



HEALTHLINE MEDIA

Consumer Insights :

Racism in Healthcare





Understanding the nuances of health equity and social determinants of health are imperative to pave the pathway forward for better outcomes for consumers, organizations and the health industry.

Healthline is committed to improving racial inequalities in healthcare, and that starts with addressing and dismantling the disparities that exist today. Our proprietary research begins to address inequities that exist in access to care and how COVID-19 has put the spotlight on this issue.

THE APPROACH

Healthline captured insights about health inequities through two primary research initiatives:

Proprietary Health and Wellness Landscape Study

Online survey of 1,533 U.S. adults, conducted by Shapiro + Raj in Feb 2020

Participation in YouGov's COVID-19 U.S. tracker

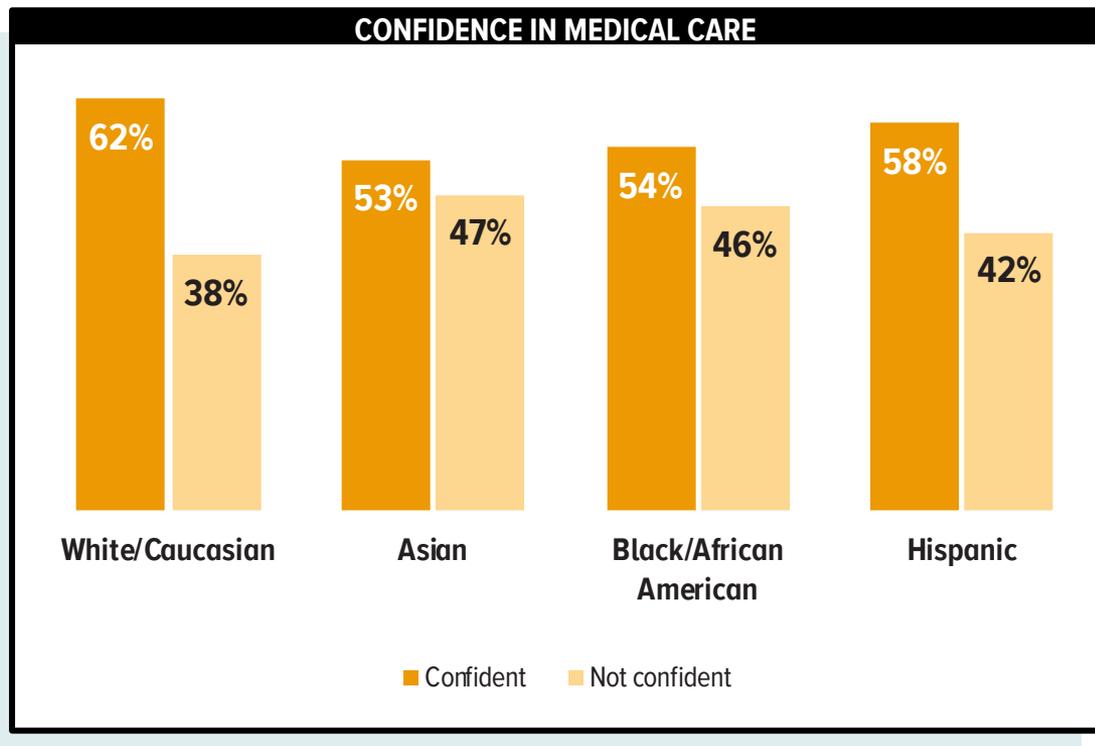
Weekly online survey of 1,000-2,000 U.S. adults from March-June 2020



Lack of confidence in medical care

People of color are least confident in their access to medical care. 62% of white Americans are confident, while more Asians and Black/African Americans respondents show lower levels of confidence, 47% and 46% respectively.

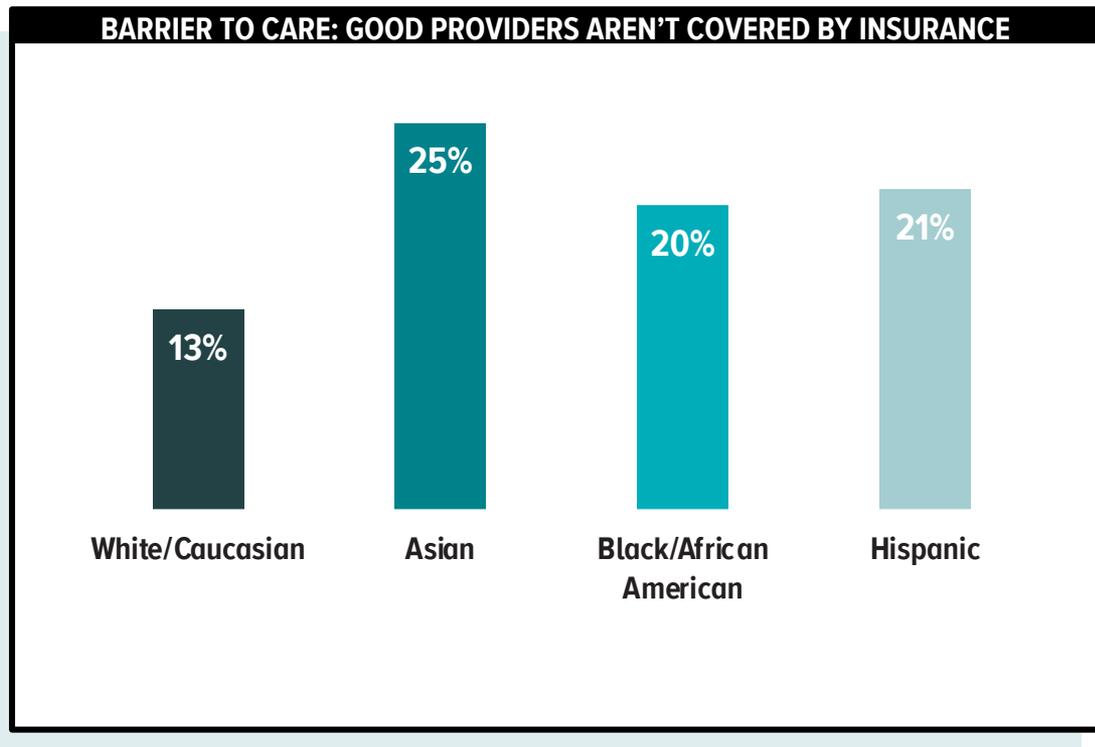
Question: How confident are you that you can get all of the medical care you might need?
Source: Healthline Health & Wellness Landscape Study. N = 1,533 US adults. Feb 2020. "Very confident" is net of extremely and very confident. "Not very confident" is net of somewhat, not very, and not at all confident. Respondents may fall in more than one ethnic group.



Less access to qualified providers

Among those who lack confidence that they can get the medical care they need, more Asians (25%), Hispanic (21%), and Black/ African Americans (20%) say that good healthcare providers aren't covered by their insurance.

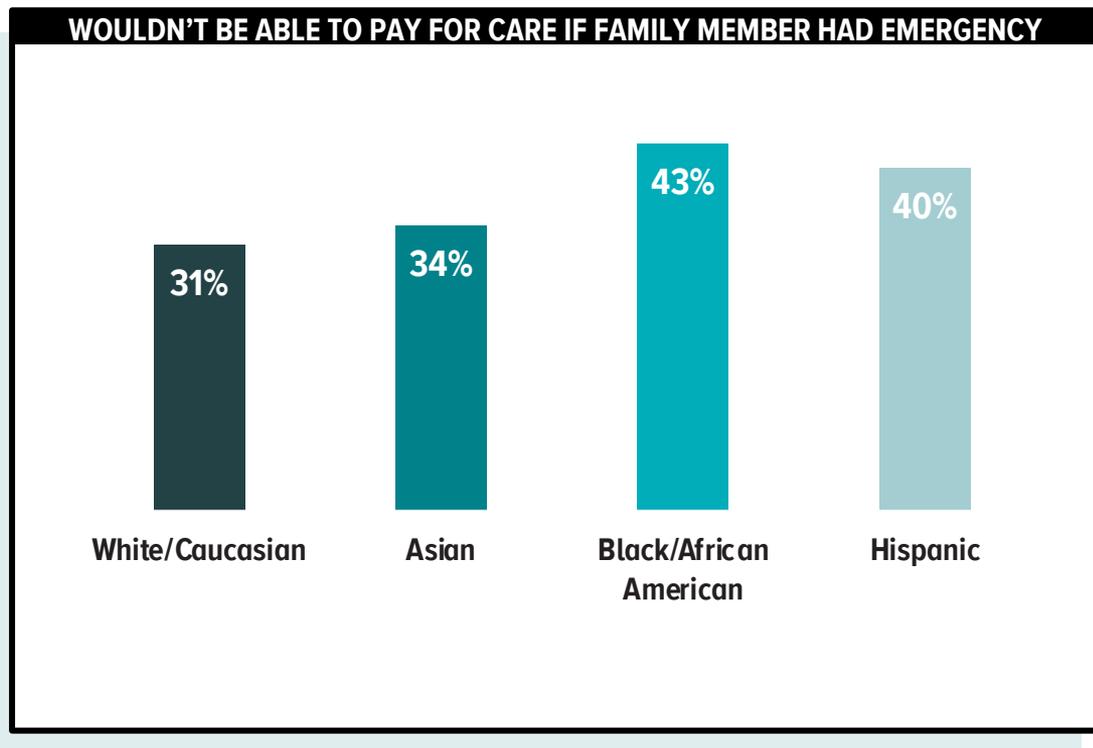
Question: Why aren't you very confident in getting all of the medical care you might need?
"Good healthcare providers aren't covered by my insurance"
Source: Healthline Health & Wellness Landscape Study. N = 1,533 US adults. Feb 2020.
Respondents may fall in more than one ethnic group.



Cost of care is a challenge

For many people of color, they believe that if someone in their family or themselves had a medical emergency, they **wouldn't** be able to pay for it. Cost of care is especially a challenge for Black/African Americans (43%).

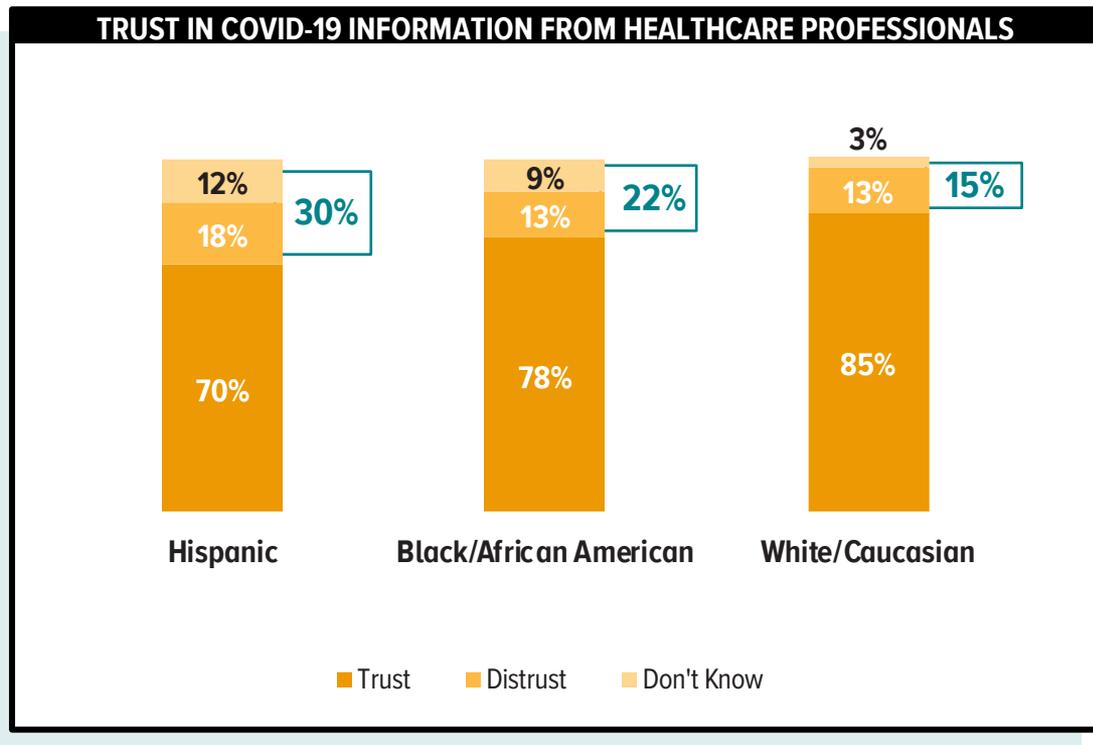
Question: How well does each statement below describe your attitudes regarding health?: "If I or someone in my family had a medical emergency, I wouldn't be able to pay for it"
Source: Healthline Health & Wellness Landscape Study. N = 1,533 US adults. Feb 2020.
Respondents may fall in more than one ethnic group.



Distrust in healthcare professionals

The pandemic highlights further differences in trust in healthcare providers by ethnicity. Hispanics (30%) and Black Americans (22%) are more likely than White Americans to either distrust or not know whether they should trust the COVID-19 information they receive from healthcare professionals.

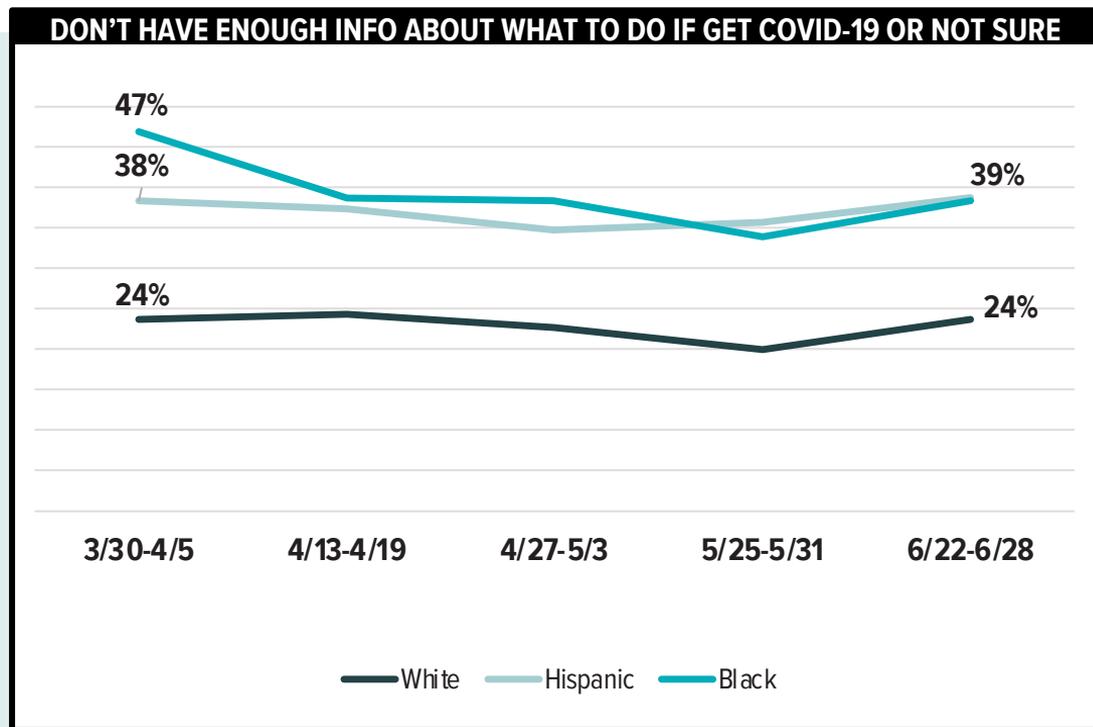
Question: How much do you trust what healthcare professionals say on the COVID-19 situation?
Source: YouGov COVID-19 tracker. US adults. May 25 – 31, 2020. N = 2,280 US adults



Differences in access to information

Beyond lack of trust in the COVID-19 information from healthcare professionals, we see differences in access to information about COVID-19. Black Americans and Hispanics are more likely than White Americans to feel they don't have enough information about what they should do if they suspect they have COVID-19 or aren't sure if they do.

The trend line from March through June shows that there were bigger differences between White, Black and Hispanic Americans earlier in the pandemic, however, the differences remain high five months into the pandemic.





HEALTHLINE MEDIA

As the largest health information property in the U.S., we inspire 90 million people each month to take control of their health and well-being. We're committed to providing every individual with clear, credible, evidence-based health and wellness information that's distinguished by its compassion for the human experience.

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