

MARKLE

HEALTH IN A NETWORKED LIFE

Markle Survey: Roughly Half of Doctors Say Pay Reform Is Important

January 2011

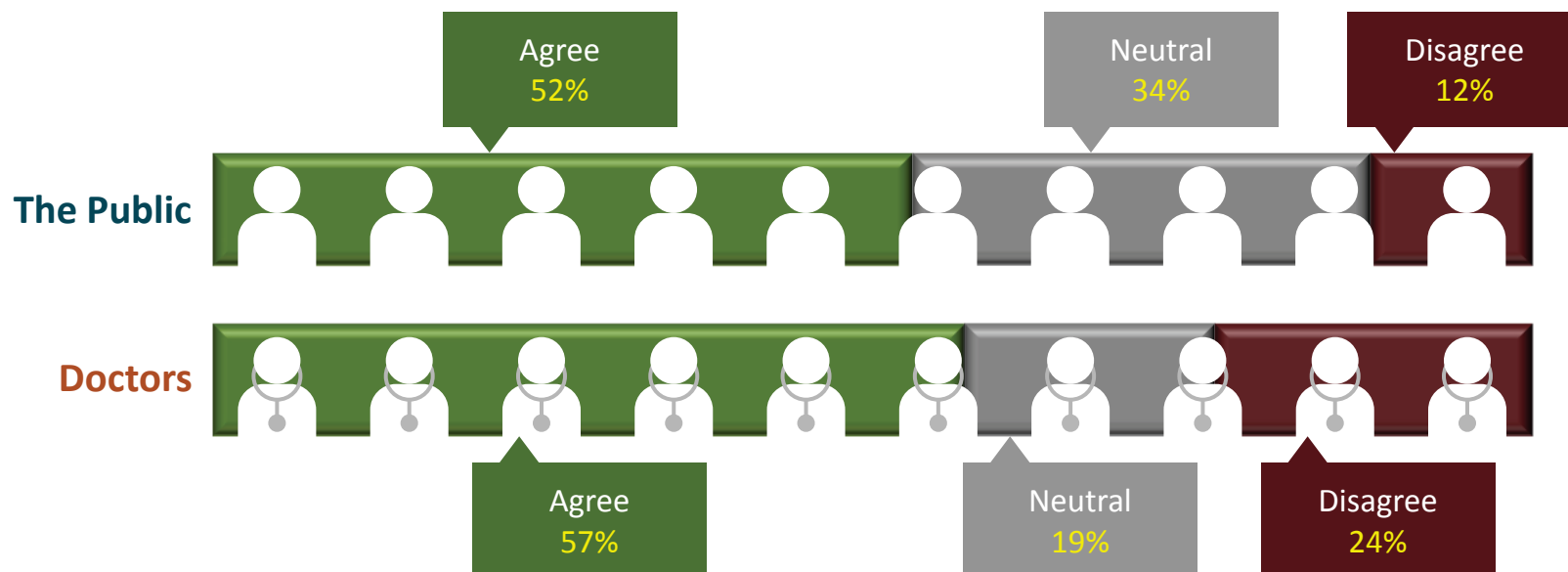
Markle Survey on Health In a Networked Life

Key Findings

- Roughly half of the public and doctors agree that reforming the way doctors are paid is an important step to improve the health care system.
- More than 80 percent of the doctors say current pay for doctors is based primarily on the quantity of services they provide.
- Only 20 percent of the public and 11 percent of the doctors say most doctors are paid primarily based on the quality of care they provide.

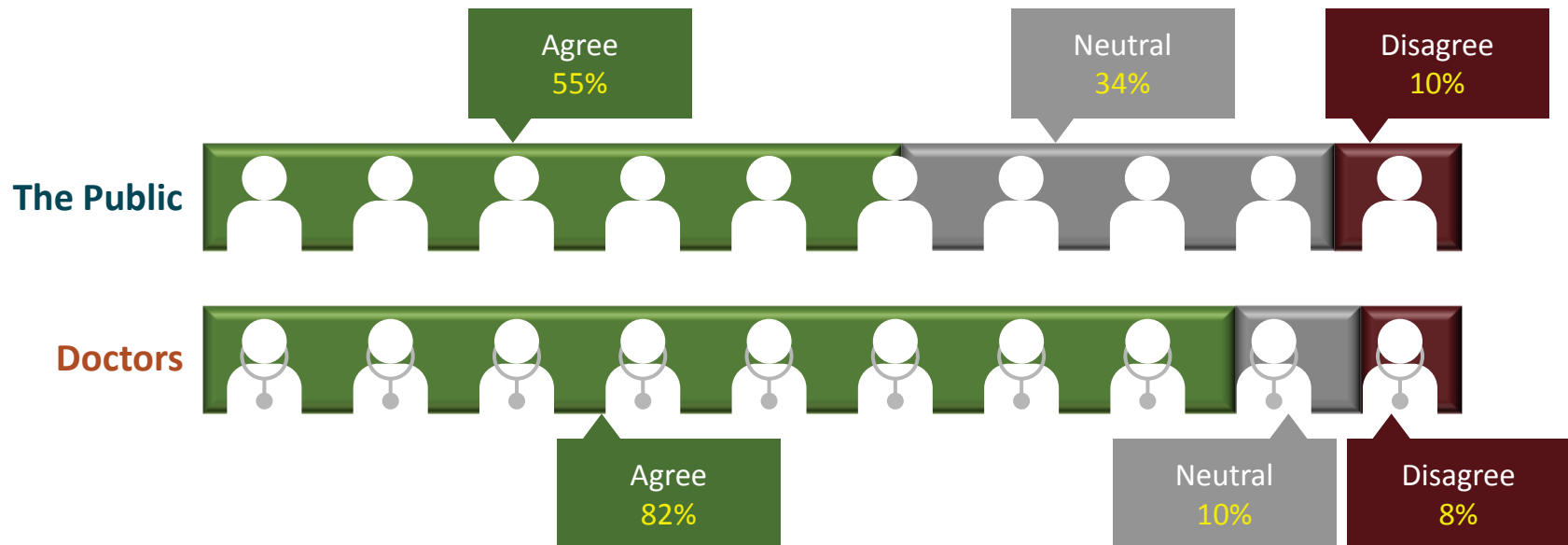
Payment reform

Reforming the way that doctors are paid is an important step to improve the health care system.



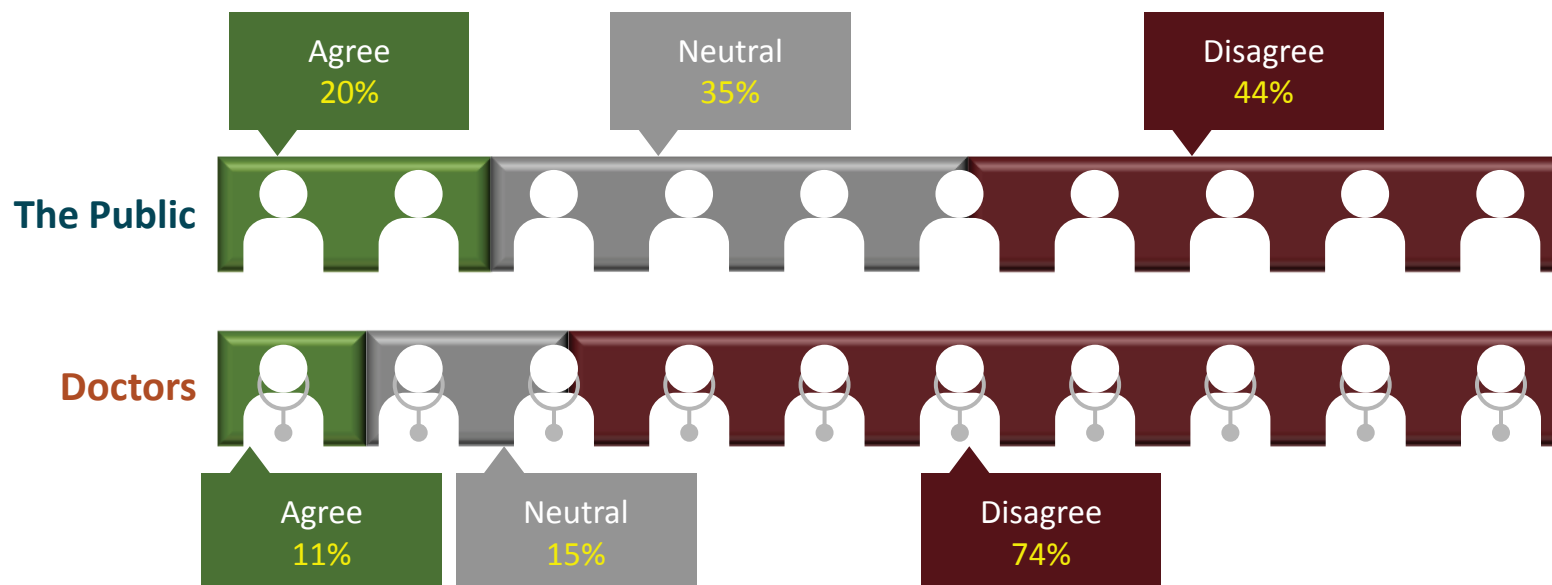
Payment reform

Today doctors are paid primarily based on how many medical services they provide (for example, how many visits, how many procedures).



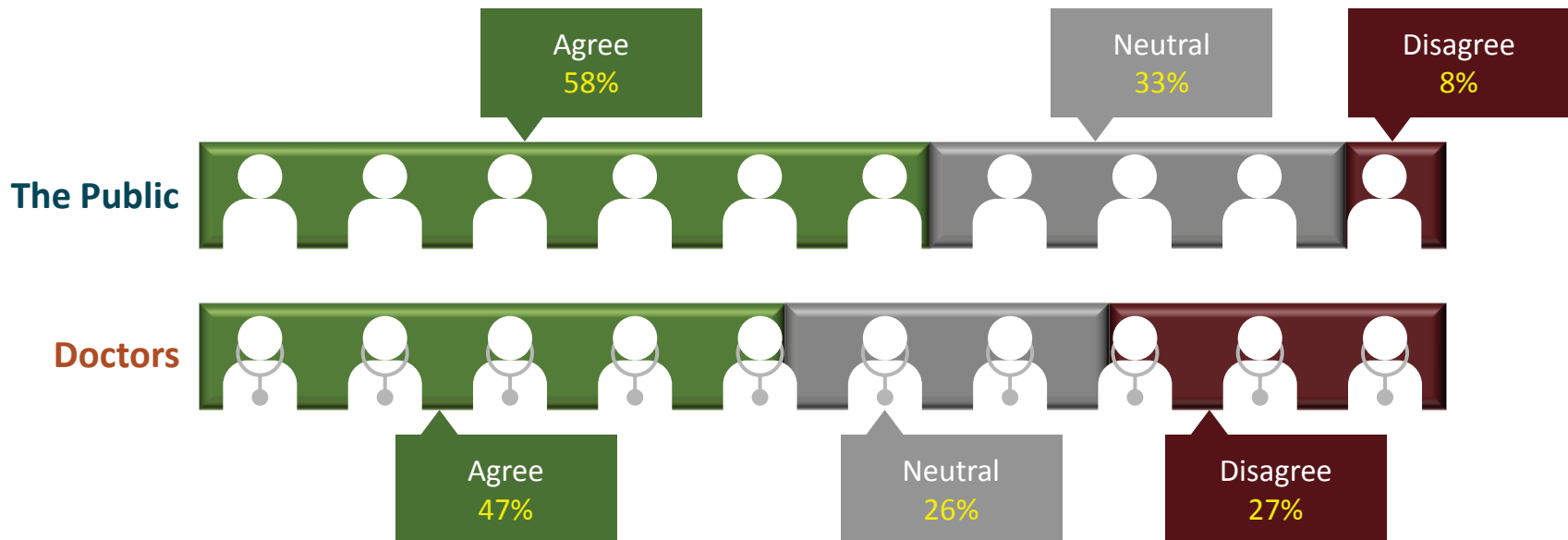
Payment reform

Today doctors are paid primarily based on the quality of care they provide.



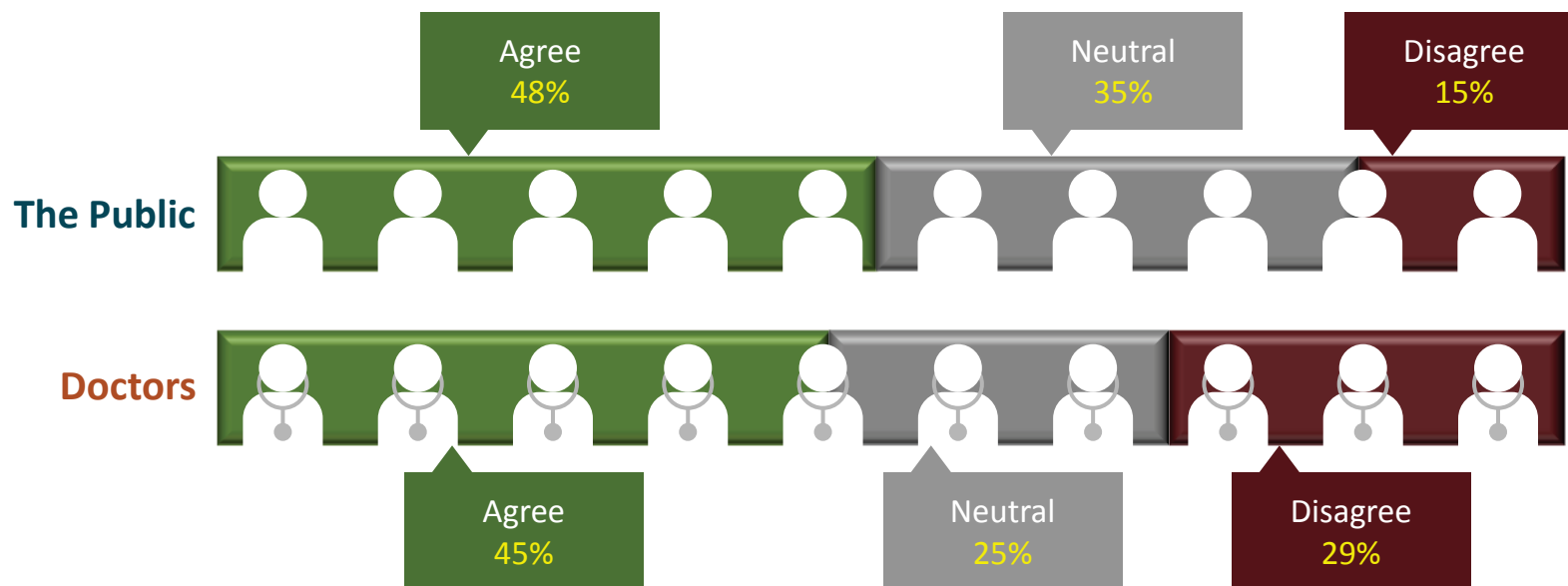
Payment reform

Incentives in doctor pay should be based significantly on how well they work together to coordinate a patient's care.



Payment reform

For each specialty, doctors who achieve the best outcomes for patients at the best cost should earn the most.



Observations

- These findings indicate that majorities of the public and doctors surveyed say current payment is based on volume and view payment reform as an important step to improving health care.
- Given that the survey was fielded in the aftermath of intense health care reform debates, it will be interesting to continue to track these public and provider perceptions.

Methodology

- Markle commissioned two separate but coordinated surveys with largely parallel questions to be conducted independently by Knowledge Networks (KN).
- **General Population Sample:** An initial sample of 2,493 people was drawn randomly from KN's KnowledgePanel, a probability-based web panel designed to be representative of the U.S. non-institutionalized population age 18 and up, including both online and offline households (households are provided access to the Internet and hardware if needed). From the initial sample, 1,582 responded to this online survey—a completion rate of 63 percent. The survey was conducted August 10 through August 24, 2010.
- **Physician sample:** An initial sample of 2,867 physicians was drawn from Knowledge Networks Physicians Consulting Network, an online opt-in convenience panel consisting of physician members invited to join from reputable listed samples such as the AMA Masterfile and prescriber lists. From the initial sample, 779 physicians responded to this online survey—a completion rate of 27 percent. The physician survey was conducted August 10 through August 26, 2010. The panel generally reflects the U.S. physician population on known demographics, although it somewhat under-represents younger physicians and hospital-based physicians. The study sample consisted of 26 percent primary care doctors (defined as internal medicine, general practice or family practice) and 74 percent specialists.
- The general population sample can validly be projected to the U.S. population, with margin of error of +/- 3.0 percent. Although we believe the physician sample is a highly defensible reflection of U.S. physicians, because it was not drawn entirely by random we are not as comfortable projecting its results to all U.S. physicians. Because the sample is based on those who were invited to join from multiple sources without known probabilities of selection, estimates of theoretical sampling error cannot be calculated.