

NRC HEALTH MARKET INSIGHTS – February 2022

Insight of the Month: Selection Factors

The following analysis is taken from the NRC Market Insights service line modules fielded in 2021. Each module runs for two months and includes service-line specific questions. Because each module is catered to the service line, not all selection factors are worded the same. Where appropriate, similar selection factors were considered the same even if wording was not exact. For the sake of this analysis, “insurance” was not included.

Cancer	Heart	Neurology	Bariatric	Maternity	Orthopedics	Pediatrics	Urgent Care/ER
1.Reputation of the facility (58%)	1.Recommended by my doctor (40%)	1.Recommended by my doctor (38%)	1.Specialized in my condition (36%)	1.Reputation of the facility (33%)	1.Specialized in my condition (37%)	1.Located nearby (32%)	1.Located nearby (45%)
2.Facility has the best doctors and nurses (49%)	2.Specialized in my condition (35%)	2.Specialized in my condition (34%)	2.Recommended by my doctor (32%)	2.Recommended by my doctor (24%)	2.Located nearby (34%)	2.Easy to schedule an appointment (30%)	2.Quality of care (39%)
3.Specialized in my condition (49%)	3.Reputation of the facility (30%)	3.Reputation of the facility (23%)	3.Reputation of the facility (27%)	3.Recommended by family or friends (23%)	3.Overall reputation of provider (31%)	3.Offers personalized care (27%)	3.Clean facility (30%)

High tech services ●

Offers the latest technology, equipment, and treatment options
 Facility has the best doctors and nurses
 Offers personalized care

Reputation of the facility
 Recommended by my doctor
 Specialized in my condition

● High touch services

Clean facility
 Quality of care
 Located nearby

The above represents selection factors more important for “high tech” vs “high touch” services. The selection factors in the middle are important for both “high tech” and “high touch”. Factors that are less important across all service lines are awards, online rating and reviews, recommendation of family and friends, and being affiliated with preferred hospital/system. These factors should not be ignored but it should be noted that they might not be the first reason someone chooses a facility and should be thought of as secondary/supporting selection factors.