

# THE CONSUMER HEALTHCARE PARADOX

The healthcare system is a mess for everyone involved. It's designed to confuse, overcharge and scare. Maestro Health commissioned a survey of consumers to understand where they think the healthcare system falls short, where progress can be made and how they stay informed.

Responses were conflicting in nature, revealing a large disconnect between consumers' perceived experience vs. reality. Consumers say high costs, lack of support and disparate resources all stand in the way of the ideal experience. Yet, they still use positive words like "easy," "simple" and "supported" to explain their healthcare experiences. **This disconnect is what Maestro Health has dubbed The Consumer Healthcare Paradox.**

## The "aha" moment.

**78%**

say their their healthcare experience is positive



**69%**

don't feel fully empowered to control their healthcare journeys

**WTF.** While consumers *think* their healthcare experiences are "positive," they also admit to not having true control over their healthcare journeys. And worse, they assume the healthcare experience they have now is as good as it gets. This just doesn't make sense. It is further proof of the major paradox permeating the healthcare industry today.

**51%**

say the healthcare system "is what it is"

### Here's another paradox proof point:

**76%**

of respondents visited their primary care physician within the last year

**YET**

**50%**

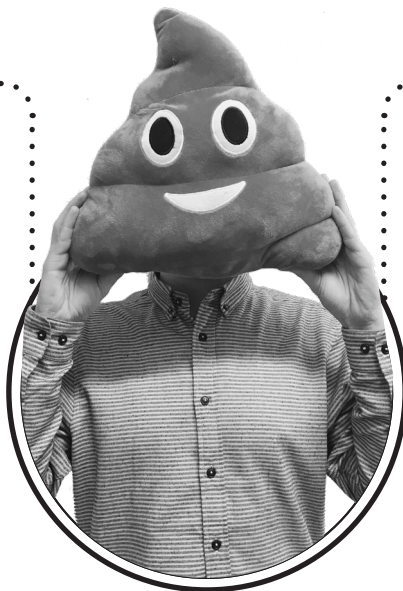
of respondents do not think the quality of care they receive is generally equal to or greater than its cost

## This is not healthcare.

Well, it shouldn't be. The data revealed everything wrong with healthcare today. Consumers don't feel empowered to make informed decisions in their healthcare journeys. Worse, they don't have the resources or support to reclaim control.

**79%**

think quality healthcare costs in the U.S. are too high



**39%**

have chosen not to go to the doctor to avoid costs

**55%**

have experienced a higher-than-anticipated medical bill

**Plus, there's no single source of truth.** Consumers say they want a single resource for all their healthcare needs. And it's clear why: they're all over the board when it comes to how often they seek out care, where they go with concerns and how they identify a facility. Less than 40% of respondents said they turn to their health plan or employer when it comes to navigating the essentials of healthcare. Consumers are looking to almost anything else as a source of truth or guidance with their healthcare.

**44%**

turn to friends and family when looking for a new doctor



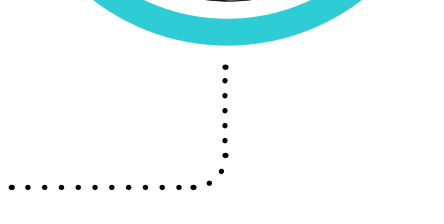
**43%**

turn to Google when they have a concern about their health



**32%**

confide in family and friends when they have a concern about their health



**39%**

turn to the internet when looking for a new doctor

## This is what healthcare can be.

Respondents who reported not feeling empowered to control their healthcare journeys cited "lack of sufficient support in a system they don't believe is looking out for their wellbeing" as the root cause. Here's what else they said would improve their healthcare experience:



## The bottom line.

# MIND THE GAP

The research shows the healthcare we're used to, isn't healthcare—at least, it shouldn't be. Consumers are conditioned to accept the status quo, which means lack of support, crazy-high bills and a system where most parties are only looking out for their bottom lines.

With an innovative health plan management approach to self-funded benefits, Maestro Health is fighting back against this sort of abuse that's too common in the healthcare industry. And ultimately, helping brokers, consultants, employers and consumers reclaim control of their healthcare.