

POPULATION HEALTH

POPULATION HEALTH is defined as the HEALTH OUTCOMES of a group of individuals, and the DISTRIBUTION OF THESE OUTCOMES within the group. It is an approach to health that is aimed at improving the health of an entire population.

1.

Regardless of political affiliation, most Americans expect both federal and local government to take steps to improve the health of the community.

In fact, among CONSERVATIVES:



74%

Believe the FEDERAL government should take action.



77%

Think LOCAL governments have a role to play.

MILLENNIALS were MORE LIKELY than other age groups to support government's role.



91%

Believe the FEDERAL government should take action.



92%

Think LOCAL governments have a role to play.

Actions LOCAL government should take to improve community health:



Encourage exercise by building parks/sidewalks/bike lanes

44%

Offer free health screenings

42%



39%



Offer health education in schools

Actions FEDERAL government should take to improve community health:



Fund state and local health departments

53%

Encourage health education in schools

40%



32%



Encourage exercise by funding sidewalks/bike lanes

2.

Individuals see themselves as responsible for their own health and 87% see themselves as directly influencing the health of their community.

Actions INDIVIDUALS should take to maintain or improve their own health:



Eat healthy foods and meals

71%

Exercise at least three times a week

62%

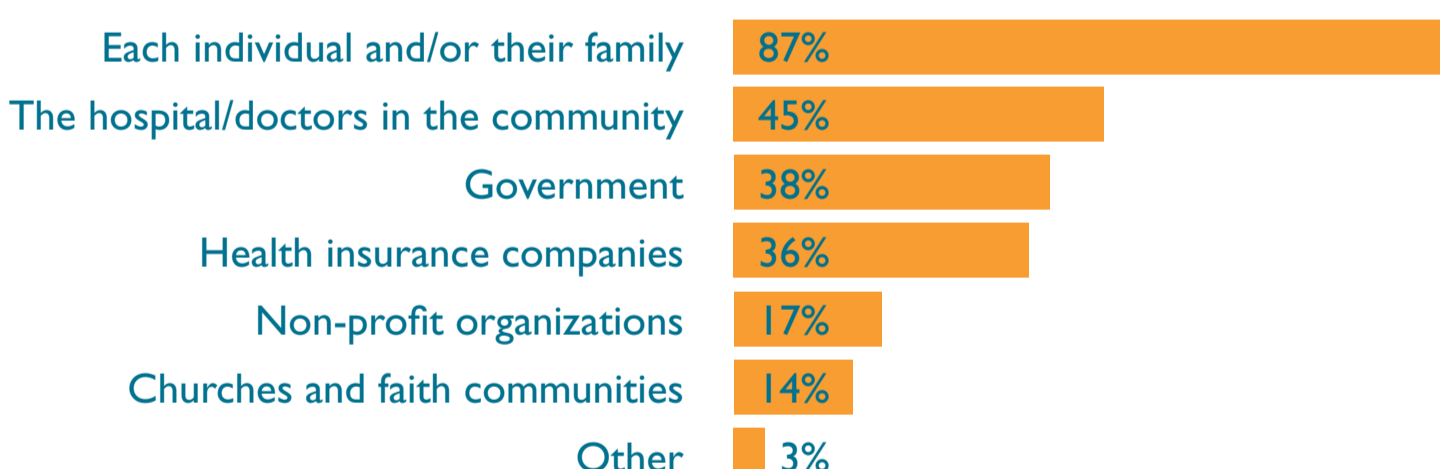


58%



Get an annual physical

WHO IS RESPONSIBLE for the health of the community?



3.

Consumers also believe that health care organizations have a distinct role to play to improve community health.

They say HOSPITALS should offer



Free health screenings

64%

Free classes on health topics

43%



35%



Health education in schools

They say HEALTH INSURANCE COMPANIES should



Offer free health screenings

56%

Help patients coordinate care among providers

40%



36%



Provide care managers for seriously ill patients

Results are based on a study conducted by Catalyst Healthcare Research and npd, a Richmond-based advertising agency, in an effort to understand consumer perceptions of population health. The survey, conducted in July 2016, included 1,004 respondents, with 802 responses collected online and 202 via telephone. Samples for both modes are generally representative of the American adult population according to age and gender. The margin of error for the full sample (n=1004) is approximately +/- 3.1 percent at 95 percent confidence level.

