

Health Consumer Needs During COVID-19: Survey Results & Panel Discussion

Survey Results

COVID-19 Healthcare Consumer Survey

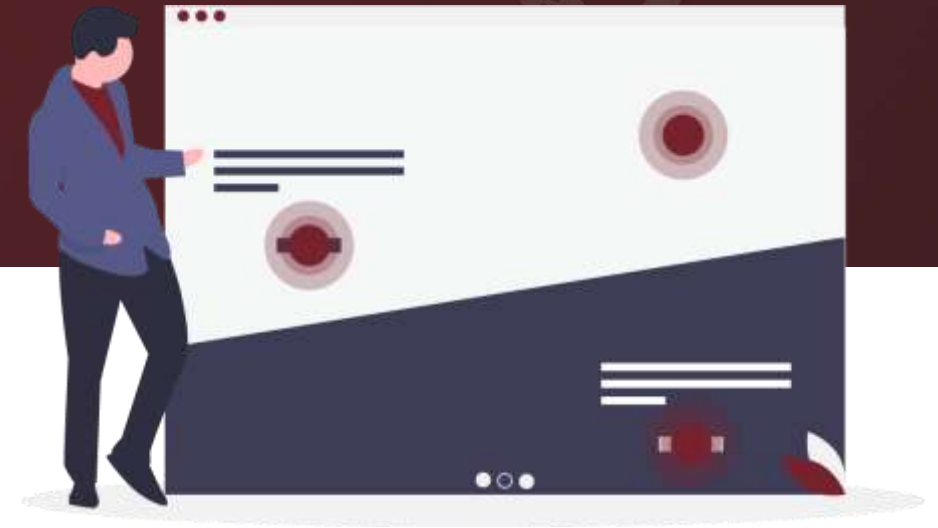
geonetric.com/covid19-survey



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Today's Agenda

- Survey Findings & Results
- Panel Discussion

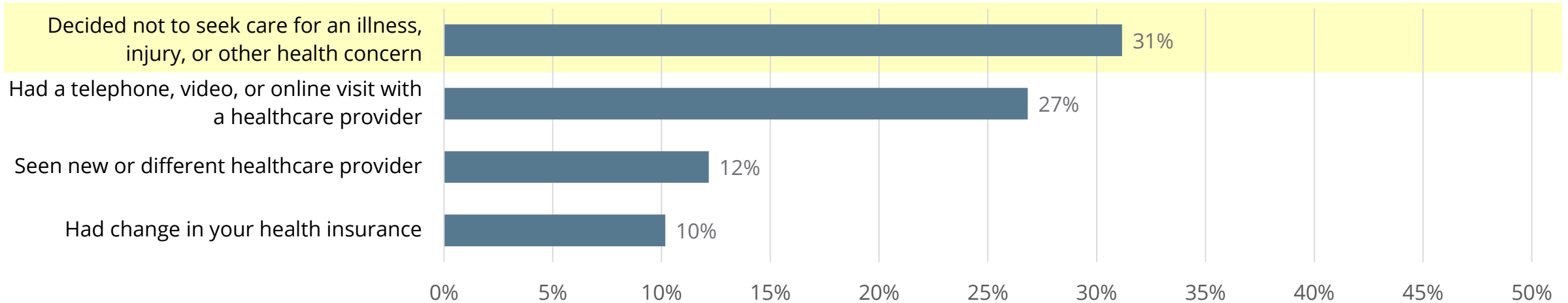


COVID-19 Healthcare Consumer Survey

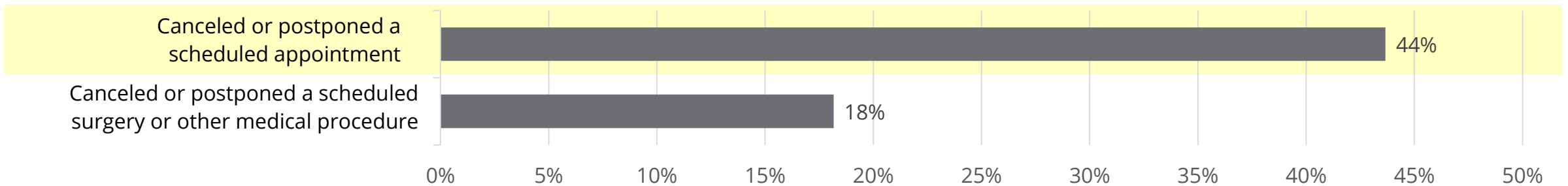
Released April 2020

COVID-19 has affected consumers' health decisions and plans.

Because of COVID-19, **have you ...**



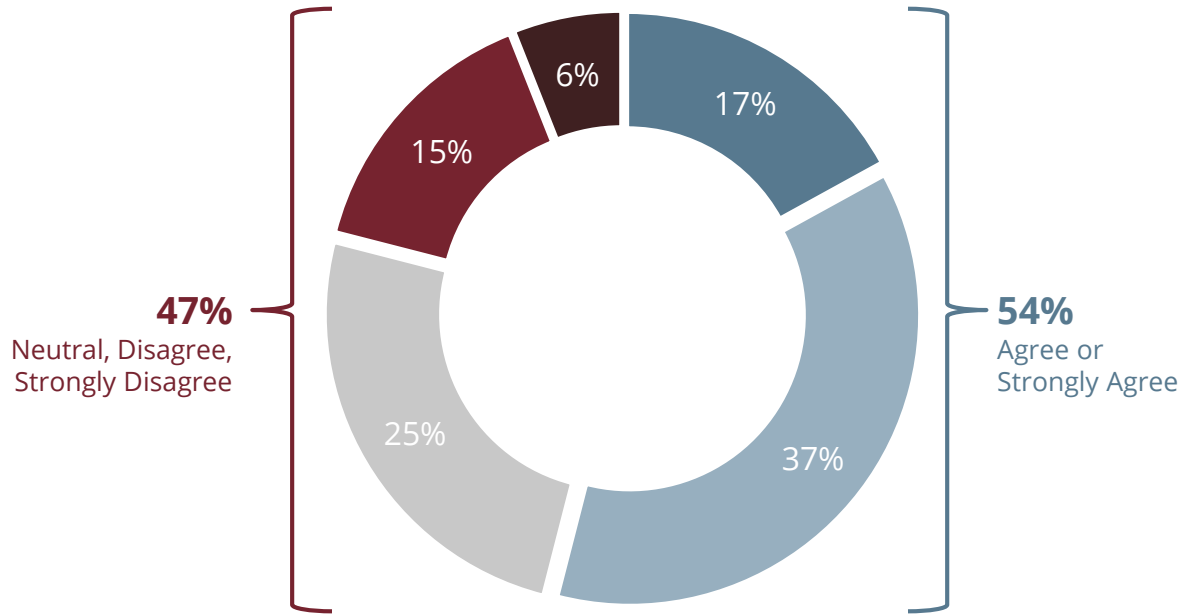
Because of COVID-19, has **your healthcare provider ...**



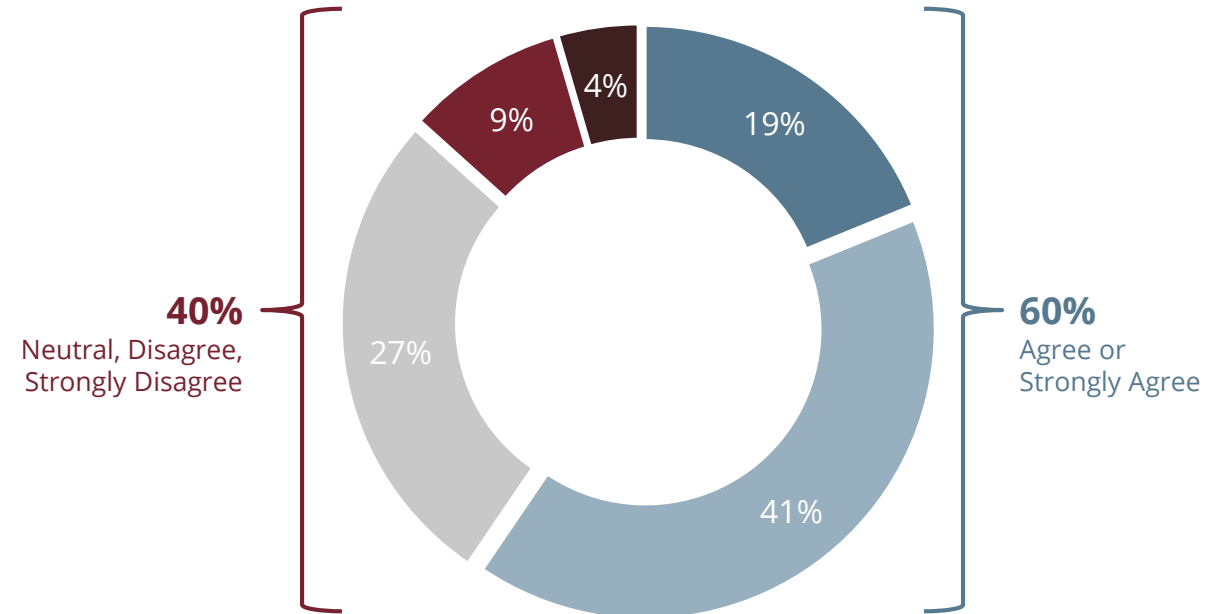
■ % of Respondents Who Selected Yes

Many consumers are uncertain about non-COVID-19 care options.

If I needed medical care right now for something other than COVID-19 symptoms ...
I know what to expect before, during, and after my visit.



If I needed medical care right now for something other than COVID-19 symptoms ...
There are safe ways for me to get the healthcare I need.



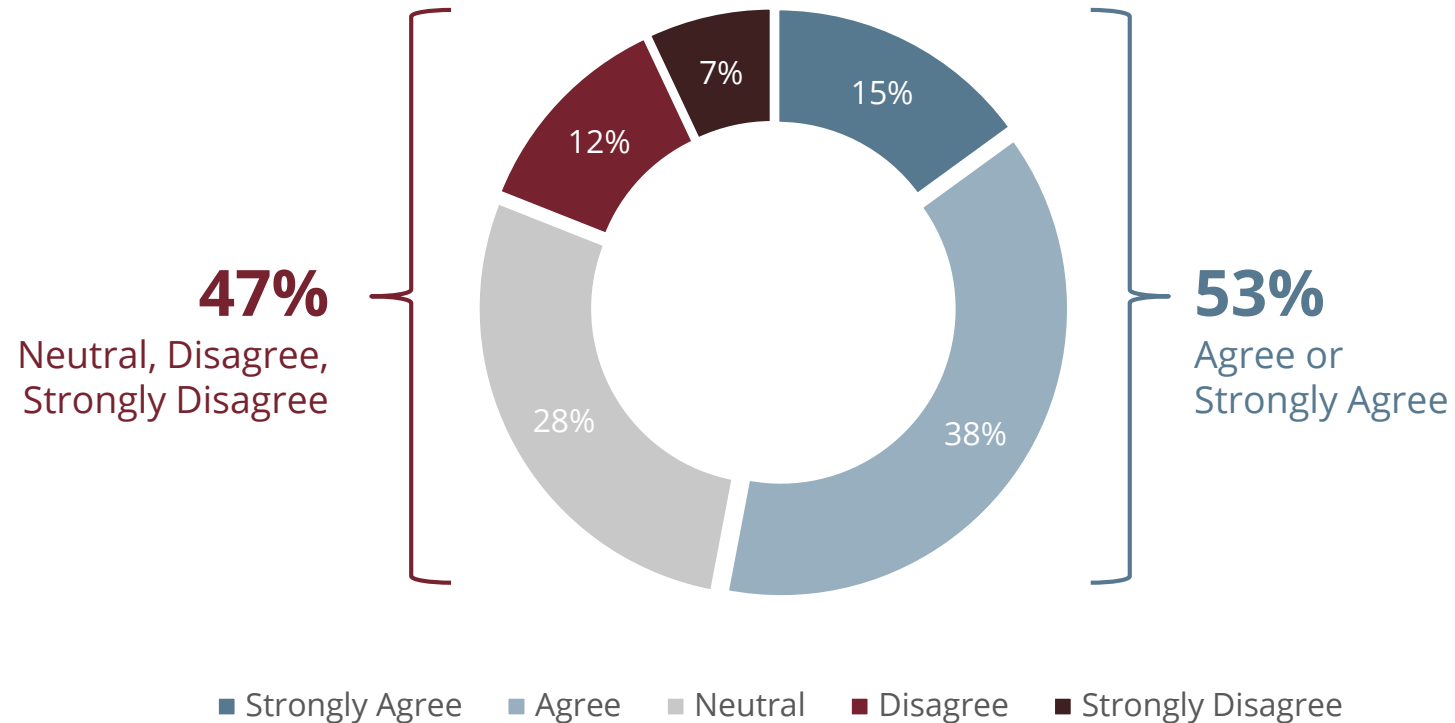
■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

A slim majority feel they've received adequate information from local providers.

Thinking about COVID-19 information you've received from your local healthcare providers, do you agree or disagree with each of these statements?

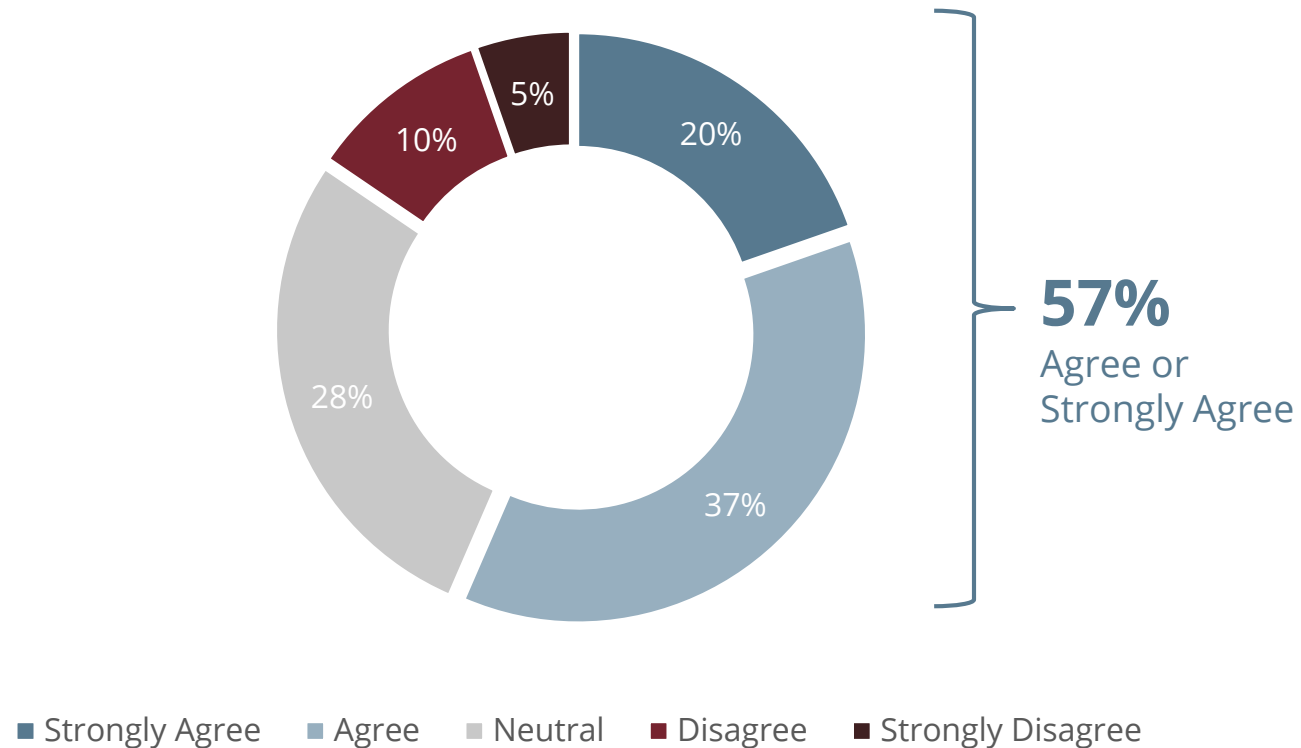
I have received adequate information.



Most consumers would like information more frequently.

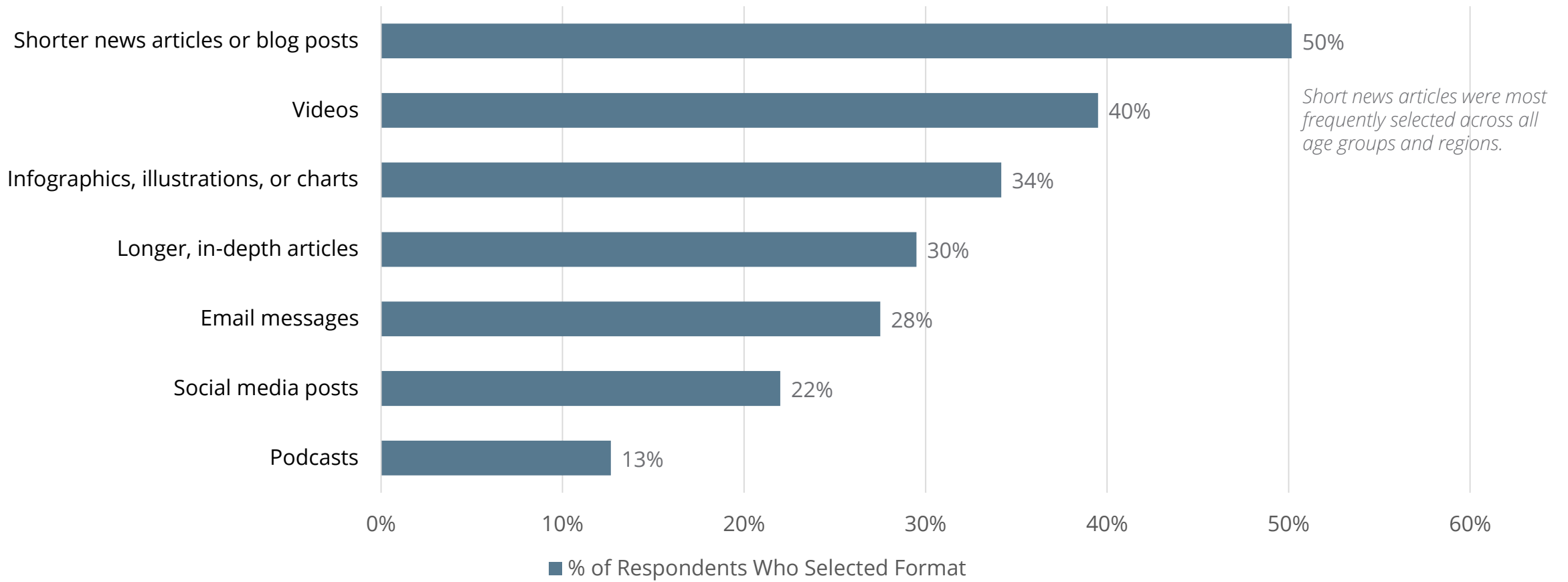
Thinking about COVID-19 information you've received from your local healthcare providers, do you agree or disagree with each of these statements?

I would like to receive information more frequently.



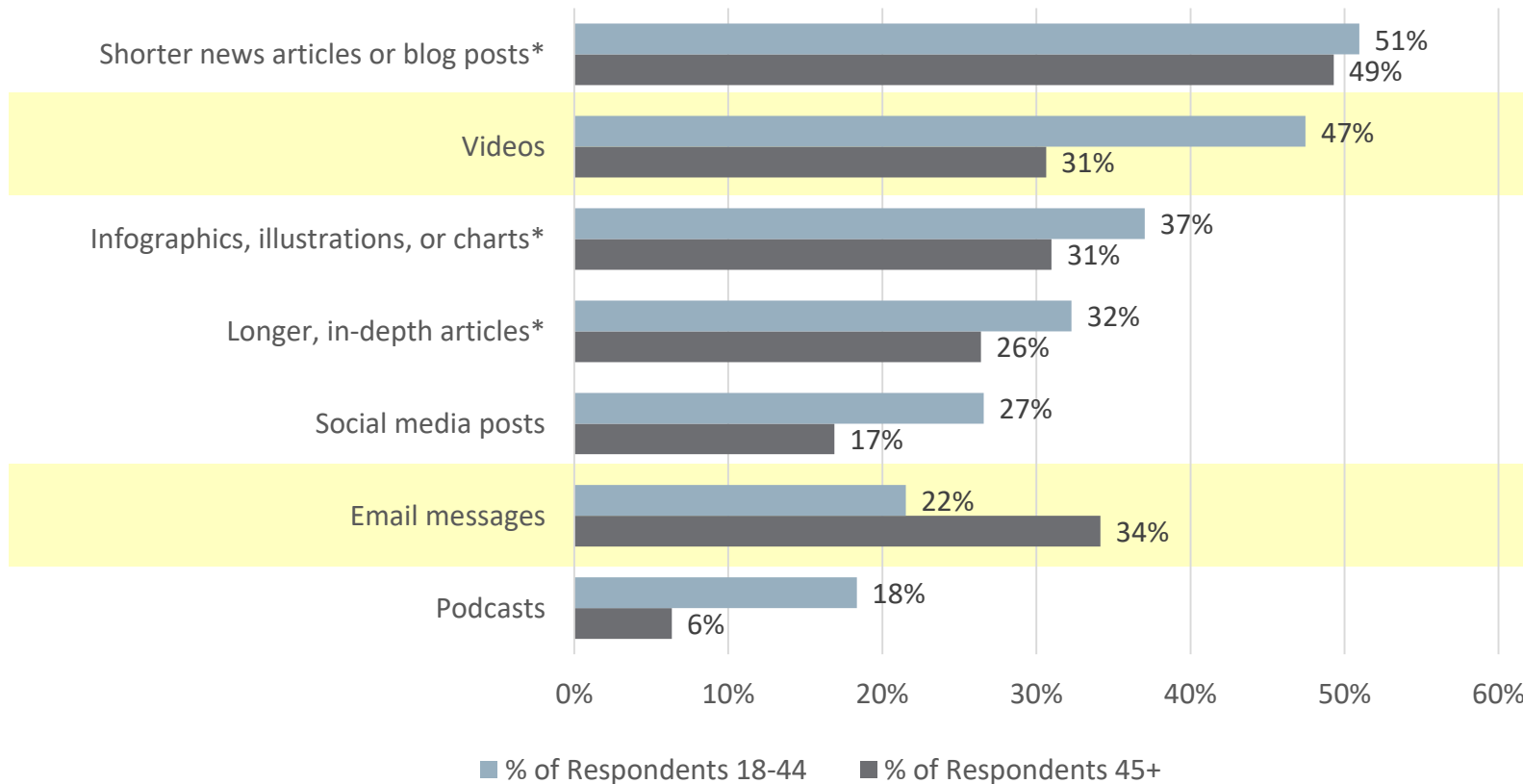
Preferred formats: Short articles, videos, and graphics

When learning about COVID-19, which of these formats do you prefer?



Age groups have substantial differences in preferred format.

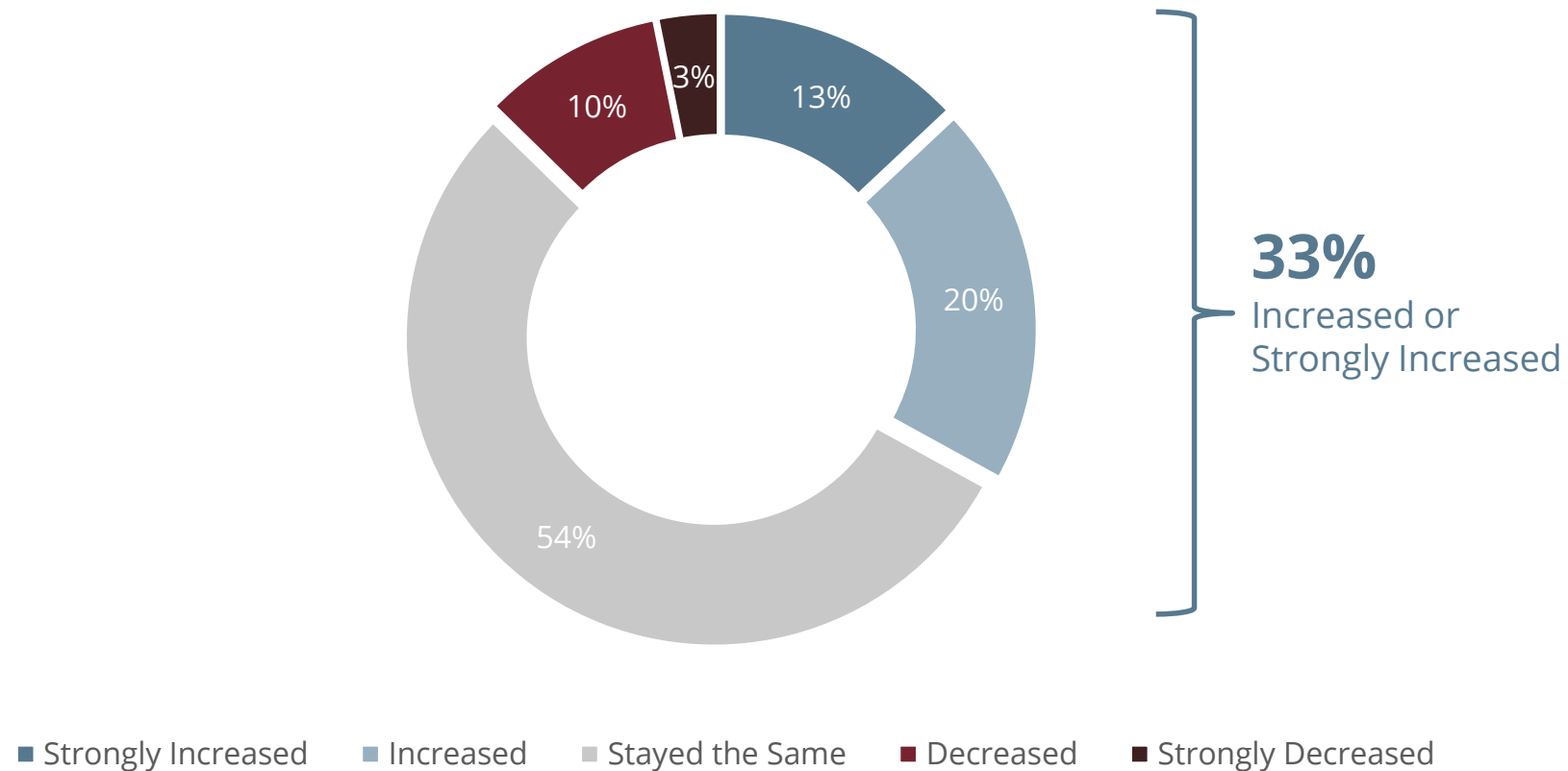
When learning about COVID-19, which of these formats do you prefer?



*Differences across age groups for shorter articles, infographics, and longer articles are not statistically significant.

Overall, trust in local hospitals or health systems has increased.

How has your trust in your local hospital or health system changed the past month?





Panel Discussion



Panel Discussion

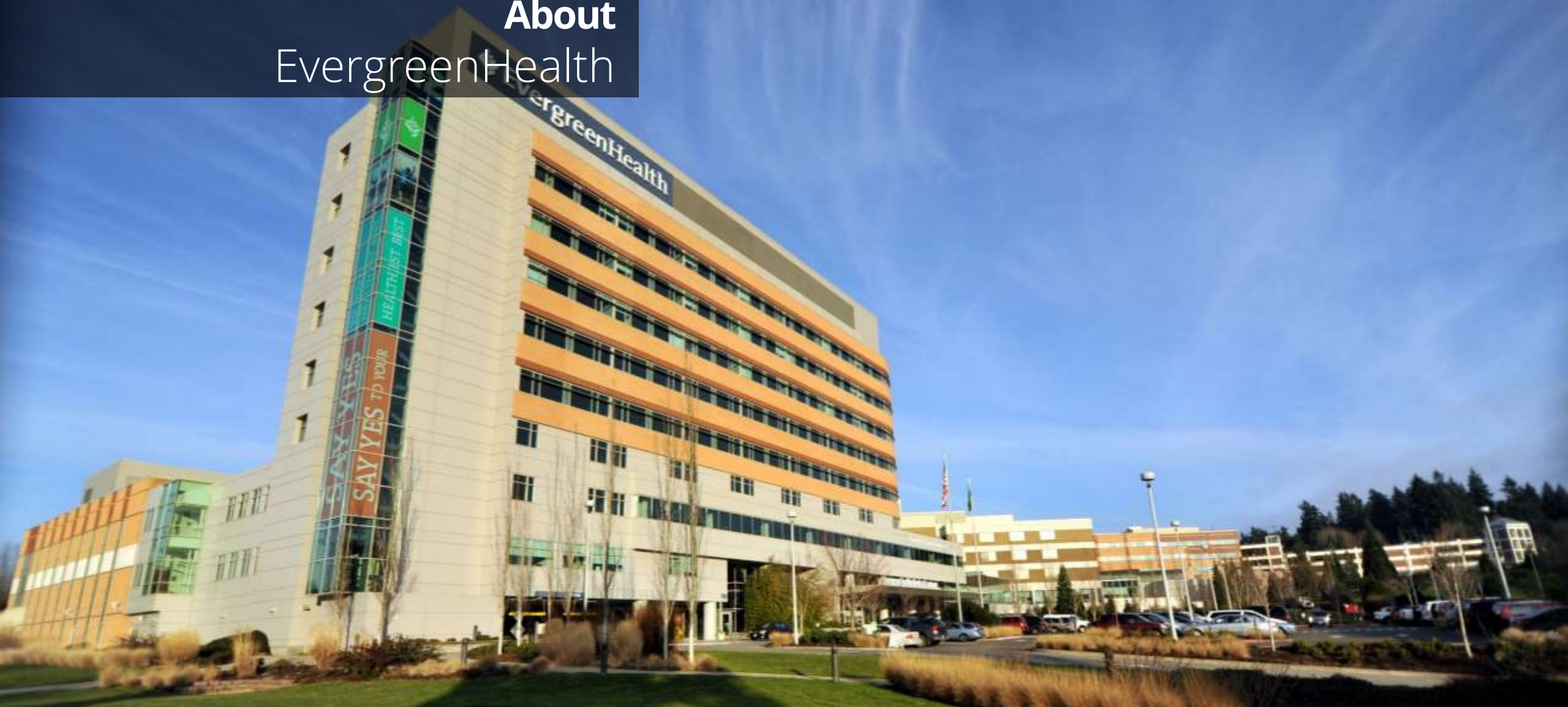


Joy Weller

Manager of Digital Media & Marketing
EvergreenHealth (Kirkland, WA)



About
EvergreenHealth



Panel Discussion



Christina Peaslee

Executive Director of Marketing Communications & Content Strategy
Cape Cod Healthcare (Hyannis, MA)

About
Cape Cod Healthcare



Panel Discussion



Darren Moore

Digital Content & Brand Manager
LMH Health (Lawrence, KS)



About LMH Health





Today's Panel



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Manager of Digital Media & Marketing
EvergreenHealth
Kirkland, WA



Christina Peaslee

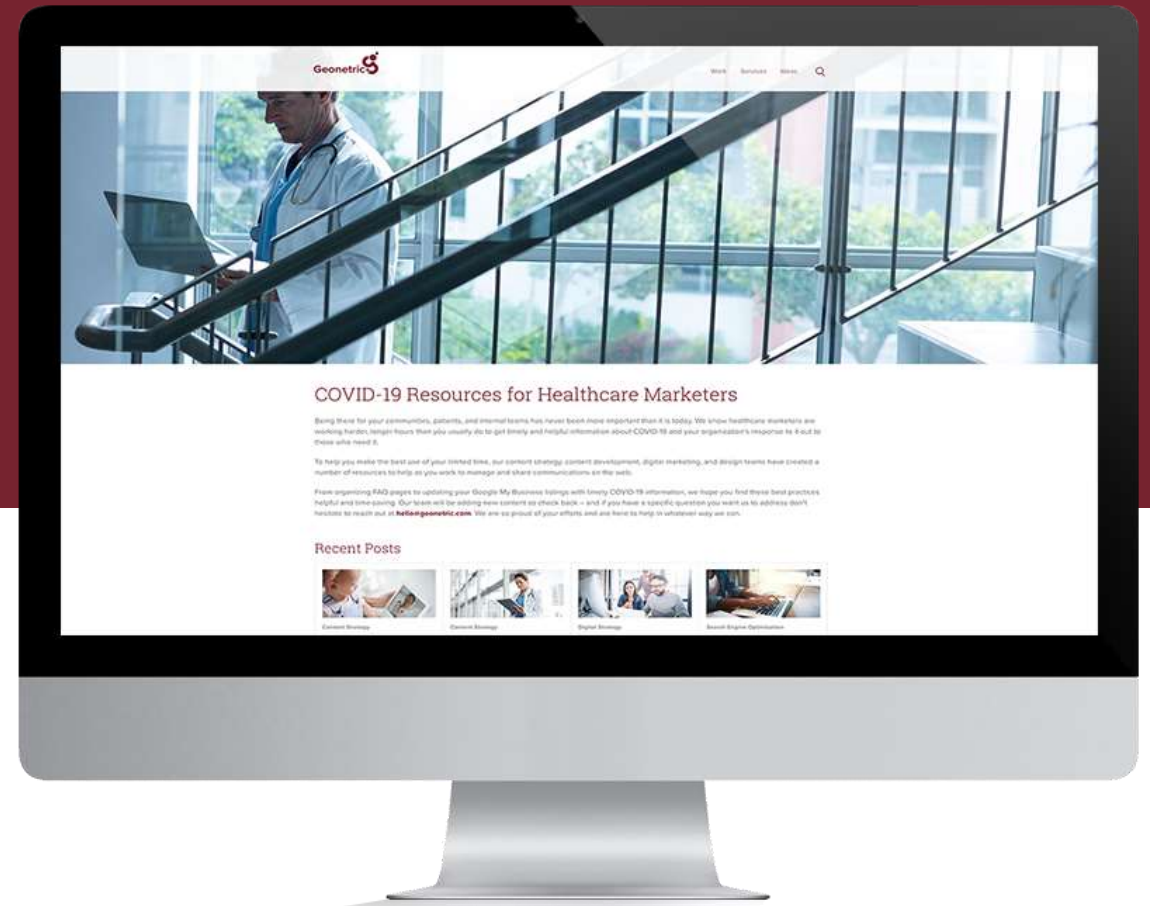
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COVID-19 Resources for Healthcare Marketers



geonetric.com/covid19-hub