



MOTIVATIONS ASSESSMENT PROGRAM™



WHY THE COVID-19 PANDEMIC IS CHANGING AMERICANS' VIEWS ON HEALTH CARE



The COVID-19 pandemic has influenced Americans' perspectives on health and the health care system in the United States. Whether for reasons of social equity, societal order or personal safety, more Americans now share the view that universally available health care is a necessary component of a quality health care system.

Through our publicly available Motivational Assessment Program (MAP), Artemis examines trends in the way Americans think about important health and financial issues.

OUR ANALYTIC LENS

At Artemis, we focus on the motivational underpinnings of personal decisions and policy to help understand why people make the decisions they do. Our Motivation Research approach maps the rational-emotional connections and personal values that drive specific decisions and perspectives. These values and linkages tend to remain stable over a lifetime, usually changing only gradually. It takes a seismic event or a long time to trigger significant changes in an individual's decision patterns.

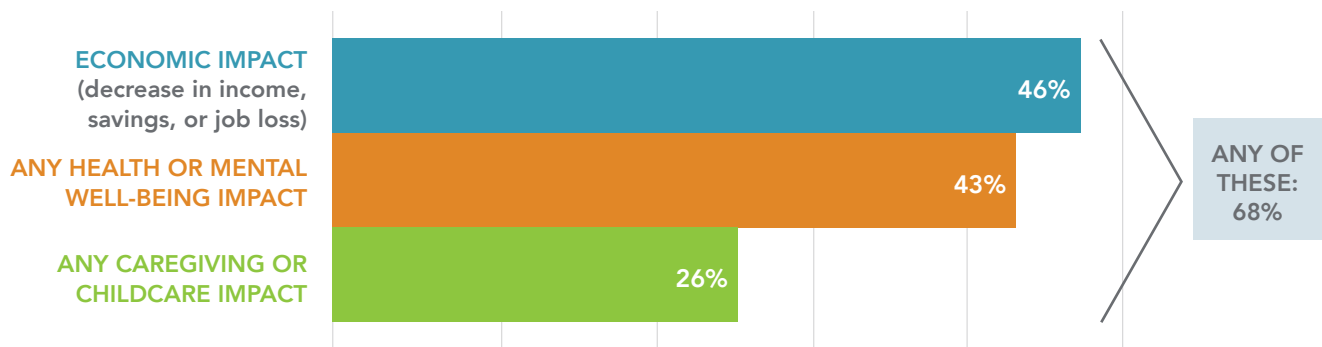
However, when it comes to Americans' perceptions of what constitutes a quality health care system, the pandemic and the unique American experience of how it has been handled may constitute such a seismic event.

The pandemic has a number of characteristics that contribute to its rational-emotional impact:

- It is tangible; most people personally see and feel its effects. Our rational minds are triggered to make sense of these consequences.
- It is universally visible and has been at the top of the news for months. Our emotional reactions – from fear and anxiety to grief to determination to see this through – are therefore also top of mind.
- It puts a spotlight on Americans' critical health needs and on the health care system, with all its virtues and shortcomings, successes and failures.



COVID-19 has affected the lives of Americans dramatically: nearly half have been hit economically, four in ten have had health challenges and one in four have had a shift in caregiving responsibilities.

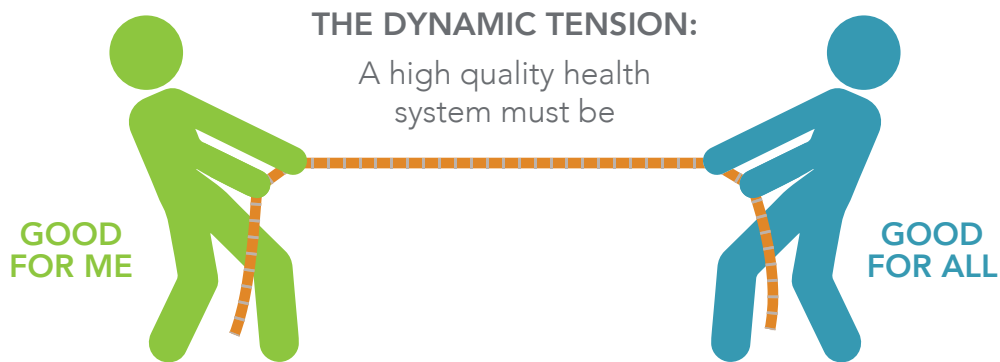


Source: Artemis MAP Survey, August 2020

THE WAY WE WERE

Prior to COVID-19, most Americans defined a high-quality health care system as one that offers available, accessible and affordable basic health services. Although many Americans wished that quality care was widely available to all, this seemed more an aspiration than an imperative. In fact, even among those who felt most strongly about the need to provide basic services for all citizens, the majority still wanted to have more specialized and expansive health care services available for themselves and their families first.

But a notable portion of Americans were focused on parity as a pillar of a well-run society and were more attuned to the role of health care delivery. While they were not disinterested in the quality of care available to themselves and their families, they viewed broad-based availability, affordability and accessibility to basic health services as essential hallmarks of a quality health care system in a compassionate, well-run society.

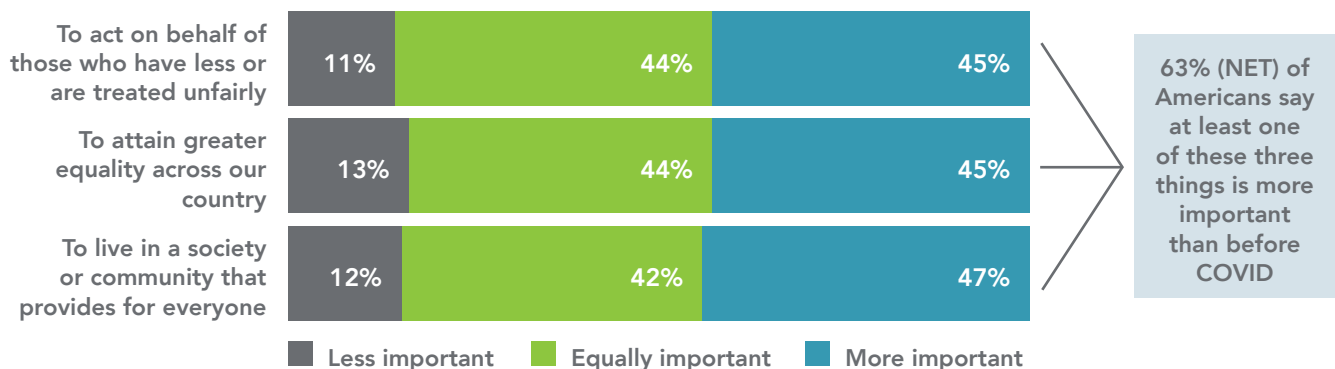


THE PANDEMIC EFFECT

Fast forward one year: Today, many more Americans want a health care system that serves all citizens than they did before COVID-19. Perceptions about what makes a quality health care system have shifted, not away from personal and family protection, but toward a greater appreciation for equal availability, access and affordability.



VALUES SHIFT: Principles of Equality and Social Justice are equally or more important to a large majority of Americans during COVID-19



Source: Artemis MAP Survey, August 2020

One of the immediate impacts of the pandemic on Americans' values and priorities was the **significant focus on personal and family protection**. A second powerful impact we observe is a far greater sensitivity to the interconnectedness of community and an inclination toward greater equity.

Our analysis points to two specific shifts that help explain Americans' inclination toward a more universally inclusive health system due to the effects of the COVID-19 experience:

- A broader understanding of inequality among Americans in both health risks and the health care they receive. The unequal risk of exposure to COVID-19, coupled with unequal access to testing and high-quality treatment, has become more glaring for more people.
- A new appreciation for how the health of a few impacts the health of the many. We're seeing expanded support for a more universal system from both those who have strongly egalitarian impulses and a broader swath of those motivated by enlightened self-interest.

IMPLICATIONS OF THE SHIFT

Hospitals, doctors and nurses, and pharma companies have seen a boost in esteem commensurate with the visibility of their critical work. Ironically, this coincides with sharp increases in financial threats to the stability – and even the existence – of our hospital systems due to COVID-19.

With a larger portion of the population recognizing how the health of one can impact the health of many, there ought to be commensurately greater support and pressure for improvements in the country's public health services. The heightened appreciation of the connection between population health behaviors and the health system should lay the groundwork for improvements in public health.

Greater awareness of the need for universal coverage has reignited the national health insurance policy debate. A [September 2020 Pew Research study](#) showed an increase in the majority of Americans who believe the government is responsible to ensure that all Americans have health care coverage.

At the regional and local levels, along with the positive shine that health care providers now enjoy will come higher expectations for more universal care at a time when these service providers labor under unprecedented strain.

We are cautious about drawing too broad a conclusion regarding policy responses. America remains a sharply divided society, and the pandemic's impact has been both significantly unequal and variously interpreted. But broader recognition of both the inequalities and the interrelationship of our society's health as a whole offers hope to those arguing that health care access should be more universal, more stable and more comprehensive.





MOTIVATIONS ASSESSMENT PROGRAM™

The Motivations Assessment Program™ (MAP) is a resource we draw on to supplement our custom research for our clients. We offer papers and e-Books to illustrate our proprietary Motivation Research approach and, in the process, we highlight key decision drivers related to health and financial decision-making.

MAP uses primary, proprietary research to probe deeply into people's goals, actions, barriers and motivations. MAP research conducted in 2013, 2016 and 2019 reveals the rational-to emotional forces underlying health and financial decision motivations.

www.artemisg.com/services/motivation-research

<https://www.artemisg.com/resources/>

Artemis Strategy Group | 1100 Vermont Avenue, NW | Suite 200 | Washington, DC 20005

703.262.0550 | info@artemisg.com | www.artemisg.com

© Copyright 2021 Artemis Strategy Group. All Rights Reserved

