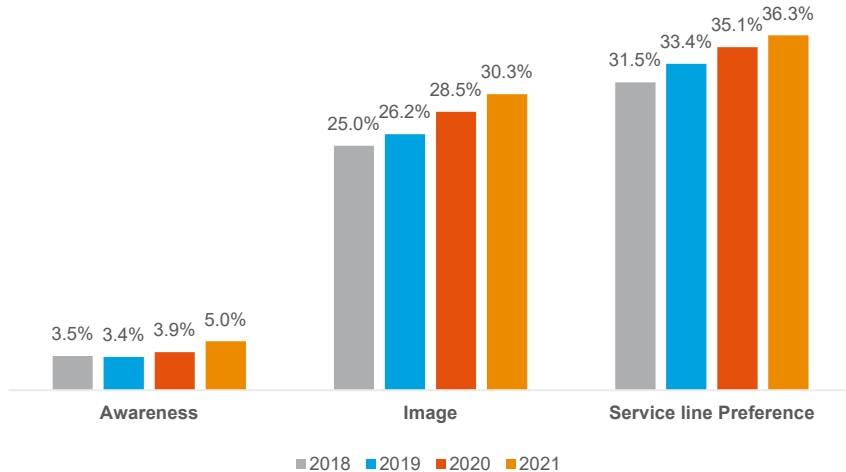


NRC HEALTH MARKET INSIGHTS – MARCH 2021

Insight of the Month: No Preference

Beginning in 2018 and continuing into 2021, NRC Health Market Insights data shows consumers preference for healthcare is decreasing. More and more consumers have the sentiment that all health care is the same and don't have a preference for a specific hospital when asked.

No preference – National market



Metrics with most preference

- **Hospital most conveniently located:** 81% with preference
- **Hospital Emergency Room:** 78% with preference

The increase in no preference is not limited to one specific demographic or metric, although some are more influential than others. No preference among younger females (18-34) has increased the most since 2018 going up by 9-10%.

Individual metrics also play a role in how much no preference increased. Women's/GYN and Maternity OB services were among the service lines which increased the most.

These two data points represent a key opportunity to not only understand the no preference trend but also how to reverse it in relating to this key demographic.