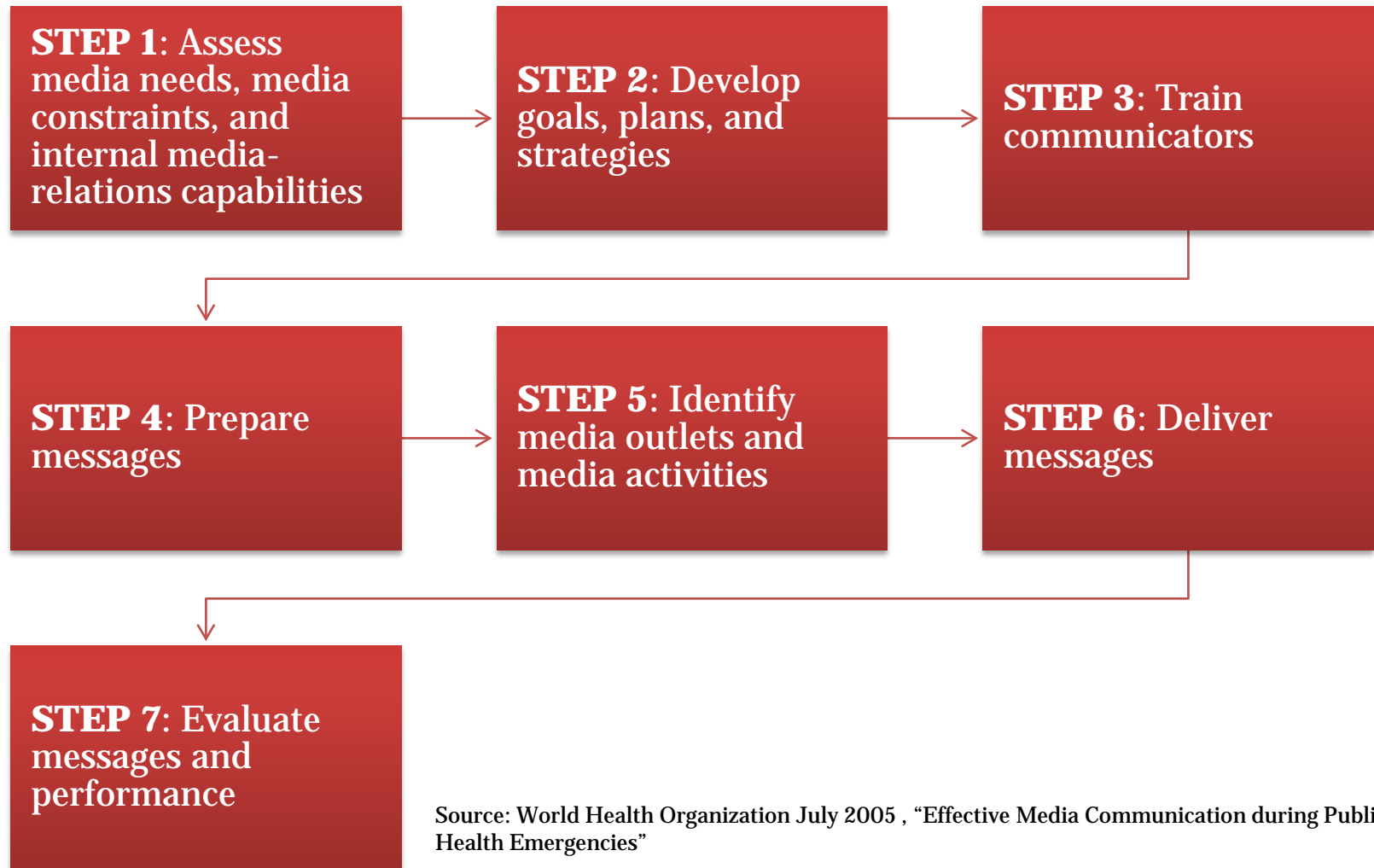


# Enhancing preventive medicine through shared decision making

Ceci Connolly  
Managing Director  
PwC Health Research Institute

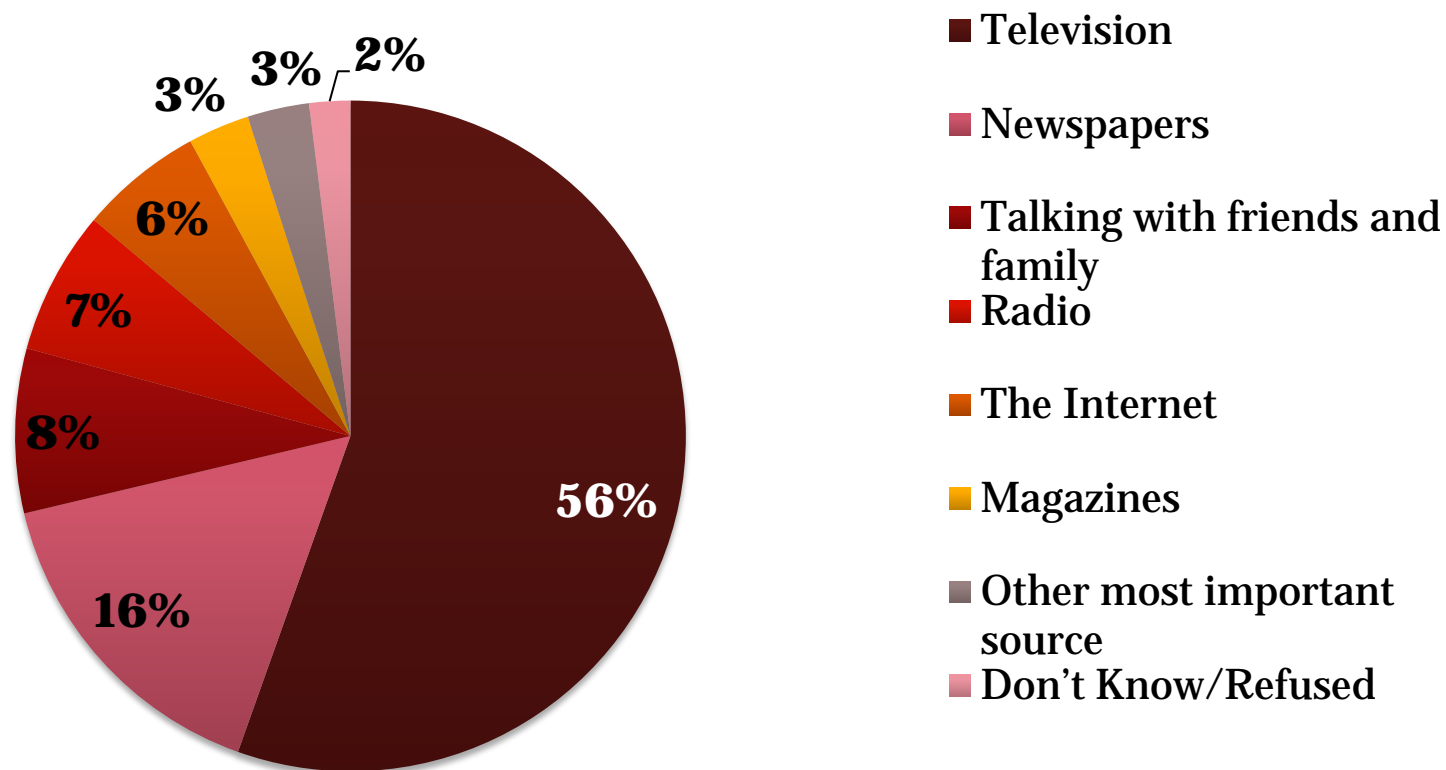
The IOM Roundtable On Value & Science-Driven Health Care  
Evidence Communication Innovation Collaborative  
Washington, DC  
July 9, 2013

# ***Seven Steps to Effective Media Communication During Public Health Emergencies***



# ***People look to various sources for information about their health***

**Which ONE of the following has been your MOST important source of news and information about health issues?**



Source: Kaiser Family Foundation, November/December 2001 Health News Index Survey

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# ***Convenience and choice top the list of what consumers value in healthcare***

## **What consumers value from providers**

53%

- Entertainment (TV, WiFi), cafeteria

57%

- Patient education during visit

65%

- Online and mobile information exchange

69%

- Facilities offering multiple services in one location

## **What consumers value from health insurers**

43%

- Website content with provider and plan information

49%

- Insurer information in paper and online formats

60%

- Claims processing in less than 2 weeks

87%

- Coverage of over 90% of providers

Source: PwC 2011 Customer Experience Radar Research