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## MEMORANDUM

To: Interested Parties

From: Celinda Lake, David Mermin, Dan Spicer, and Shilpa Grover,  
*Lake Research Partners*  
Bill McInturff and Elizabeth Harrington,  
*Public Opinion Strategies*

Subject: New national polling data on health care system reform

Date: July 13, 2009

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**Our recent survey<sup>1</sup> shows that voters broadly agree on the need to move forward with key changes to improve quality and control costs. Voters see the specific elements of this reform agenda as working together to increase prevention and prevent chronic diseases, to increase the quality of health care, and to effectively get the rising costs of health care under control.**

While many other areas of health care reform remain somewhat controversial, this research shows that voters across the political spectrum support health care reforms that will improve quality of health care and lower costs. Democrats, Republicans, and independents find common ground in supporting the specific set of health care reform proposals tested in the survey, including placing greater emphasis on prevention, eliminating co-pays and deductibles for chronic disease treatment, developing a national health information technology network of electronic medical records, and establishing personal medical teams of health professionals coordinated by a primary care physician.

- **Both Democratic and Republican voters favor the health care delivery system reform proposal.** Fully 71% of voters support the health care reform proposal tested—including 85% of Democrats and 60% of Republicans.

### HEALTH CARE DELIVERY SYSTEM REFORM PROPOSAL:

**Now I would like to read you a proposal that is being considered to reform health care. This proposal aims to reduce costs and improve quality of health care in the following ways: make health coverage more affordable and accessible for all Americans; eliminate co-pays and deductibles for recommended chronic disease treatment prescribed by your doctor; eliminate co-pays and deductibles for recommended preventive services and emphasize disease prevention including reducing obesity and smoking; ensure that doctors have accurate and updated information on the most effective treatments; and ensure that patients receive highly-coordinated, personalized treatment plans based on the latest medical evidence. Would you favor or oppose this proposal, or are you undecided?**

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<sup>1</sup> The telephone survey of 1000 likely voters nationwide was conducted July 6-9, 2009, by Lake Research Partners and Public Opinion Strategies. The margin of sampling error is +/-3.1%.

- **Several elements of the proposal each receive strong support from voters, including: establishing personal medical teams of health professionals coordinated by a primary care physician, developing a national health information technology network of electronic medical records, and eliminating co-pays and deductibles for the treatment of chronic diseases. Each of these is also rated by voters as an effective way to reduce costs and improve the quality of health care.**
  - Fully 75% of the voters gave establishing personal medical teams of health professionals coordinated by a family doctor a rating of 6 or greater on a scale of 0 to 10 (7.4 mean rating).
  - 73% of voters rated developing a national health information technology network of electronic medical records a rating of 6 or greater (7.2 mean).
  - 63% of voters provide a rating of 6 or higher for eliminating co-pays and deductibles for chronic disease treatment (6.6 mean)
- **After hearing about the reforms, 62% of voters would be more likely to support a member of Congress who supported these reforms.** Democrats are net +72 points more likely to support such a member of Congress, with Republicans a net +22 points more likely.
- **Voters believe the current health care system places far less emphasis on prevention than it should.** While only half of all voters (49%) say that a lot (14%) or some (36%) emphasis is placed on prevention in our current health care system, 88% say that a lot (65%) or some (23%) should be placed on it—including 65% of Democrats and 62% of Republicans who believe that a lot of emphasis should be placed on prevention.
  - When asked if our current health care system should place more emphasis on preventing or treating sickness, 48% say more emphasis should be placed on prevention (including 49% of Democrats and 47% of Republicans), whereas just 16% say that the current system strikes the right balance, and 16% think more emphasis should be placed on treatment, with 15% favoring more emphasis being placed on both and 5% unsure.
- **Voters across the political spectrum agree that rising health care costs are undermining the living standards of working families, that the epidemic of chronic diseases is driving up health care costs, that Americans are receiving the most expensive care but that it's not always the best care, and that American businesses are at a competitive disadvantage in the global economy because health care costs are rising so dramatically.** On a scale of 0-10, the mean agreement with each of these statements is at least 6.9 overall, at least 7.0 among Democrats, and at least 6.7 among Republicans.

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For more information on this Lake Research Partners survey, contact Celinda Lake or David Mermin at 202-776-9066 or Bill McInturff or Elizabeth Harrington at 703-836-7655.