What They Value: FIVE TYPES OF CANCER PATIENTS

The Researcher
- Indicated that they searched for provider reviews or quality performance data online
- Placed high value on "recommendation from my doctor" when choosing a provider

The Traditionalist
- Placed high value on "cancer center is in network for my insurance" or "cost" when choosing a provider
- Indicated "friends and family" as a top source of information on the quality of a cancer center

The Cost-Conscious
- Indicated that they were dissatisfied with their care. Switchers were dissatisfied with their care.

The Networker
- Placed the most importance on "cancer center is in-network for my insurance" or "cost" when choosing a provider.

The Switcher
- Placed high value on "recommendation from my doctor" when choosing a provider.

We asked two questions throughout our survey:

1. When deciding where to go for your cancer care, which factor is the most important to you and which factor is the least important to you?

2. Thinking about your most recent experience, which service provided by a cancer center would have been the most valuable to you and which service would have been the least valuable to you?

**Compared to Other Patient Types**

**Cares More About**

- Accreditation
- Patient support services
- Ranking
- Availability of clinical trials
- Recommendation from friends and family

- Technology and treatment options
- Recommendation from my doctor
- Doctor who specializes in my particular cancer

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**Cares Less About**

- Cancer center is in-network for my insurance
- Cost
- Technology and treatment options
- Patient support services
- Customer service
- Availability of appointments
- Technology and treatment options
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**Compared to Other Patient Types**

**Cares More About**

- Survivor support services
- Extended hours of operation
- Social and mental health services
- Support services for my family

- One point of contact to help me understand my care
- Multidisciplinary cancer care clinics
- Phone line I can call at any time for help with my symptoms
- All of my care takes place in one building

- Support services for my family
- Survivor support services
- Social and mental health services
- Multidisciplinary care clinics

**Cares Less About**

- Financial counseling
- Comprehensive and alternative medicine

- All of my care takes place in one building
- Financial counseling
- Extended hours of operation
- Free or discounted transportation

- Support for my family
- Survivor support services
- Social and mental health services
- Multidisciplinary care clinics

- Support for my family
- Survivor support services
- Social and mental health services
- Multidisciplinary care clinics

- All of my care takes place in one building
- One point of contact to help me understand my care
- Phone line I can call at any time for help with my symptoms
- All of my care takes place in one building

**Cancer Program Services and Features**

- Doctor who specializes in my particular cancer
- Technology and treatment options
- Cancer center is in network for my insurance

- Support services for my family
- Survivor support services
- Social and mental health services
- Multidisciplinary care clinics

- Support services for my family
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Due to health plan cost shifting and increased access to provider quality and cost information, patients are starting to play a more active role in evaluating health care providers. To understand how the mind-set of cancer patients is changing, we developed and administered a national survey to answer the following questions:

- When cancer patients choose a provider, which factors weigh most heavily in their decision?
- Which cancer program services and features do patients value most?

Over 600 cancer patients diagnosed within the last five years responded. Data analysis revealed five distinct patient types, each with unique characteristics and preferences. To be successful, cancer programs will need to attract all of these patients and retain them throughout their care.

1. This survey used multidimensional analysis, which is commonly used in market research to determine which factors matter more to consumers and patients than others. The factors shown here are those that patients considered the most and least important.

2. The factors shown are statistically significant (p ≤ 0.01) between the specified patient types and all other patients.

Get the tools and insight you need to understand cancer patients’ priorities and preferences.

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