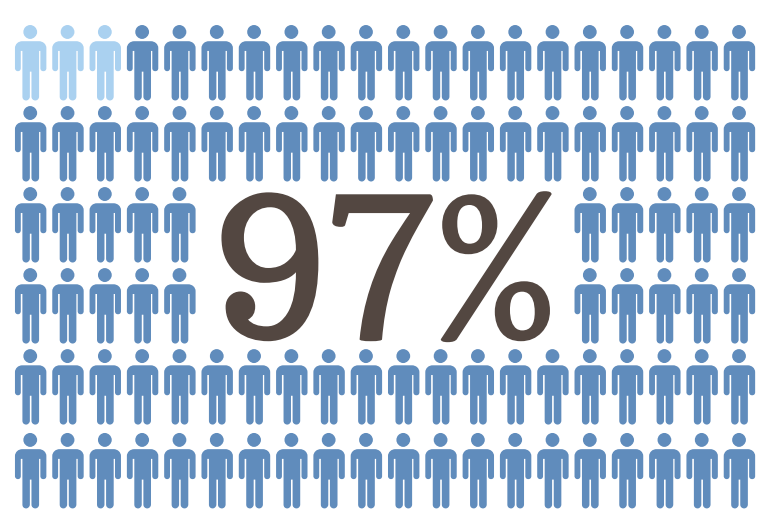


PICK YOUR PROVIDER BEFORE YOU PICK YOUR PLAN:

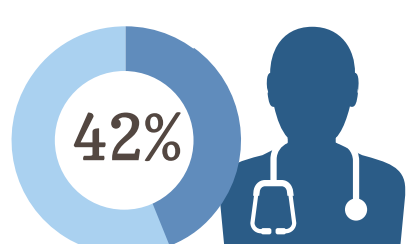
WHY QUALITY MATTERS

As millions of Americans consider their health care plans during open enrollment or as they take advantage of new marketplaces under the Affordable Care Act, consumers should pick their provider before choosing a plan—and Healthgrades should be their first stop.



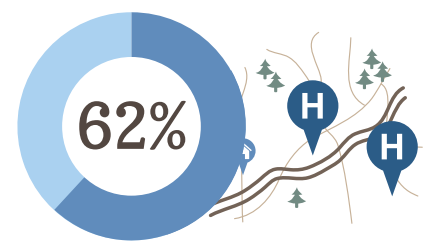
Americans are virtually unanimous in agreeing that having the right information is the key to making good health care decisions.

But yet **fewer than half** of Americans over age 26 gather extensive and detailed information before ...

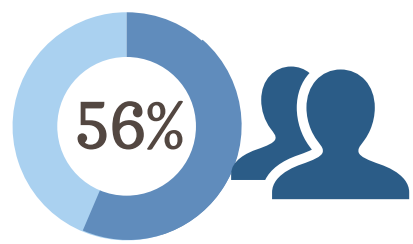


selecting a physician

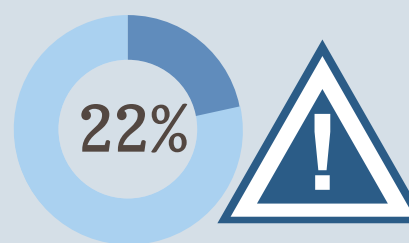
Consumers who have selected a physician in the past 3 years are more concerned about...



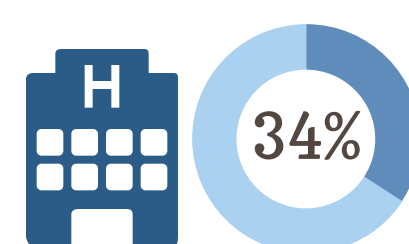
convenient location



friendly office staff

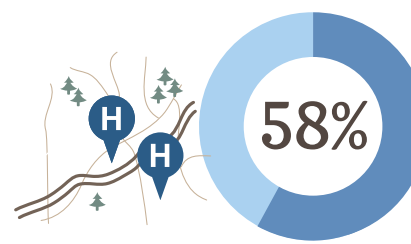


than success rates

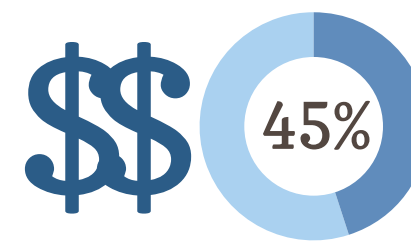


or a hospital

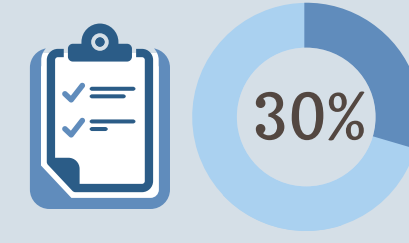
Consumers who have selected a hospital in the past 3 years are more likely to choose a hospital based on...



convenient location

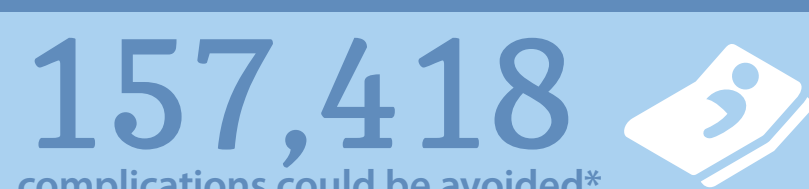


amount of copay



than based on outcomes data

But all hospitals do not perform equally, if all hospitals performed similarly to the quality of 5-star hospitals from 2010–2012:



The new 2014 Healthgrades American Hospital Quality Report to the Nation:



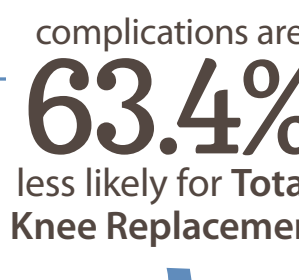
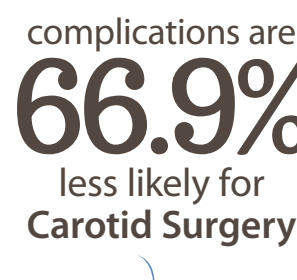
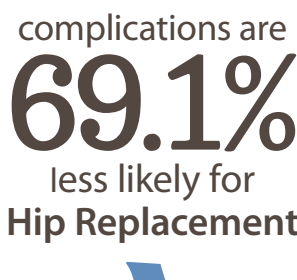
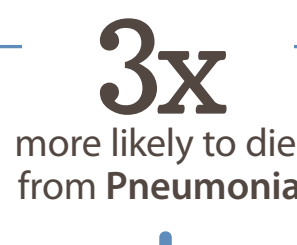
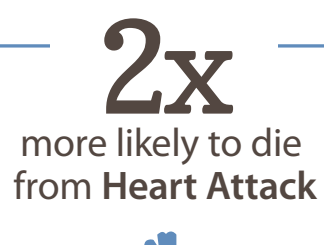
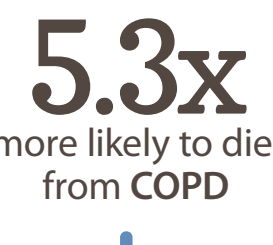
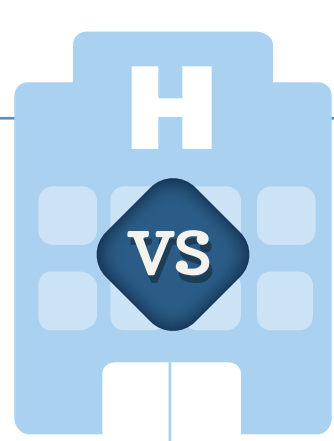
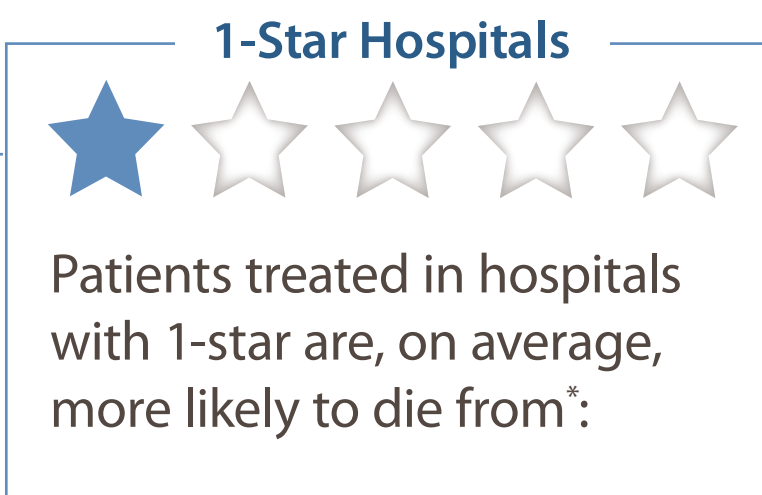
- analyzed approximately **40 million patient records**
- for nearly **4,500 hospitals nationwide**,
- assessing **hospital performance** relative to each of **31 common conditions and procedures**.

Unlike other rating organizations, Healthgrades provides objective measures rooted solely in the domains of science and statistical analysis, leaving perception and reputation out of the equation.

The report found hospital outcomes differ wildly within the same community.



For example, Healthgrades evaluated **33 Hospitals in Atlanta** located within minutes of each other and found that stroke mortality rates were **17 times higher** between 1-star and 5-star hospitals.



Healthgrades' report also found that better quality will result in lower overall costs.



Total U.S. health care expenditures reached **\$2.6 trillion** which equates to **17.9%** of the U.S. gross domestic product. ***



If it were a **stack of 1 dollar bills**, it would wrap around the earth's equator, not once or twice, but **7x**



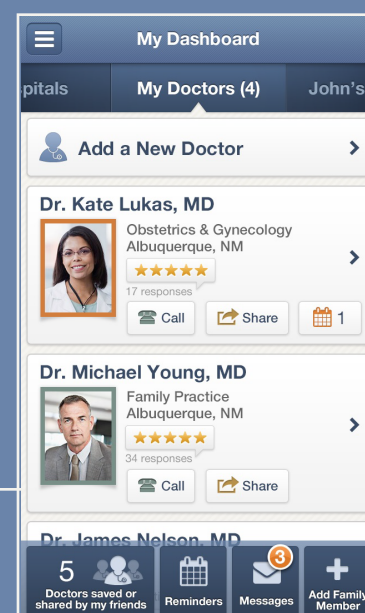
Americans report spending on average **14.1%** of their after-tax household income on health care expenses in 2012 — **nearly half of what they set aside for housing**.

The report found the direct costs of caring for a patient who experiences a complication will, on average, increase to nearly **2X the cost** than those for patients who did not experience complications for the procedures studied.

Americans agree having the right information is the key to making good health care decisions, and the **2014 Healthgrades American Hospital Quality Report to the Nation** clearly demonstrates the cost of not factoring quality into your care decision making process can be measured in lives and dollars.

Americans can take charge of their healthcare by doing their homework: **Pick your Provider before you Pick your Plan.**

To make informed decisions about hospitals and physicians in your area, visit www.healthgrades.com for the full 2014 report or download the new Healthgrades mobile app.



SOURCES:
 Doctors, Hospitals and Health Plans: How Consumers Choose by Harris Interactive for Healthgrades
 2014 Healthgrades American Hospital Quality Report to the Nation
 *Statistics based on Healthgrades analysis of MedPAR data for years 2010 through 2012 and represent 3-year estimates for Medicare patients only.
 **Statistics are based on Healthgrades analysis of MedPAR data for years 2010 through 2012 and represent 3-year estimates for Medicare patients only.
 *** O'Brien, JM et al. Does Value-Based Purchasing Enhance Quality of Care and Patient Outcomes in the ICU? Crit Care Clin 29 (2013) 91–112
 This infographic from Healthgrades is for informational purposes only and is not meant to replace the guidance of a qualified medical professional.
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