

Consumers are skeptical of “hospitals”—just not their own

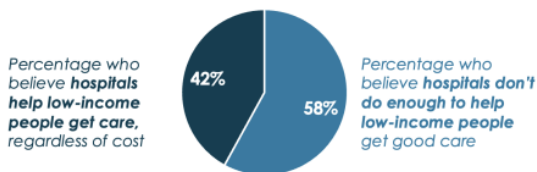
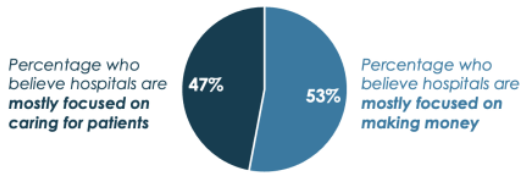
Health systems have recently been the subject of high-profile media accusations that they prioritize “profits over patients”, as an unflattering *New York Times* [series](#) has framed it. New consumer survey [data](#) from strategic healthcare communications consulting firm Jarrard Inc. shows that **while consumers find some merit in these claims, they tend to see their local hospital in a better light**. As shown in the graphic below, **a majority of US adults believe that, on a national level, hospitals are more focused on making money than caring for patients**, and that they don't do enough to help low-income people access high quality care. Despite only one in five survey participants having seen news stories alleging hospitals fail to provide enough charity care in exchange for tax breaks, 65 percent of survey respondents find those allegations believable. But while the consumer perception of hospitals may be suffering nationally, the **responses were quite different when consumers were asked about their preferred local hospital. More than half strongly agreed that their preferred local hospital is a good community partner—one that puts patient care ahead of making money**. (Just as with Congress: people love to criticize the institution, while continuing to return their own representatives to Washington.) While the negative national attention can be disheartening, at the end of the day, **to consumers, healthcare is local**, and health systems must continue to build direct consumer relationships to strengthen patient loyalty.

Majority of Americans Believe Hospitals More Focused on Profitability than Caring for Patients

Only One in Five Have Seen Recent Charity Care Exposé, But Most Find Them Believable

Americans' Perceptions of Hospitals' Priorities¹

n=1,000; Dec. 2022



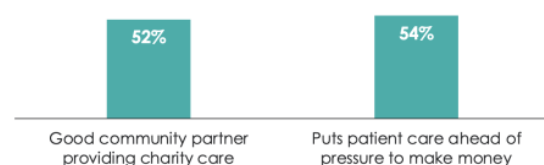
Reach and Believability of News Stories Alleging Hospitals Fail to Provide Enough Free Care to Justify Tax Breaks

n=1,000; Dec. 2022



Percentage of Adults Strongly Agreeing with Statements About Their Preferred Local Hospital

n=798; Dec. 2022



1. Respondents were asked which statement they agreed with more.

Source: Jarrard. "Money matters: The rising standard for healthcare". 12 Jan. 2023. Gisi Healthcare analysis.