

**TABLE 1  
PRIORITIES FOR IMPROVING HEALTH CARE**

“President-elect Obama’s campaign proposal included provisions that would improve quality, efficiency, and cost control, as well as increase coverage. In your view, in what order should the Obama administration focus on these broad areas of health reforms?”

Base: 194 respondents

	<b>Total (n=194)</b>	<b>Academic/ Research Inst. (n=90)</b>	<b>Health Care Delivery (n=60)</b>	<b>Business/ Insurance/ Other Health Care Industry (n=68)</b>	<b>Government/ Labor/ Consumer Advocacy (n=17)</b>
	%	%	%	%	%
Pursue universal coverage at the same time that it develops policies to improve quality, efficiency and cost control	66	73	75	53	53
Address quality, efficiency, and cost control and then work on achieving universal coverage	21	11	13	37	29
Pursue universal coverage first and then address quality, efficiency and cost control	10	14	8	7	12
Not sure	2	1	3	3	6

Note: Percentages may not add up to 100 percent because of rounding or no response.

**TABLE 2  
SUPPORT FOR KEY ELEMENTS OF OBAMA’S PROPOSAL TO EXPAND HEALTH INSURANCE COVERAGE**

“President-elect Obama’s proposal to expand health insurance coverage includes several features.  
To what extent do you favor or oppose each of the following key elements of his proposal?”

	Total (n=194)	Academic/ Research Inst. (n=90)		Health Care Delivery (n=60)		Business/ Insurance/ Other Health Care Industry (n=68)		Government/ Labor/ Consumer Advocacy (n=17)	
		%	%	%	%	%	%	%	%
Allow individuals who do not have coverage through their employers, Medicaid, or State Children’s Health Insurance Program (SCHIP) to purchase a plan through a new national health insurance exchange	n=	194	90	60	68	17			
	<b>Strongly favor/Favor (Net)</b>	92	97	92	90	88			
	Strongly favor	54	58	55	46	35			
	Favor	38	39	37	44	53			
	Oppose	3	—	3	6	—			
	Strongly oppose	1	—	2	1	—			
Expand income eligibility for Medicaid and the State Children’s Health Insurance Program to low-income adults and children	n=	193	90	59	68	17			
	<b>Strongly favor/Favor (Net)</b>	89	96	80	84	88			
	Strongly favor	58	67	51	50	47			
	Favor	31	29	29	34	41			
	Oppose	8	3	15	10	6			
	Strongly oppose	1	—	3	—	—			
Implement federal insurance market rules such as guaranteed issue and community rating	n=	192	89	59	66	17			
	<b>Strongly favor/Favor (Net)</b>	86	89	90	82	82			
	Strongly favor	58	66	59	53	65			
	Favor	29	22	31	29	18			
	Oppose	5	3	2	8	—			
	Strongly oppose	1	—	2	—	—			
	8	8	7	11	18				

	Total (n=194)	Academic/ Research Inst. (n=90)	Health Care Delivery (n=60)	Business/ Insurance/ Other Health Care Industry (n=68)	Government/ Labor/ Consumer Advocacy (n=17)
	n=	90	60	68	17
	<b>81</b>	<b>86</b>	<b>82</b>	<b>71</b>	<b>82</b>
<b>Strongly favor/Favor (Net)</b>		48	38	37	59
Strongly favor	45	38	43	34	24
Favor	36	10	12	18	12
Oppose	12	2	2	4	6
Strongly oppose	3	2	5	7	—
Not sure	4	90	60	68	17
	n=	83	78	69	88
<b>Strongly favor/Favor (Net)</b>	<b>76</b>	<b>83</b>	<b>78</b>	<b>69</b>	<b>88</b>
Strongly favor	46	56	40	38	41
Favor	30	28	38	31	47
Oppose	12	9	8	18	6
Strongly oppose	5	1	8	6	—
Not sure	7	7	5	7	6

Note: Percentages may not add up to 100 percent because of rounding or no response.

**TABLE 3  
PERCEIVED EFFECTIVENESS OF POLICIES FOR CONTROLLING HEALTH CARE COSTS**

“Below is a list of policies that aim to control health care costs, many of which were part of President-elect Obama’s health care reform proposal. How effective do you think each of these features would be in reducing the growth in health care costs?”

		Total (n=194)		Academic/ Research Inst. (n=90)		Health Care Delivery (n=60)		Business/ Insurance/ Other Health Care Industry (n=68)		Government/ Labor/ Consumer Advocacy (n=17)	
		%	n	%	n	%	n	%	n	%	n
	n=	192		89		60		67		17	
	<b>Very effective/Effective (Net)</b>	71		79		80		58		82	
Allow Medicare to negotiate prescription drug prices		48		51		55		36		47	
	Effective	23		28		25		22		35	
	Somewhat effective	15		12		10		19		6	
	Not effective	13		8		10		21		12	
	Not sure	1		1		—		1		—	
	n=	192		89		60		67		17	
	<b>Very effective/Effective (Net)</b>	71		67		78		63		82	
Increase the number of primary care providers and public health practitioners through loan repayment, training grants, infrastructure support		36		34		50		30		53	
	Effective	35		34		28		33		29	
	Somewhat effective	19		21		18		24		6	
	Not effective	6		8		2		7		—	
	Not sure	4		3		2		6		12	
	n=	191		89		60		66		17	
	<b>Very effective/Effective (Net)</b>	71		71		65		80		59	
Move away from fee-for-service and towards bundled payment in Medicare, with bonus payments for high quality		33		34		33		33		24	
	Effective	38		37		32		47		35	
	Somewhat effective	16		18		18		9		18	
	Not effective	7		7		10		8		12	
	Not sure	6		4		7		3		12	

	Total (n=194)	Academic/ Research Inst. (n=90)	Health Care Delivery (n=60)	Business/ Insurance/ Other Health Care Industry (n=68)	Government/ Labor/ Consumer Advocacy (n=17)
Establish a comparative effectiveness institute to synthesize research, inform benefit design, and guide clinical practice	n=				
	<b>Very effective/Effective (Net)</b>	89	59	66	17
	Very effective	55	64	58	76
	Effective	29	36	26	24
	Somewhat effective	26	29	32	53
	Somewhat effective	36	27	30	—
	Not effective	7	7	8	18
Not sure	4	2	5	6	
Encourage individuals to enroll in a patient-centered medical home accountable for quality and efficiency and reward such physician practices	n=				
	<b>Very effective/Effective (Net)</b>	87	60	67	17
	Very effective	53	67	61	53
	Effective	25	40	25	18
	Somewhat effective	28	27	36	35
	Somewhat effective	36	23	27	24
	Not effective	7	5	6	6
Not sure	6	5	6	18	
Eliminate extra subsidies for Medicare Advantage plans	n=				
	<b>Very effective/Effective (Net)</b>	88	60	67	17
	Very effective	57	58	46	35
	Effective	36	40	25	12
	Somewhat effective	20	18	21	24
	Somewhat effective	25	33	18	41
	Not effective	14	5	27	6
Not sure	8	3	9	18	

Note: Percentages may not add up to 100 percent because of rounding or no response.

**TABLE 4**  
**PERCEIVED IMPORTANCE OF HEALTH CARE REFORM MEASURES**  
**TO BE INCLUDED IN ECONOMIC STIMULUS PACKAGE**

“Policymakers are considering including health care reform measures as part of an economic stimulus package. Please indicate the importance of including the following policy changes in such a package.”

	Total (n=194)	Academic/ Research Inst. (n=90)		Health Care Delivery (n=60)		Business/ Insurance/ Other Health Care Industry (n=68)		Government/ Labor/ Consumer Advocacy (n=17)	
		%	%	%	%	%	%	%	%
	n=	190	88	57	67	17			
Reauthorize and expand eligibility and funding for SCHIP	<b>Absolutely essential/Very important (Net)</b>	83	88	88	75	76			
	Absolutely essential	53	56	56	45	41			
	Very important	30	32	32	30	35			
	Somewhat important	13	8	9	24	24			
	Not at all important	2	2	4	1	—			
Not sure	2	2	—	—	—	—			
Invest in health information technology, health information exchange, and promote standards for interoperability	n=	190	89	58	66	17			
	<b>Absolutely essential/Very important (Net)</b>	78	72	88	82	82			
	Absolutely essential	39	34	53	39	53			
	Very important	39	38	34	42	29			
	Somewhat important	16	18	12	15	12			
Not at all important	5	10	—	3	—				
Not sure	1	—	—	—	6				
Allow long-term unemployed workers to have access to a public health insurance program	n=	192	89	59	67	17			
	<b>Absolutely essential/Very important (Net)</b>	72	80	73	63	71			
	Absolutely essential	29	43	29	18	35			
	Very important	43	37	44	45	35			
	Somewhat important	21	15	20	27	29			
Not at all important	3	3	3	3	—				
Not sure	4	2	3	7	—				

	Total (n=194)	Academic/ Research Inst. (n=90)	Health Care Delivery (n=60)	Business/ Insurance/ Other Health Care Industry (n=68)	Government/ Labor/ Consumer Advocacy (n=17)
Establish a new Medicare policy board authorized to develop and implement Medicare payment reform	n=	191	89	67	16
	<b>Absolutely essential/Very important (Net)</b>	61	61	64	81
	Absolutely essential	21	22	19	25
	Very important	40	38	45	56
	Somewhat important	20	16	21	13
	Not at all important	12	15	12	6
	Not sure	7	9	3	—
Provide federal COBRA premium assistance for recently unemployed workers	n=	191	88	67	17
	<b>Absolutely essential/Very important (Net)</b>	60	60	57	53
	Absolutely essential	18	19	19	18
	Very important	41	41	37	35
	Somewhat important	31	33	31	41
	Not at all important	5	2	7	6
	Not sure	4	5	4	—
Provide countercyclical funding for Medicaid with an enhanced federal matching rate	n=	192	89	67	17
	<b>Absolutely essential/Very important (Net)</b>	57	63	46	47
	Absolutely essential	27	34	18	18
	Very important	31	29	28	29
	Somewhat important	19	18	21	24
	Not at all important	3	2	4	12
	Not sure	21	17	28	18
Increase NIH funding	n=	190	88	67	17
	<b>Absolutely essential/Very important (Net)</b>	35	34	27	53
	Absolutely essential	10	13	4	18
	Very important	25	22	22	35
	Somewhat important	36	34	45	18
	Not at all important	24	27	21	24
	Not sure	5	5	7	6

Note: Percentages may not add up to 100 percent because of rounding or no response.

**TABLE 5**  
**PERCEIVED IMPORTANCE THAT VARIOUS POLICIES BE INCLUDED IN THE FIRST PHASE**  
**OF A PHASED APPROACH TO UNIVERSAL COVERAGE**

“Given the current economic and fiscal challenges facing the country, analysts have discussed the possibility of “phasing-in” universal coverage and other system reforms. If President-elect Obama were to follow a phased approach to universal coverage please indicate how important you think it is that each of the following policies be included in the first phase.”

	Total (n=194)	Academic/ Research Inst. (n=90)		Health Care Delivery (n=60)		Business/ Insurance/ Other Health Care Industry (n=68)		Government/ Labor/ Consumer Advocacy (n=17)	
		%	%	%	%	%	%	%	%
Expand income eligibility for Medicaid and the State Children’s Health Insurance Program for low-income adults and children	n=194	90	60	68	17				
	<b>Absolutely essential/Very important (Net)</b>	82	82	75	76				
	Absolutely essential	46	47	46	35				
	Very important	36	35	29	41				
	Somewhat important	11	5	18	18				
	Not at all important	6	13	6	6				
	Not sure	1	—	1	—				
Begin planning and implementing a national health insurance exchange, with sliding scale premium subsidies	n=194	90	60	68	17				
	<b>Absolutely essential/Very important (Net)</b>	71	70	60	71				
	Absolutely essential	23	22	21	18				
	Very important	47	48	40	53				
	Somewhat important	20	20	22	18				
	Not at all important	5	3	12	6				
	Not sure	5	7	6	6				
		192	60	67	17				
Allow older adults to buy into Medicare	n=66	67	63	64	82				
	<b>Absolutely essential/Very important (Net)</b>	22	13	21	35				
	Absolutely essential	44	50	43	47				
	Very important	21	20	21	12				
	Somewhat important	8	13	7	6				
	Not at all important	5	3	7	—				
	Not sure								



	Total (n=194)	Academic/ Research Inst. (n=90)	Health Care Delivery (n=60)	Business/ Insurance/ Other Health Care Industry (n=68)	Government/ Labor/ Consumer Advocacy (n=17)
	194	90	60	68	17
	n=				
	<b>65</b>	<b>66</b>	<b>62</b>	<b>62</b>	<b>59</b>
<b>Absolutely essential/Very important</b>					
Absolutely essential	26	30	23	25	24
Very important	40	36	38	37	35
Somewhat important	28	28	33	28	35
Not at all important	4	4	5	6	6
Not sure	2	2	—	4	—
	193	89	60	67	17
	n=				
	<b>60</b>	<b>64</b>	<b>55</b>	<b>57</b>	<b>71</b>
<b>Absolutely essential/Very important</b>					
Absolutely essential	21	26	20	21	24
Very important	39	38	35	36	47
Somewhat important	20	18	28	18	12
Not at all important	15	13	15	18	18
Not sure	5	4	2	7	—

Note: Percentages may not add up to 100 percent because of rounding or no response.

**TABLE 6**  
**PERCEIVED IMPORTANCE OF PAYMENT REFORM, PROMOTING EFFICIENCY,**  
**AND CONTROLLING COSTS IN A PHASED APPROACH TO SYSTEM REFORM**

“If President-elect Obama were to follow a phased approach to system reforms such as payment reform, promoting health system efficiency, and controlling costs, please indicate how important you think it is that each of the following policies be included in the first phase.”

	Total (n=194)	Academic/ Research Inst. (n=90)		Health Care Delivery (n=60)		Business/ Insurance/ Other Health Care Industry (n=68)		Government/ Labor/ Consumer Advocacy (n=17)	
		%	%	%	%	%	%	%	%
	n=	193	90	59	68	17			
Provide funding to accelerate the adoption of health information technology and promote uniform standards for interoperability	<b>Absolutely essential/ Very important (Net)</b>	76	71	86	76	88			
	Absolutely essential	37	36	42	38	53			
	Very important	38	36	44	38	35			
	Somewhat important	21	22	14	24	6			
	Not at all important	3	6	-	-	-			
	Not sure	1	1	-	-	6			
	n=	193	90	59	68	17			
Encourage an increase in the national supply of primary care providers and public health practitioners through loan repayment, training grants, infrastructure support	<b>Absolutely essential/ Very important (Net)</b>	69	66	78	63	88			
	Absolutely essential	34	33	49	29	35			
	Very important	35	32	29	34	53			
	Somewhat important	24	23	20	28	6			
	Not at all important	5	9	-	7	-			
	Not sure	2	2	2	1	6			
	n=	193	90	59	68	17			
Establish a Medicare policy board to quickly move on Medicare payment reform initiatives including bundled payment, revisions to the RBRVS, and support of patient centered primary care capacity	<b>Absolutely essential/ Very important (Net)</b>	66	68	69	66	65			
	Absolutely essential	31	39	36	28	29			
	Very important	35	29	34	38	35			
	Somewhat important	21	18	24	19	24			
	Not at all important	8	10	3	10	6			
	Not sure	5	4	3	4	6			

	Total (n=194)	Academic/ Research Inst. (n=90)	Health Care Delivery (n=60)	Business/ Insurance/ Other Health Care Industry (n=68)	Government/ Labor/ Consumer Advocacy (n=17)
	n=192	89	59	68	17
	64	64	59	68	65
<b>Absolutely essential/ Very important (Net)</b>	27	25	24	34	24
Absolutely essential	38	39	36	34	41
Very important	25	26	34	22	6
Somewhat important	9	9	5	9	24
Not at all important	2	1	2	1	6
Not sure					

Note: Percentages may not add up to 100 percent because of rounding or no response.

**TABLE 7  
TYPE OF EMPLOYMENT**

“How would you describe your current employment position?”

Base: 194 respondents

	%
Researcher/Professor/Teacher	31
CEO/President	28
Policy analyst	22
Physician	21
Management/Administration	20
Consultant	12
Health care purchaser	7
Dean or department head	6
Retired	6
Foundation officer	5
Consumer advocate	4
Other health care provider (not physician)	3
Policymaker or policy staff (state)	2
Lobbyist	2
Policymaker or policy staff (federal)	1
Investment analyst	1
Other	7

Note: Percentages do not add up to 100 percent because of overlap in employment types.

**TABLE 8  
PLACE OF EMPLOYMENT**

“Which of the following best describes the place or institution for which you work  
or if retired last worked?”

Base: 193 respondents

	<b>%</b>
<b>Academic and Research Institutions</b>	47
Medical, public health, nursing, or other health professional school	22
University setting not in a medical, public health, nursing, or other health professional school	6
Think tank/Health care institute/Policy research institution	13
Foundation	7
Medical publisher	1
<b>Government</b>	2
Non-elected state executive-branch official	2
<b>Professional, Trade, Consumer Organizations</b>	19
Medical society or professional association or organization	8
Allied health society or professional association or organization	2
Hospital or related professional association or organization	4
Health insurance and business association or organization	4
Financial services industry	1
Labor/Consumer/Seniors’ advocacy group	2
<b>Health Care Delivery</b>	27
Hospital	13
Nursing home/Long-term care facility	3
Clinic	6
Physician practice/Other clinical practice (patient care)	8
Health insurance/Managed care industry	7
<b>Pharmaceutical Industry</b>	3
Drug manufacturer	2
Biotech company	1
<b>Other Industry/Business Settings</b>	26
CEO, CFO, Benefits Manager	5
Polling organization	1
Health care consulting firm	10
Health care improvement organization	8
Accrediting body and organization (non-governmental)	2
Other	5

Note: Percentages in respondent groups do not add up because of overlap in subgroups.