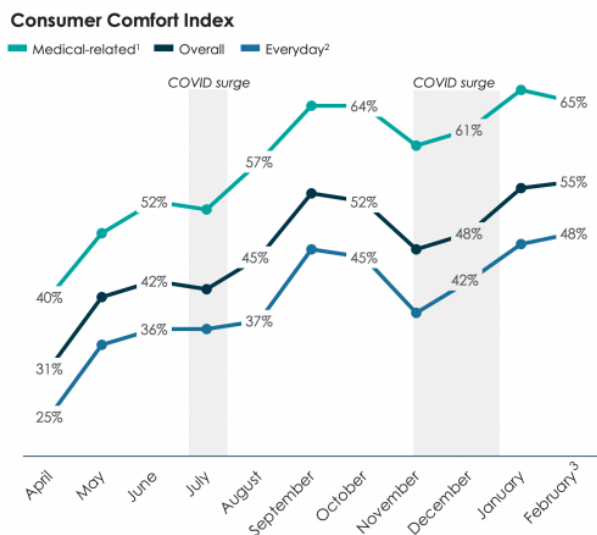


## A year later, consumer confidence is returning

After a rollercoaster year of living with COVID-19, consumer confidence has returned—and remained largely stable during the winter surge of the pandemic, according to the latest data from a Healthgrades' consumer attitudes and behavior [survey](#). The graphic below depicts Healthgrades' "Consumer Comfort Index", a measure based on survey questions that assess comfort in specific healthcare settings (e.g., visiting your primary care doctor) and "everyday activities" (e.g., going grocery shopping or dining inside a restaurant). The index reveals that **consumers continue to feel more comfortable with in-person medical-related activities than most everyday activities, with 65 percent now feeling comfortable in healthcare settings—up from 40 percent last April**. There are, however, some obvious "everyday" outliers: for example, people still feel more comfortable going to the grocery store than getting an in-office medical procedure. A second [survey](#), by Jarrard Phillips Cate & Hancock and Public Opinion Strategies, finds **consumers are much more willing to seek in-person medical care in the next six months as compared to last summer**. Health systems and physicians should leverage this return of consumer confidence to reach out to patients who have delayed or missed screenings and other important care across the past year.

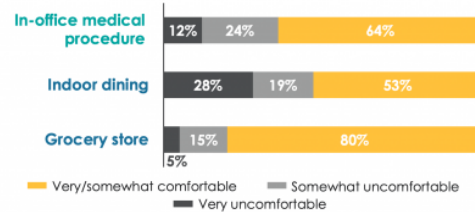
### Consumers Increasingly Confident in Returning to Healthcare



1. Based on average of five medical-related questions: visiting a primary care provider, an urgent care facility, a medical specialist, a hospital, and having an in-office medical procedure.
2. Based on average of nine questions about everyday activities, including visiting a grocery store, dining inside a restaurant, driving to a vacation spot, and staying at a hotel.
3. Average from first two weeks of February.

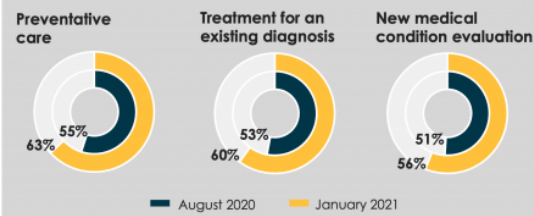
### Medical-related Comfort Compared To Everyday Settings

n = 203, Week of Feb. 12, 2021



### Consumer Confidence in Seeking In-Person Care in Next Six Months

n = 1,002, Jan. 12-16, 2021



Source: "COVID-19 Patient Confidence Study," Healthgrades, 18 Feb. 2021; "COVID-19 Resource: National Coronavirus Survey Results," Jarrard Phillips Cate & Hancock, 23 Feb. 2021; Gist Healthcare analysis.