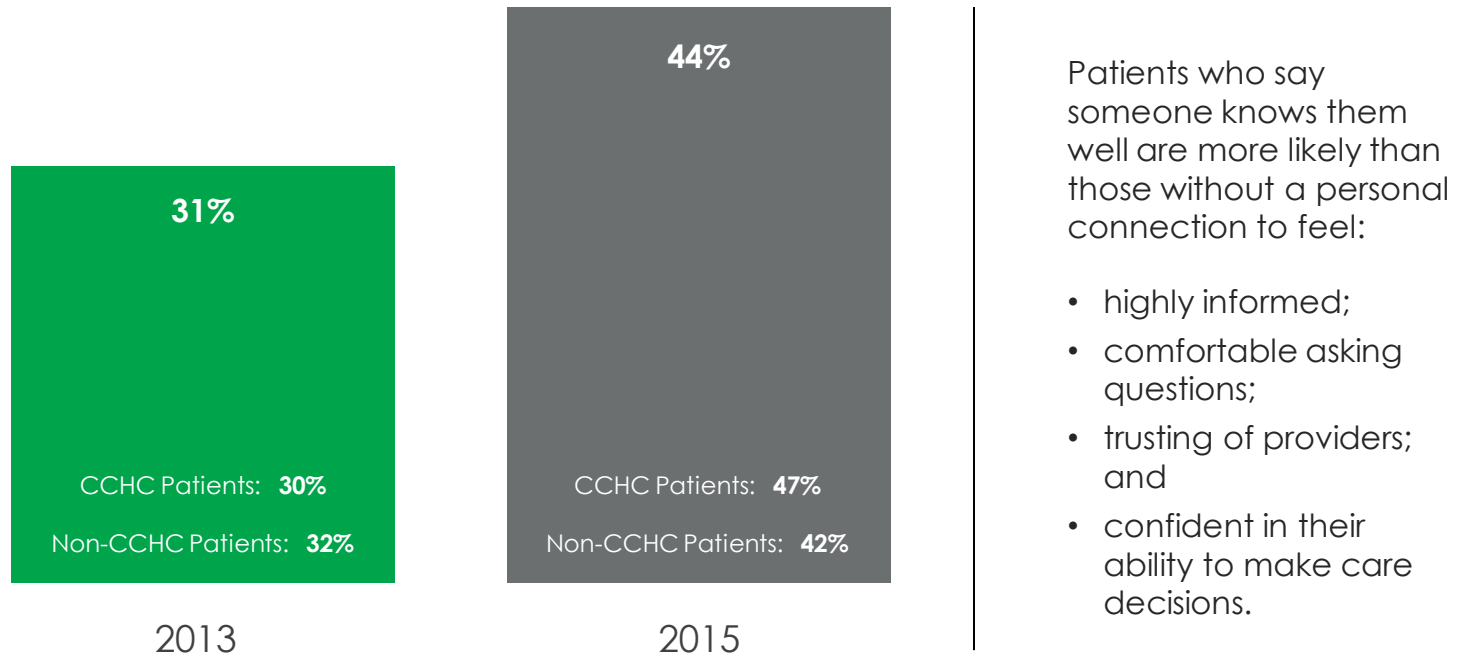
Those with a regular doctor are more likely than those who don't have one to feel:

- highly comfortable asking questions;
- informed;
- trusting of their providers; and
- confident they can make decisions.

Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Continuity and Connectedness are Leading Predictors of Patients' Engagement and Empowerment

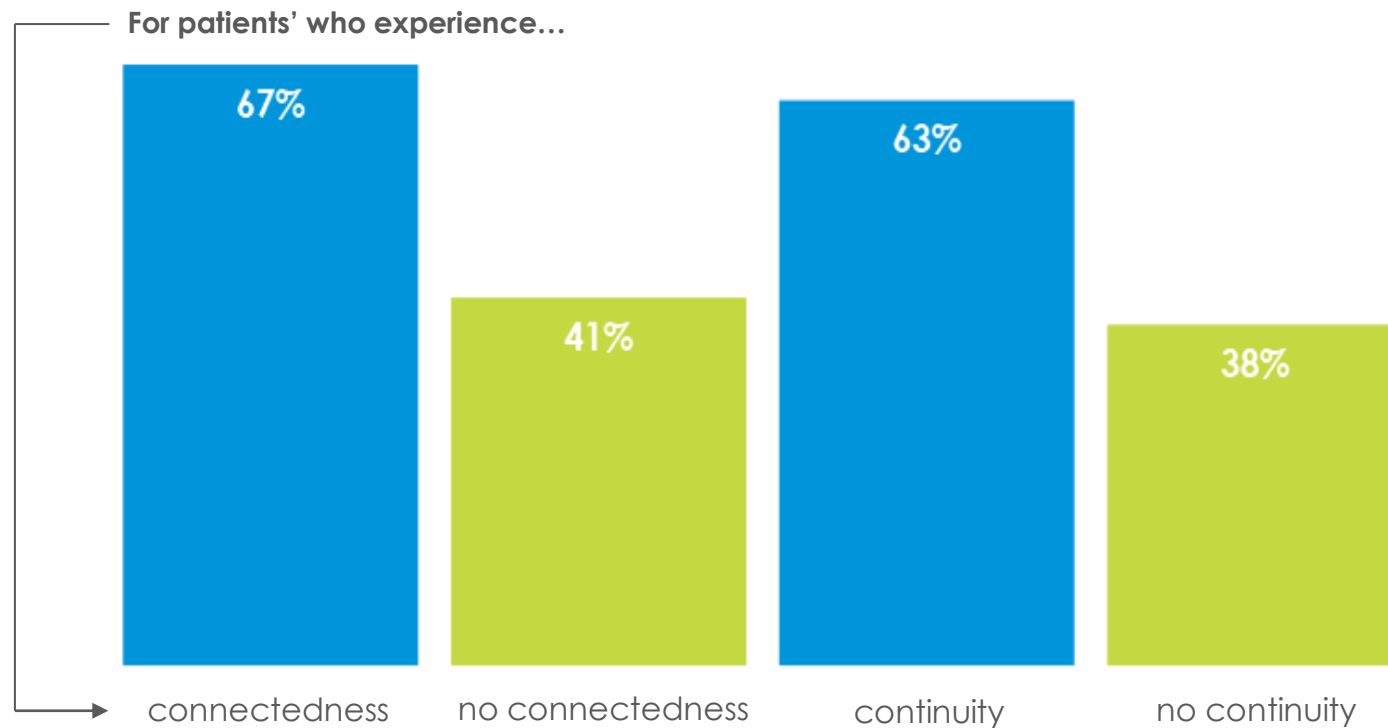
Connectedness: Someone at Their Facility Knows Them Well (Among Low-Income Californians)



Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Connectedness and Continuity are Leading Predictors of Patients' Engagement and Satisfaction

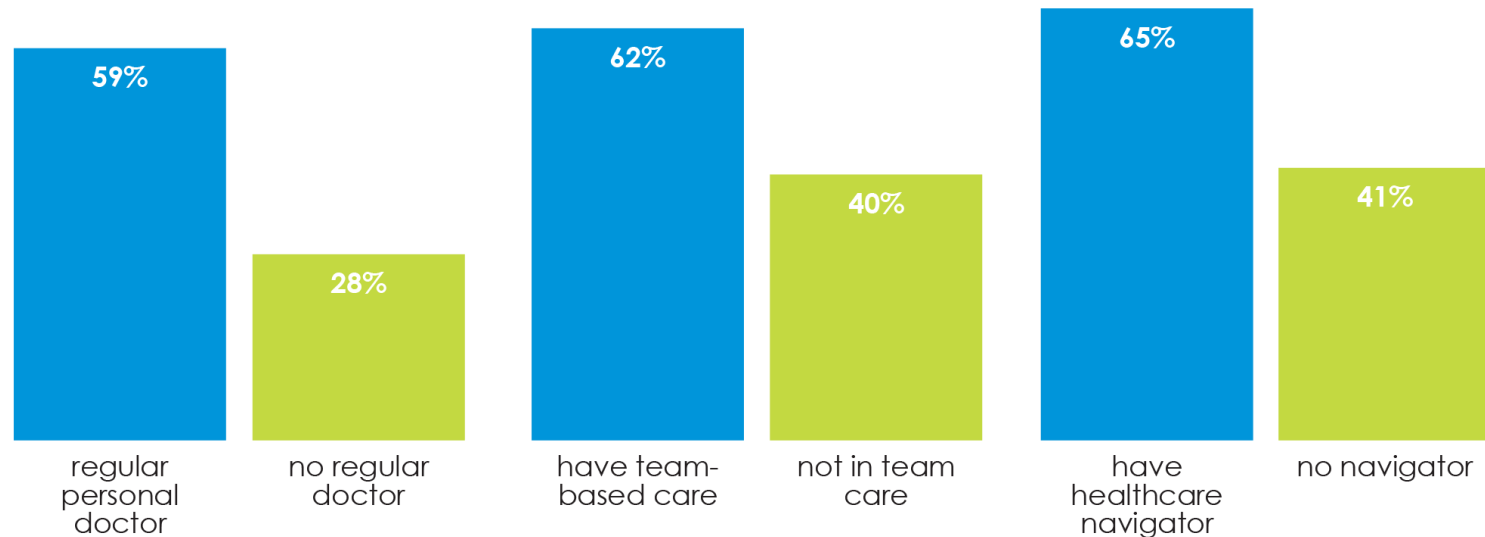
Percentage of Low-Income Californians who Rated Their Care as Excellent or Very Good



Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Continuity and Connectedness are Leading Predictors of Patients' Engagement and Empowerment

Experience Connectedness With Care Facility (Among Low-Income Californians)



Connectedness is not confined to the traditional patient-doctor relationship. Connectedness also can be achieved through new approaches such as team-based care and the use of healthcare navigators.

Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Continuity and Connectedness are Leading Predictors of Patients' Engagement and Satisfaction

Relationships with Providers and Staff Strongly Influence Patient Empowerment (Among Low-Income Californians)

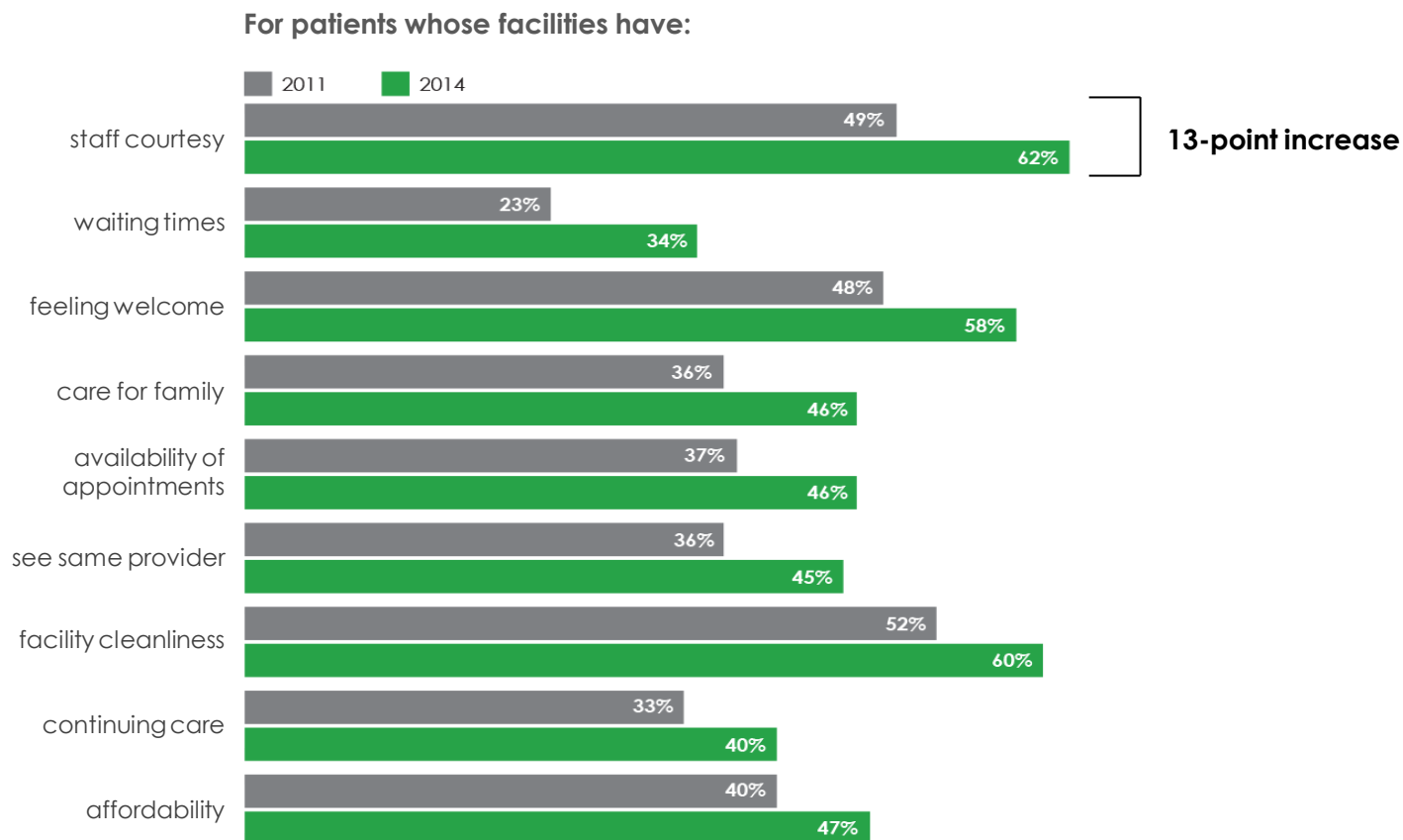
	have connectedness	no connectedness
feel well-informed	82%	54%
comfortable asking questions	87%	60%
trust information from their provider	88%	62%
confident making decisions	80%	61%

The same holds true for continuity of care. Those who usually see the same provider are significantly more likely to show empowerment across all four measures, ranging from a **16-point** difference in confidence making decisions to a **29-point** advantage in comfort asking questions.

Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Patient Services, Modes of Care, and Communication Greatly Impact Patient Satisfaction

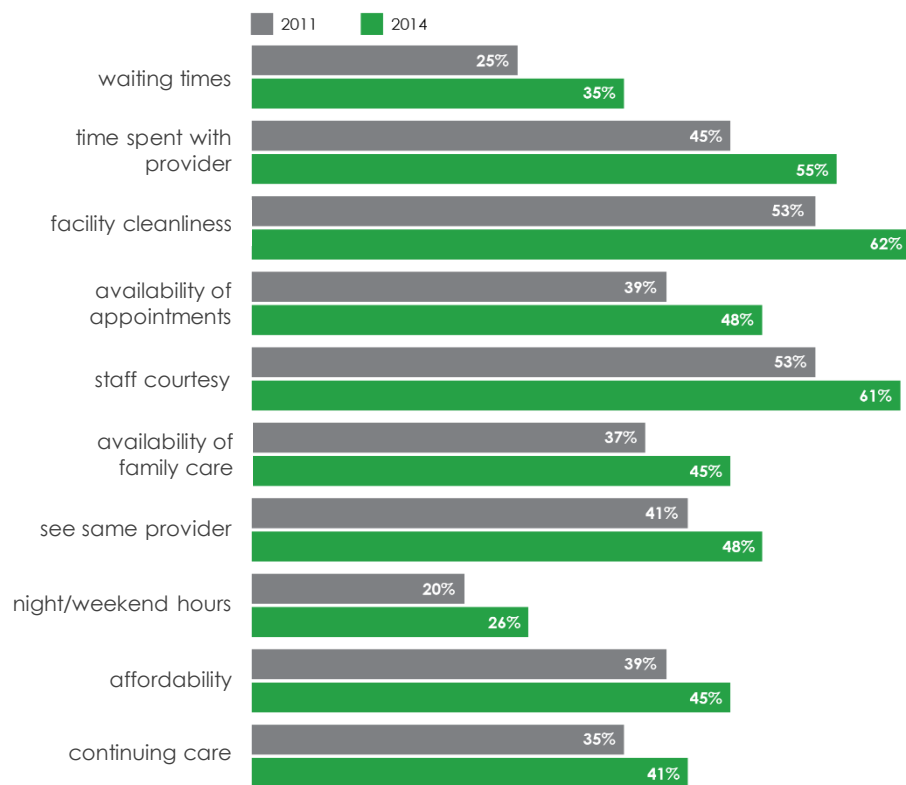
The Percentage of Low-Income Californians Who Rate Their Care as Excellent or Very Good



Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Improvements in Patient Experience Ratings Are Almost Exclusively Among Latinos and Non-Whites

Percent Rating Each Item as Excellent or Very Good (Among Latino and Other Minority Low-Income Californians)



Many gaps in satisfaction between whites and Latinos that existed in 2011 have been narrowed or eliminated.

This is significant since Latinos are the state's main users of clinic-based care making up **54 percent** of the low-income population, but **68 percent** of clinic patients.

Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Patient Empowerment is the Main Predictor of Patient Engagement

Most Low-Income Californians Feel Empowered About Their Healthcare



Up to 75%

- Highly trust the information they get from their provider
- Feel extremely or very comfortable asking questions about their care
- Are highly confident in their decision making
- Report feeling well informed about their health

But, that also means that **up to 1 in 4** low-income patients have lower-than-desirable empowerment levels

Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Patient Empowerment Influences Patient Satisfaction



Among those who feel they
have a substantial say in their
healthcare decisions

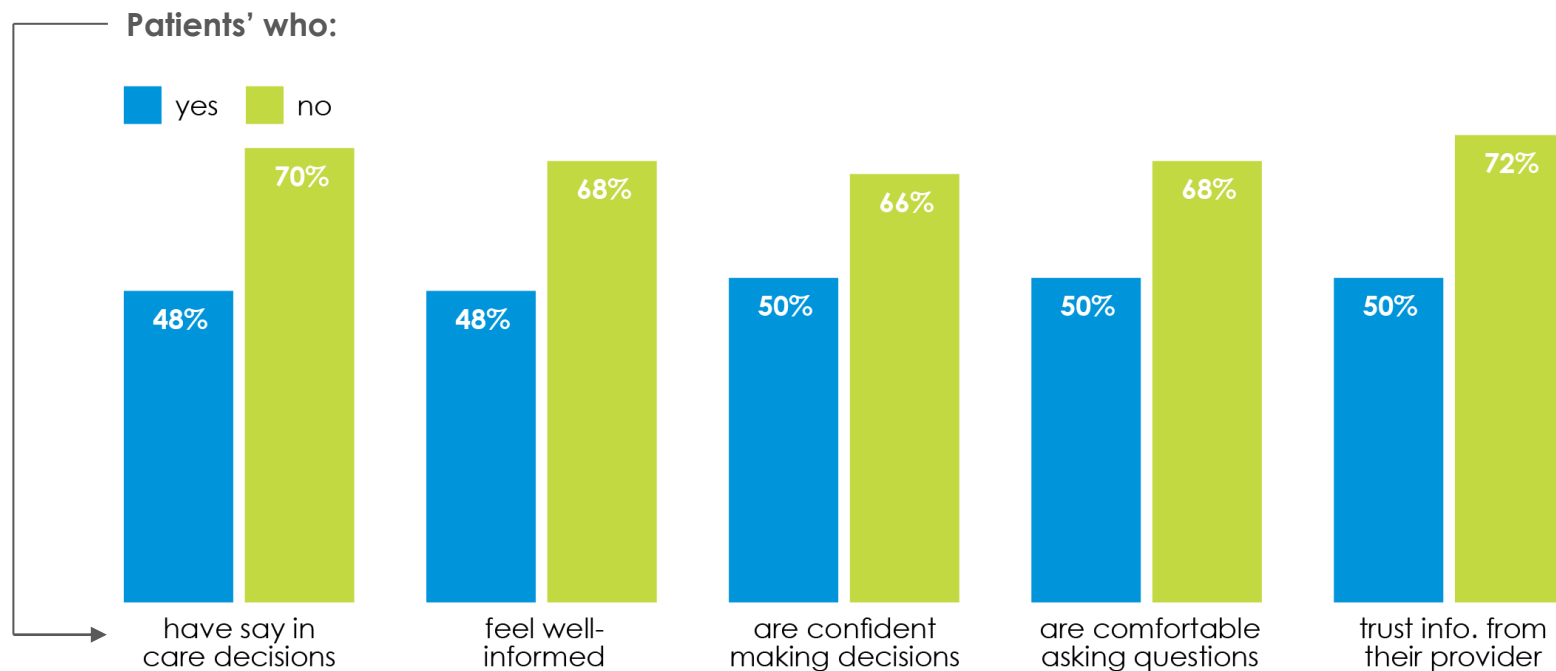
64% rate their overall
care positively

Only 26% of those who feel they have less of a say rate their care positively

Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Patient Empowerment and Engagement Also Strongly Predict Loyalty

Percent Interested in Switching Their Place of Care (Among Low-Income Californians)

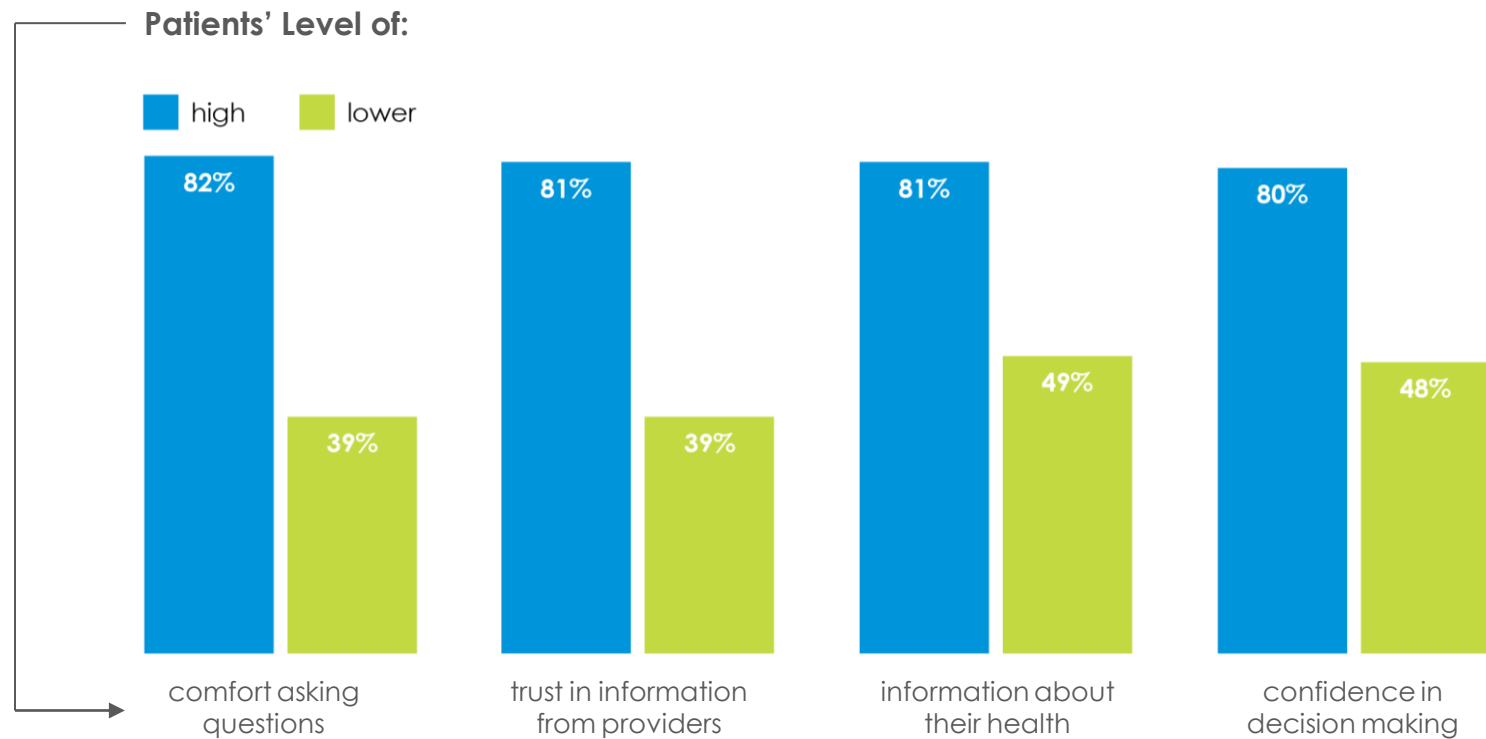


Compared with others, empowered patients are **16 to 22** points less interested in finding a new place of care.

Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Patient Empowerment is the Main Predictor of Patient Engagement

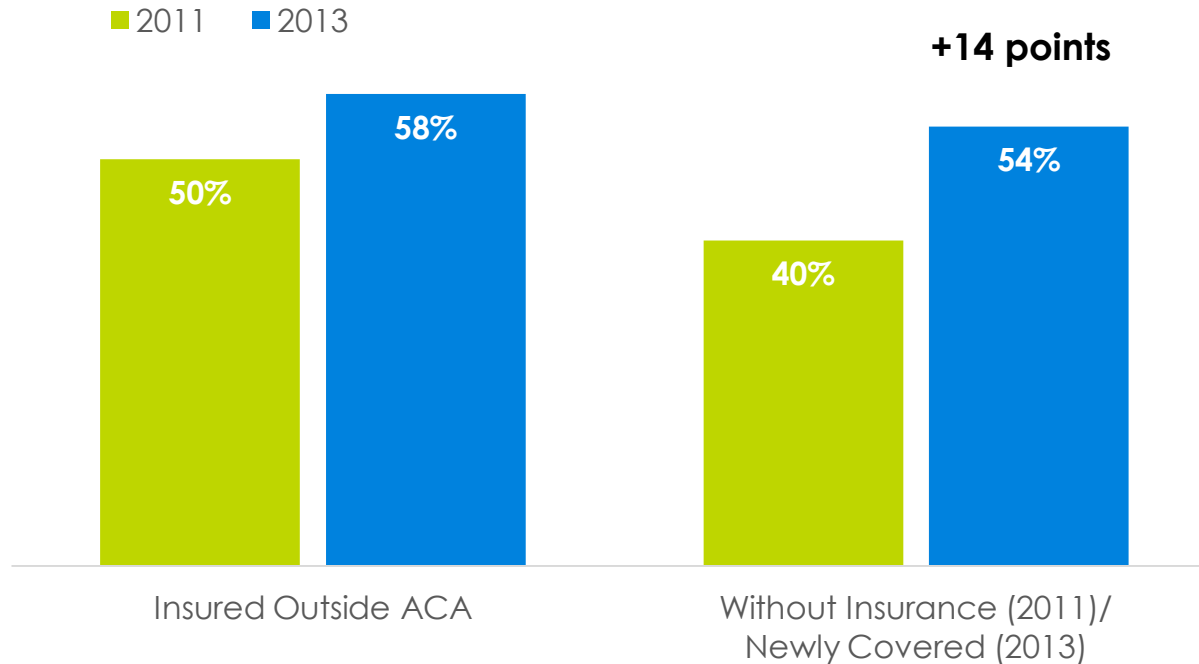
Patient Empowerment Levels (Among Low-Income Californians)



Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Patient Satisfaction is Up Among Previously Insured and Those Newly Covered Under the ACA

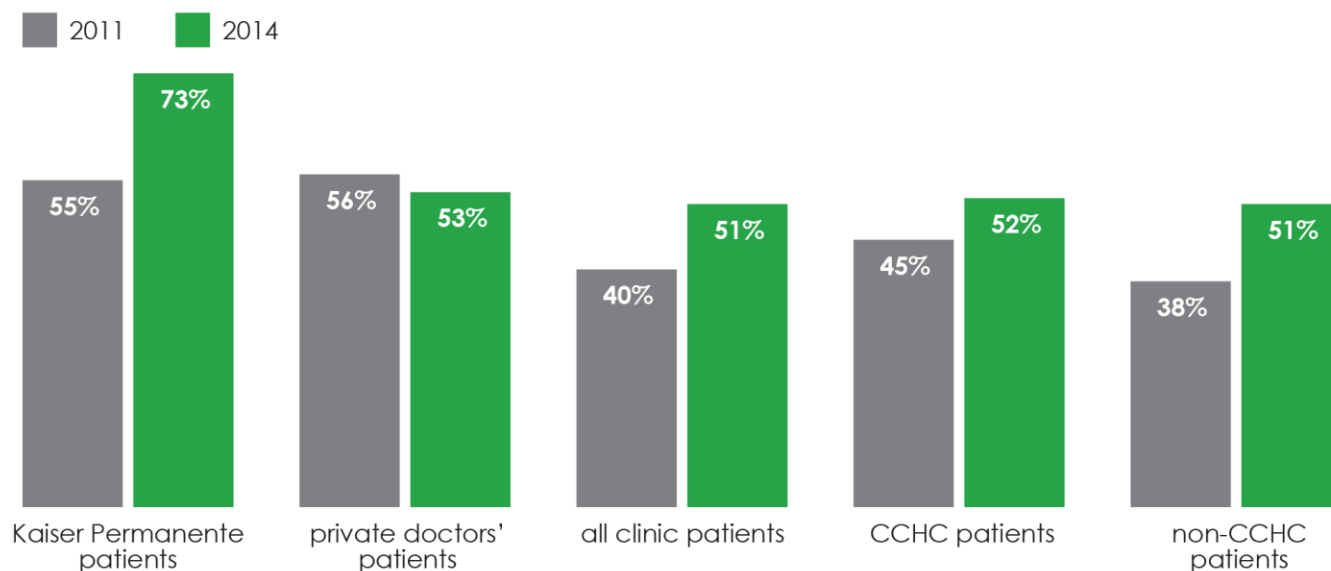
Percent Who Are Highly Satisfied With Their Care (Among Low-Income Californians)



Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015

Patient Satisfaction Among Clinic Patients is Up Across All Clinic Types

Percent Who Rate Their Care as Excellent or Very Good (Among Low-Income Californians)



Source: *Delivering on a Promise: Advances and Opportunities in Health Care for Low-Income Californians*, Langer Research Associates, February 2015