



 MORNING CONSULT

Partnership for  
Quality Home  
Healthcare  
THERE'S NO PLACE LIKE HOME

# Choose Home Care Act

POLLING PRESENTATION

August 2021

# KEY FINDINGS

- Over four in five adults (85%) **support** the **Choose Home Care Act** in our initial pre-message testing read, including about half (52%) who say they strongly support the act. These strongly positive views remained steady in the post-message testing measure as well (86% support).
- About two thirds of adults (68%) say the Medicare post-hospitalization benefit is **best provided "in the home, following a physician recommendation,"** rather than in a "nursing home" (18%). Nine in ten (90%) say it is **important** to them that they have the **ability to choose "the setting in which you or a loved one recover post-hospitalization."**
- In the **message-testing battery**, adults are most likely to say the message "*With at-home health care, Medicare beneficiaries can recover in an environment that is **safe, comfortable and familiar***" makes them **more likely** to support (83%) the Choose Home Care Act, including 53% of adults who say it makes the *much more likely* to support the legislation.
- There is **bipartisan support** across **many facets** of the Choose Home Care Act and home health options in general; a bipartisan majority *support* the act, think expanding at-home options for the Medicare benefit should be a *high priority* for the federal government, place *importance* on Congress to pass the act, and say they would be *more likely* to support their representative if they supported the act.

**Methodology:** This poll was conducted between August 11-15, 2021 among a national sample of 2,200 adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

AGENDA

POLICY PRIORITY

HOME HEALTH

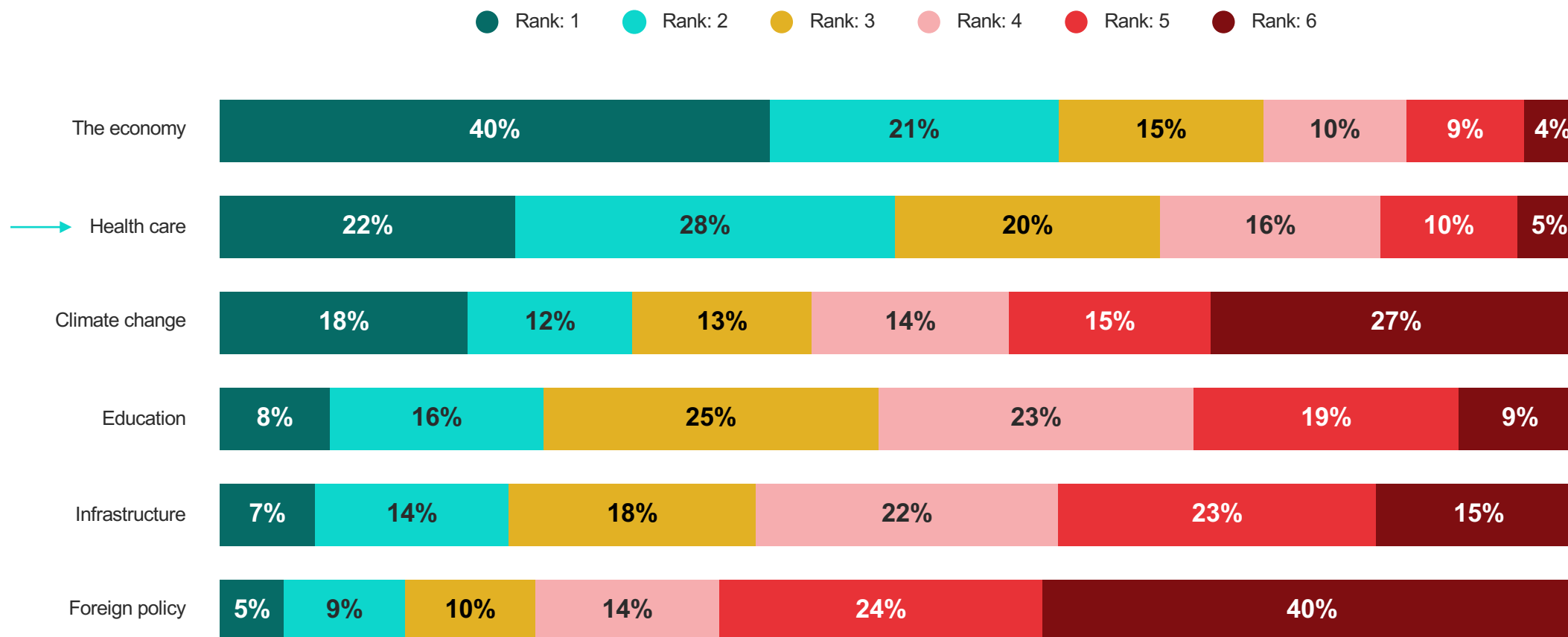
MESSAGE TESTING



## POLICY PRIORITY

Following the economy in level of importance, half of adults think health care should be the *most* or *second most* (50%) important issue area for Congress to address.

Below are **current issue areas** Congress is considering. Please rank how **important** each of the following issue areas should be for Congress to address from 1 to 6, with 1 being the most important and 6 being the least important.



## POLICY PRIORITY

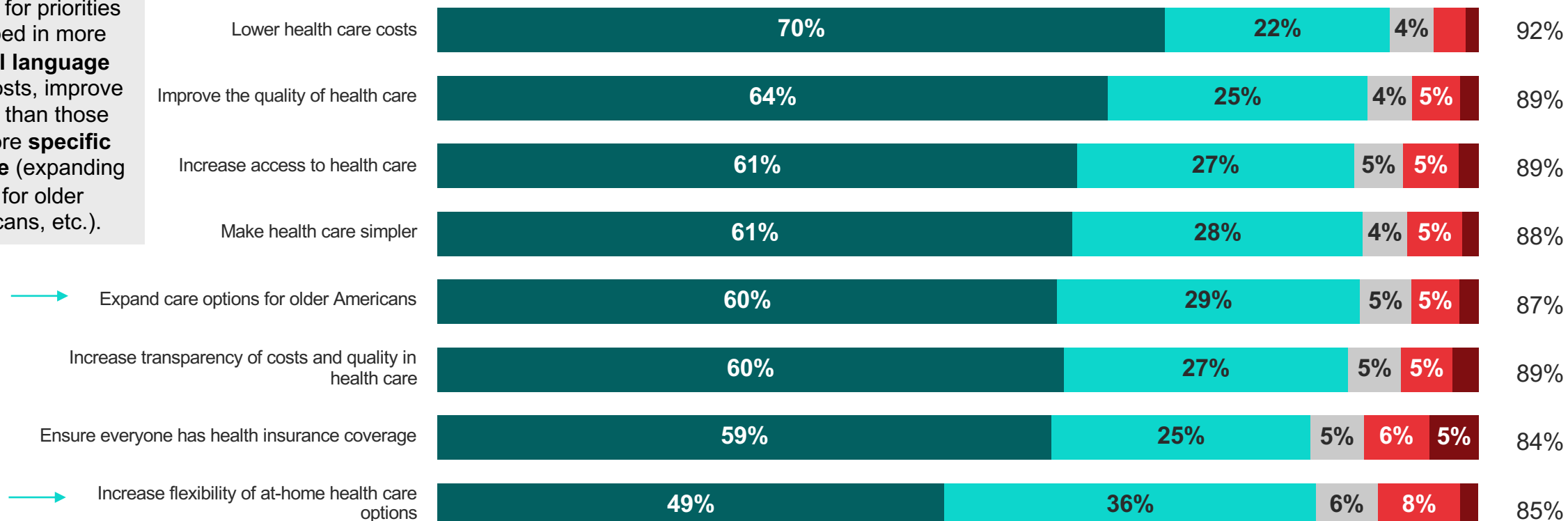
Across the tested priorities, a strong majority of adults say each health care priority is *important*. Specifically, over four in five adults say it is *important* to *expand care options for older Americans* (87%), and *increase flexibility of at-home health care options* (85%).

Thinking about the U.S. health care system, how **important** of a **priority**, if at all, should each of the following be to improve the U.S. health care system?

When testing policy priorities, it is not unusual to see **more support** for priorities described in more **general language** (lower costs, improve quality) than those with more **specific language** (expanding care for older Americans, etc.).

Very important   Somewhat important   Don't know/No opinion   Not too important   Not important at all

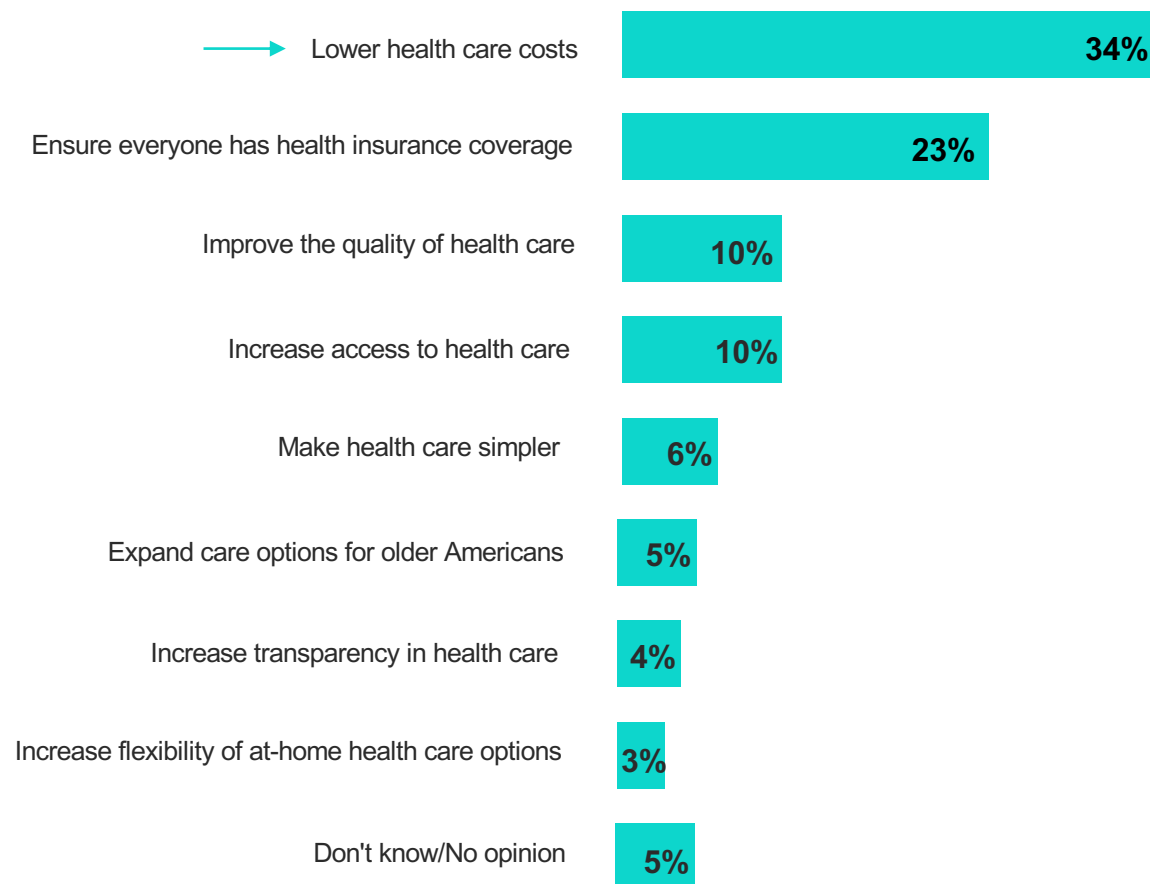
Total Important



## POLICY PRIORITY

No one aspect of U.S. health care emerges as *most* important to a majority of adults, but among the tested options the most likely to be selected is “*lower health care costs*” (34%).

Which priority is **most** important to improving the U.S. health care system?



AGENDA

POLICY PRIORITY

HOME HEALTH

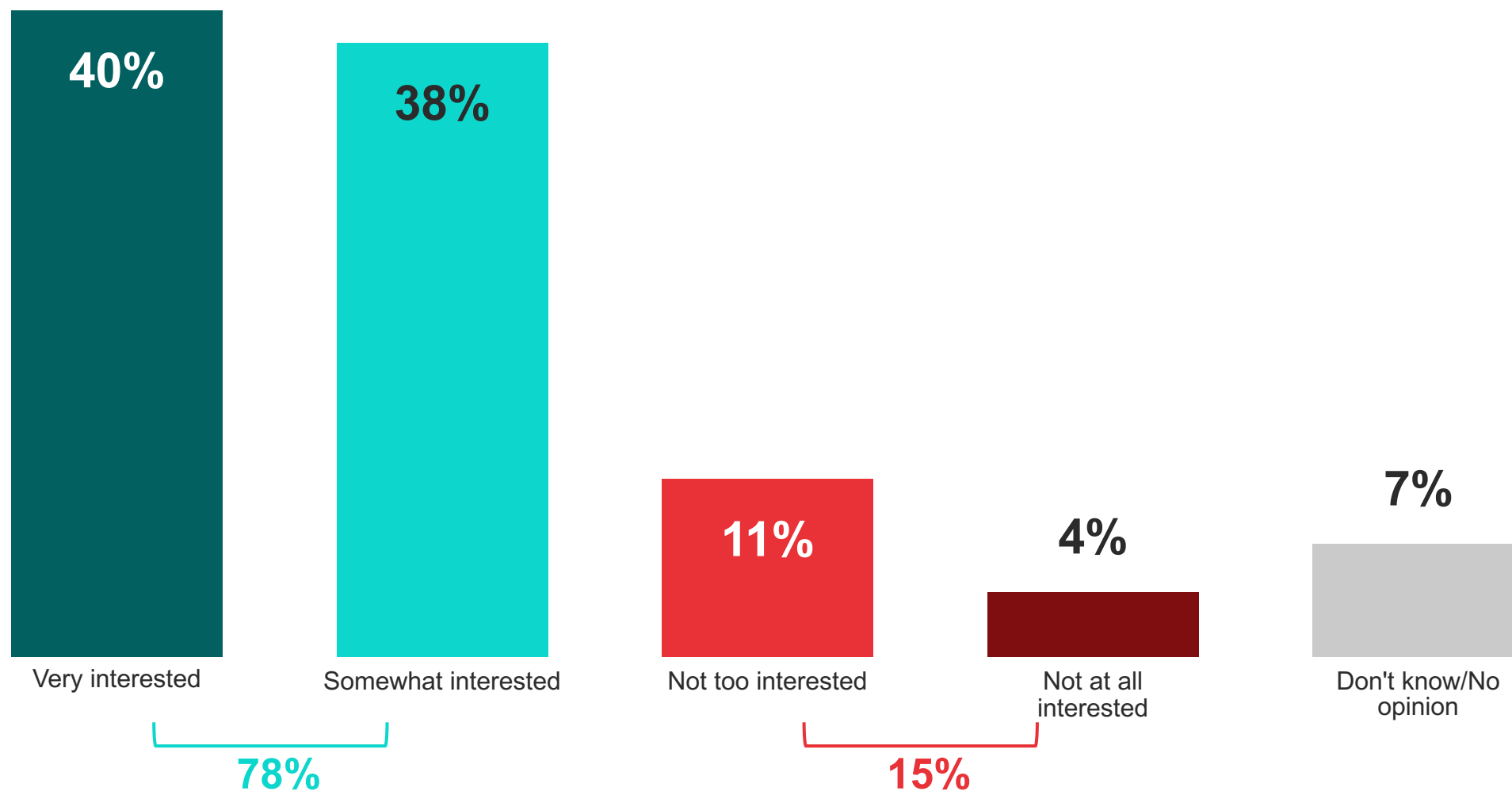
MESSAGE TESTING



## HOME HEALTH

About three quarters (78%) of adults say if they were recovering from a medical procedure, they would be *interested* in receiving follow-up short-term health care services in their home.

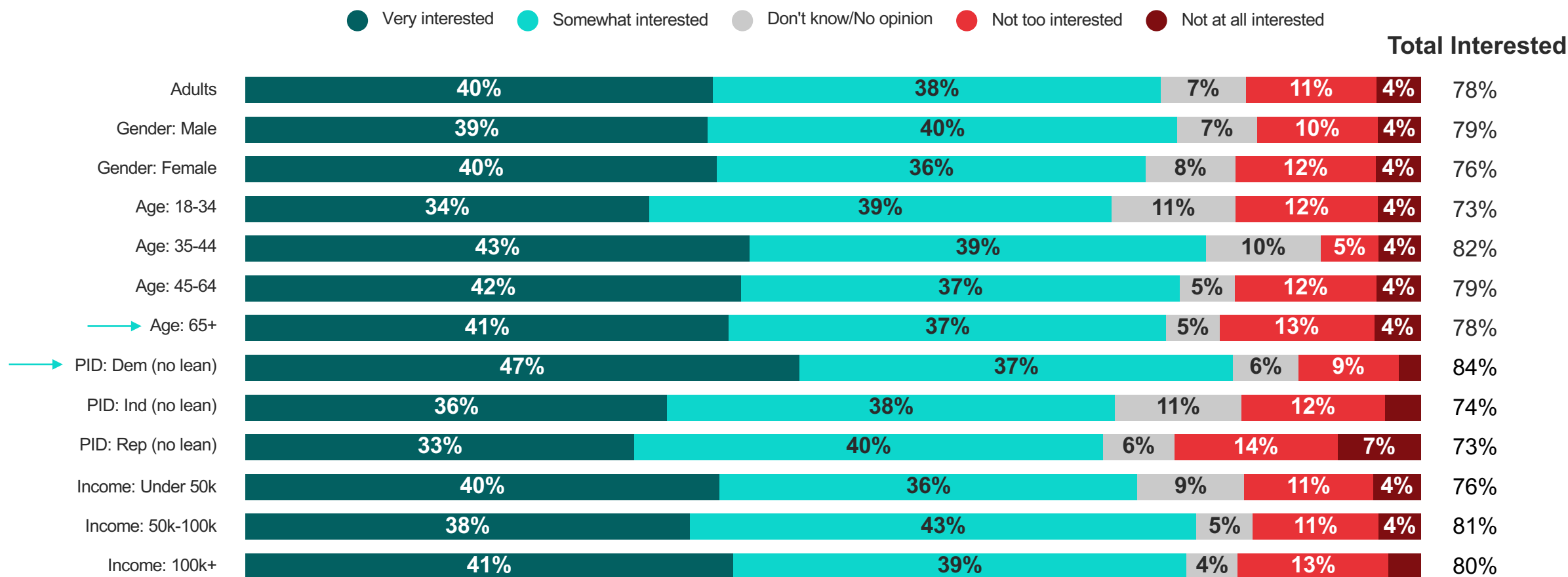
If you were recovering from a medical procedure, how **interested** would you be, if at all, in receiving follow-up short-term health care services **in your home**?



## HOME HEALTH

Among adults over age 65, 78% say they would be *interested* in receiving follow-up short-term health care services in their home, including 41% who say they would be *very interested*.

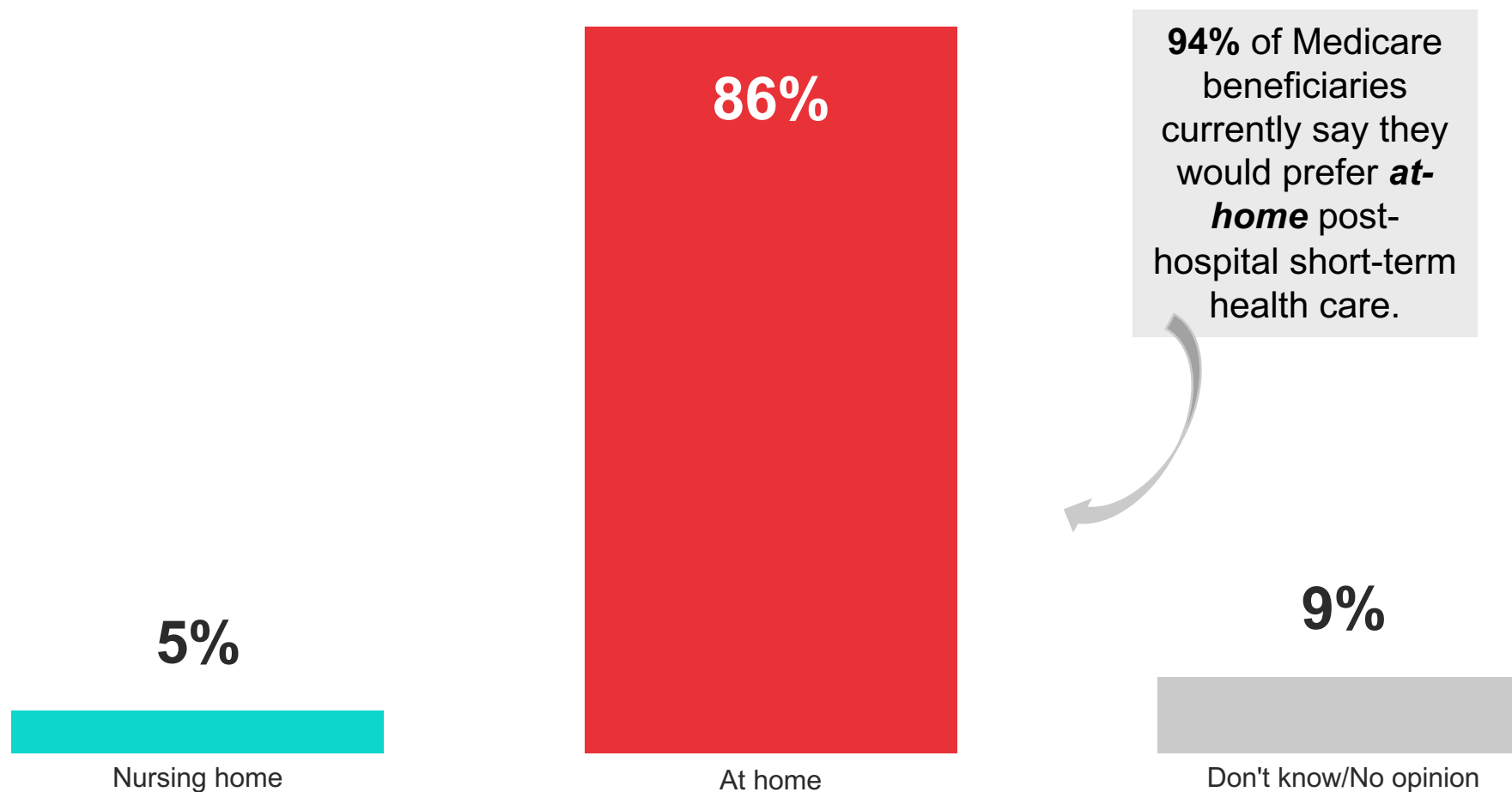
If you were recovering from a medical procedure, how interested would you be, if at all, in receiving follow-up short-term health care services in your home?



## HOME HEALTH

Nearly nine in ten adults (86%) say they would prefer to receive post-hospital short-term health care *at home*, while 5% say they would prefer to receive care in a *nursing home*.

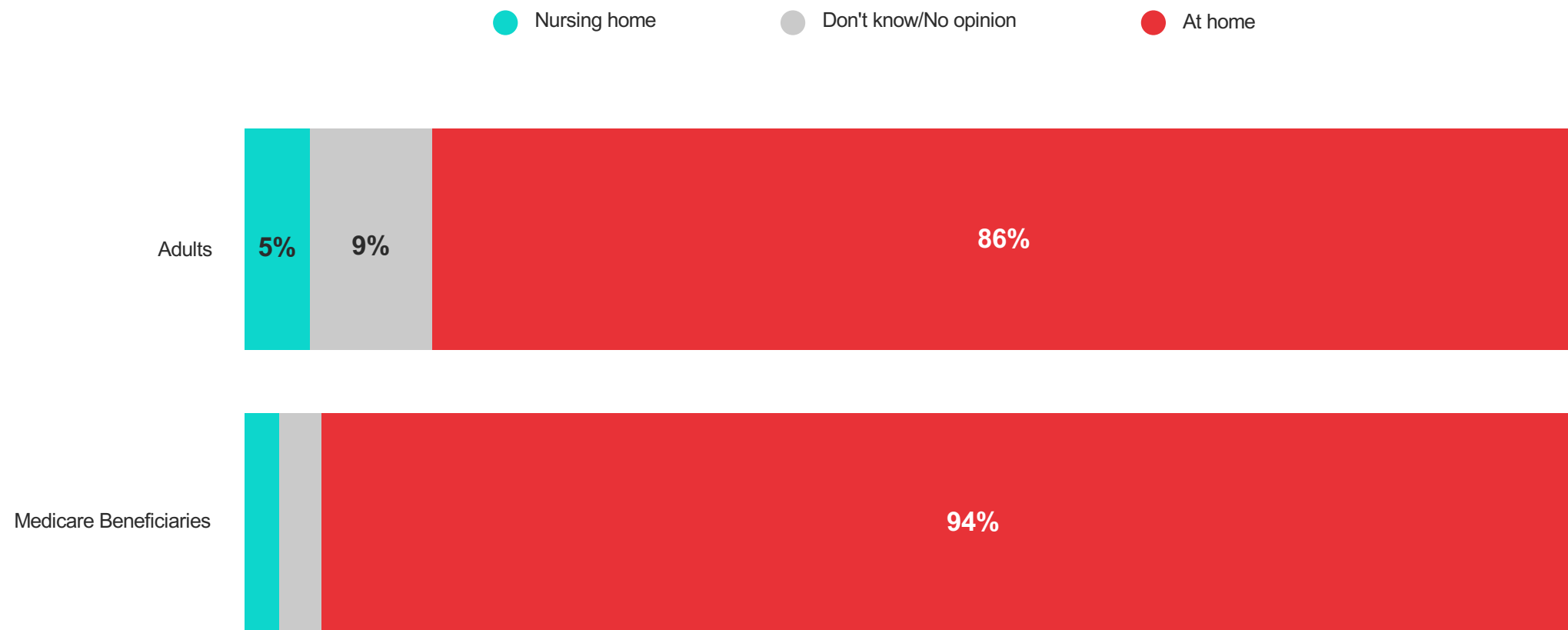
If you had a choice, would **you prefer** to receive post-hospital short-term health care in a **nursing home** care setting, or **at home**?



## HOME HEALTH

Over nine in ten Medicare beneficiaries (94%) say they would prefer to receive post-hospital short-term health care *at home*.

If you had a choice, would **you prefer** to receive post-hospital short-term health care in a **nursing home** care setting, or **at home**?

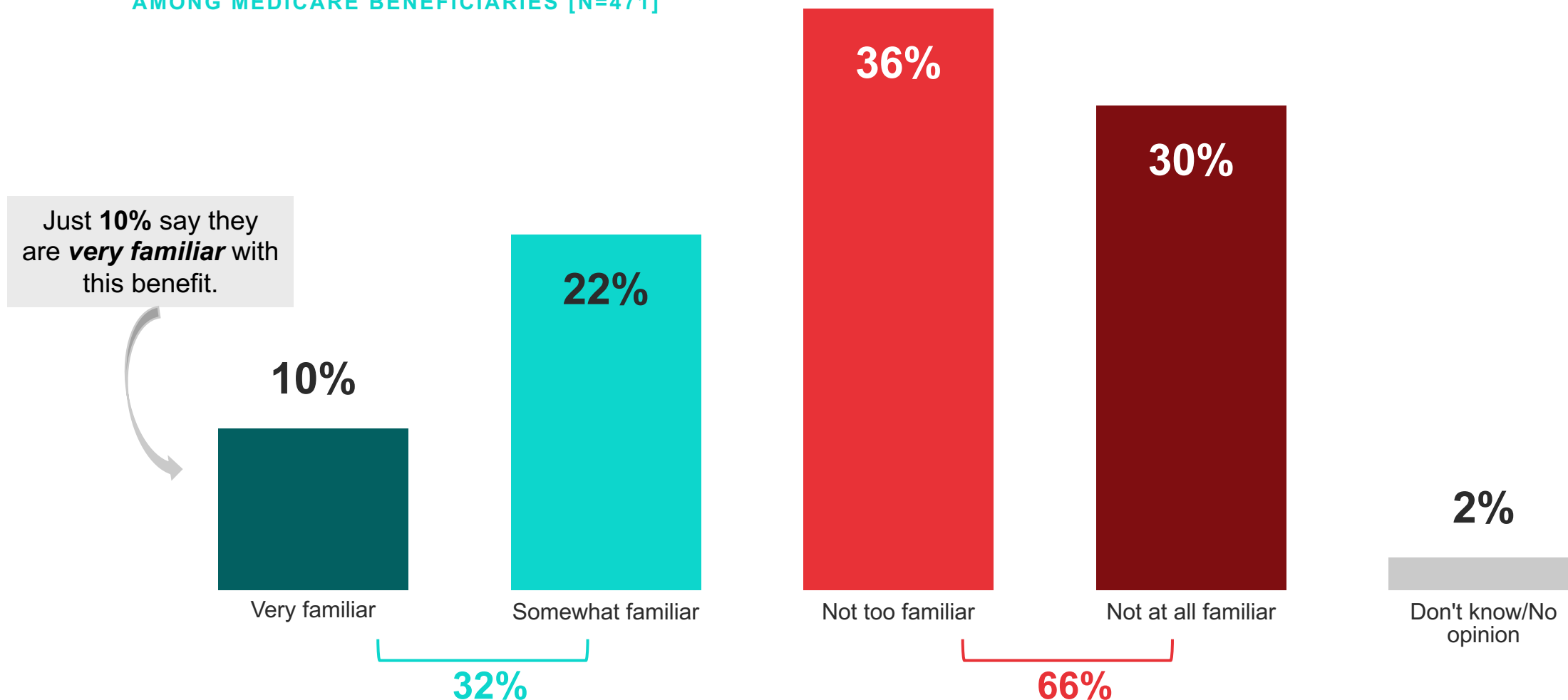


## HOME HEALTH

Two thirds of Medicare beneficiaries (66%) say they are *not familiar* with the Medicare benefit to receive short-term care in a nursing home care setting or at home after hospitalization.

You previously indicated that you are covered by Medicare for your health care. How **familiar** are you, if at all, with the **Medicare benefit** to receive short-term care in a nursing home care setting or at home after hospitalization?

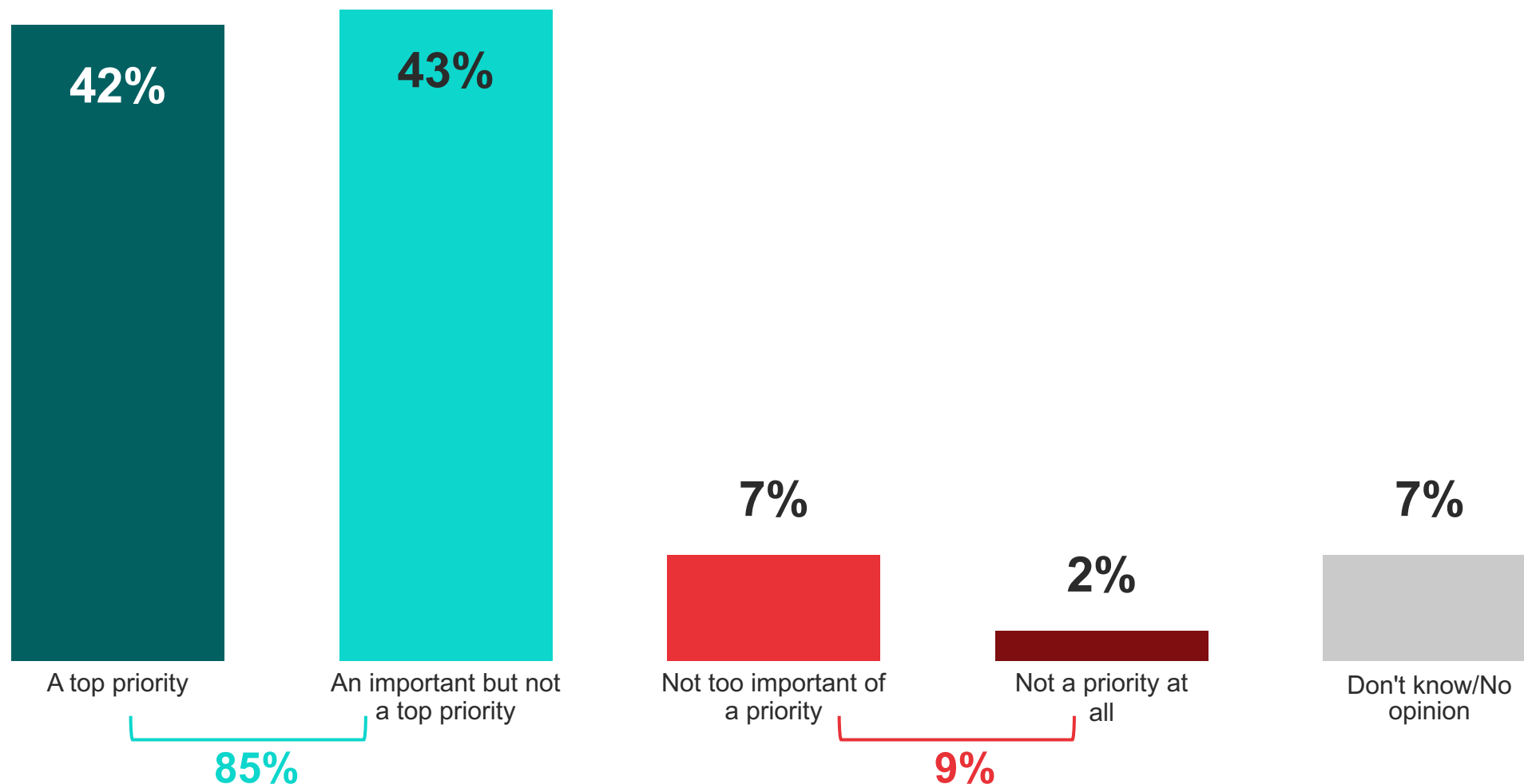
AMONG MEDICARE BENEFICIARIES [N=471]



## HOME HEALTH

A strong majority of adults (85%) say it should be a *high priority* for the federal government to expand Medicare coverage for at-home health care, including more than two in five (42%) who say it should be a *top priority*.

How much of a **priority**, if at all, should it be for the federal government to expand coverage within Medicare's post-hospitalization benefit for at-home health care to allow more seniors to recover at home?



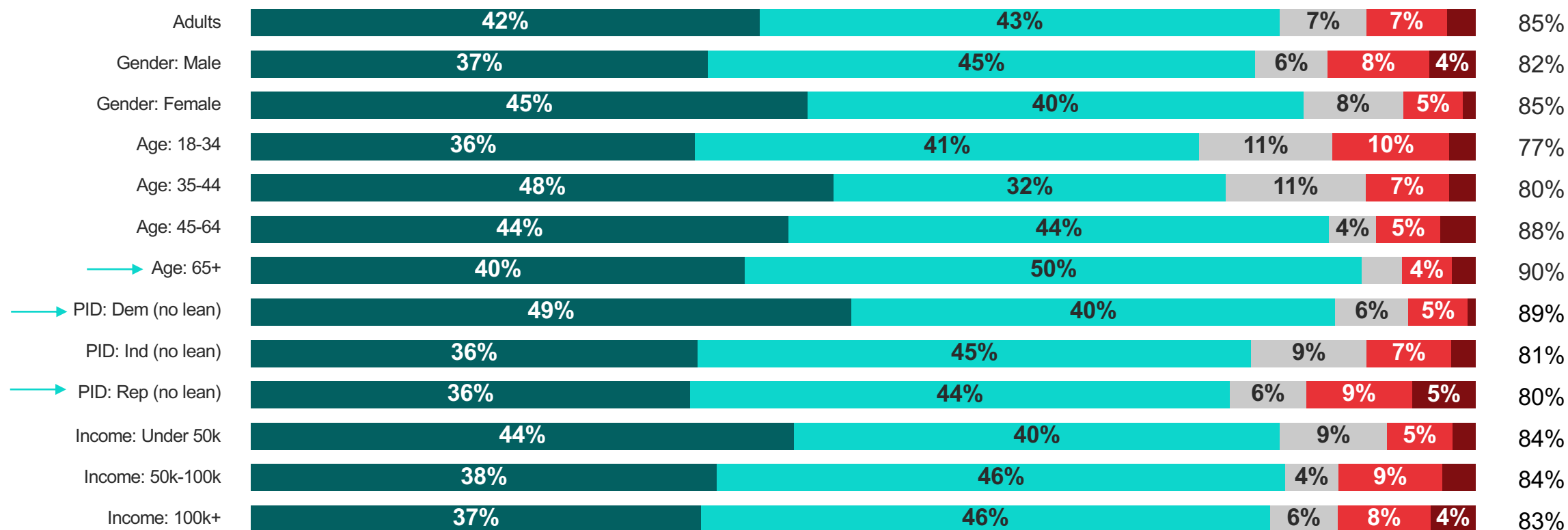
## HOME HEALTH

Nine in ten adults over age 65 (90%) say it should be a *high priority* for the federal government to expand Medicare coverage for at-home health care. A strong bipartisan majority of Democrats (89%) and Republicans (80%) say it should be a *high priority*.

How much of a **priority**, if at all, should it be for the federal government to expand coverage within Medicare's post-hospitalization benefit for at-home health care to allow more seniors to recover at home?

● A top priority   
 ● An important but not a top priority   
 ● Don't know/No opinion   
 ● Not too important of a priority   
 ● Not a priority at all

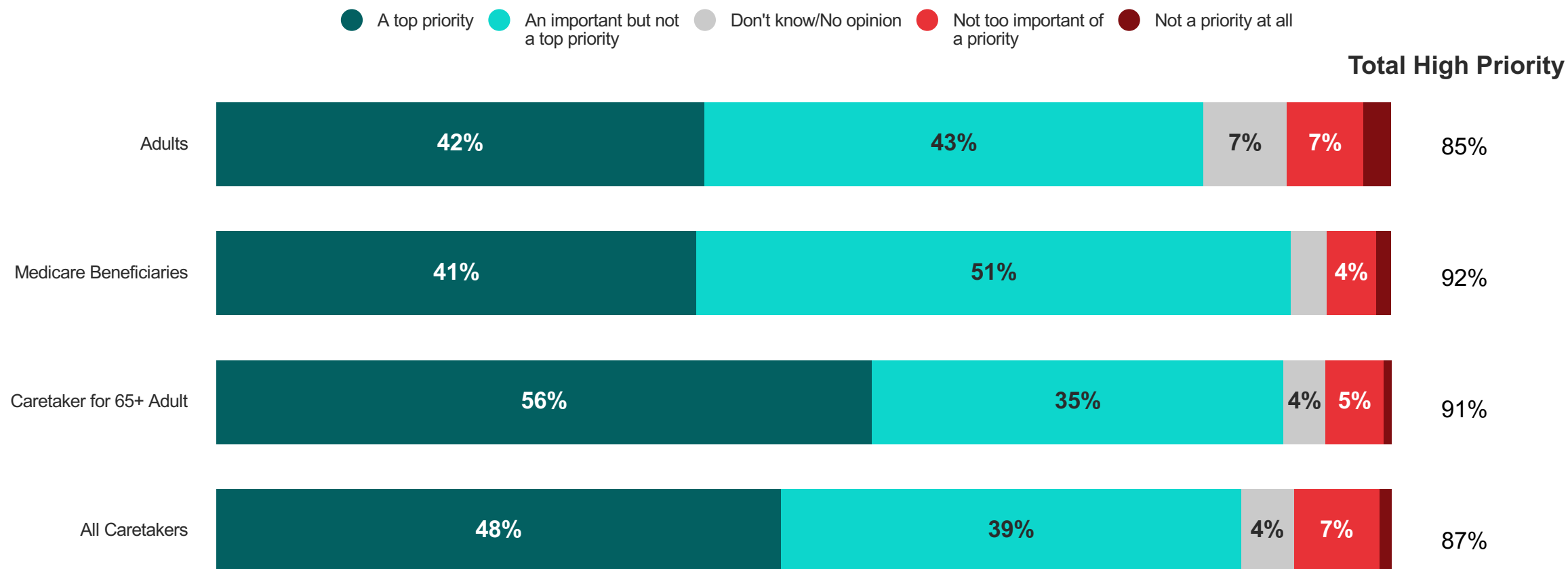
### Total High Priority



## HOME HEALTH

About nine in ten Medicare beneficiaries (92%) and caretakers for adults over age 65 (91%) say it should be a *high priority* for the federal government to expand Medicare coverage for at-home health care, including over half of care takers for age 65+ adults (56%) who say it should be a *top priority*.

How much of a **priority**, if at all, should it be for the federal government to expand coverage within Medicare's post-hospitalization benefit for at-home health care to allow more seniors to recover at home?



## Question SPA8 Text

Some say the Medicare post-hospitalization benefit is **best provided in a nursing home**. This setting can offer **more resources for medical care** to the patient, **more staffing availability**, and an overall **more controlled environment**.

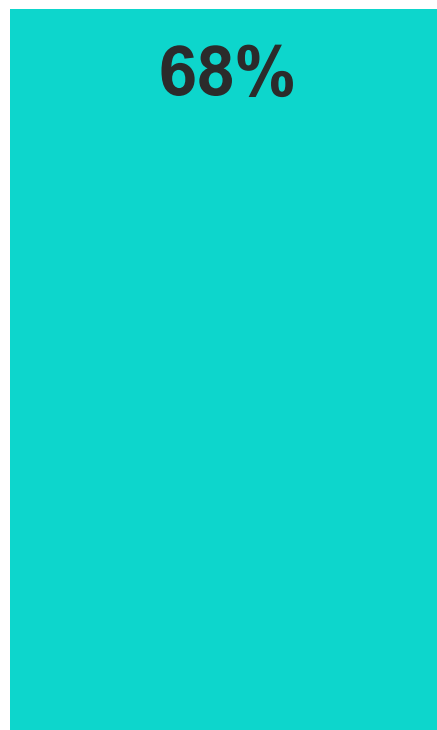
Others say the Medicare post-hospitalization benefit can be safely provided to patients who choose to **receive their care in the home** following a physician recommendation. This setting can offer **greater comfort for the patient, more flexibility for the health care options that can be provided**, and a **lower cost to the Medicare program**.

Which statement comes closer to your view, even if neither are exactly right? **[ROTATE 1:2]**

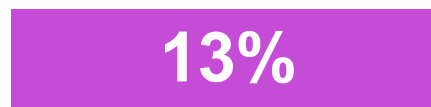
## HOME HEALTH

About two thirds of adults (68%) say the Medicare post-hospitalization benefit *can be safely provided to patients who choose to receive their care in the home following a physician recommendation.*

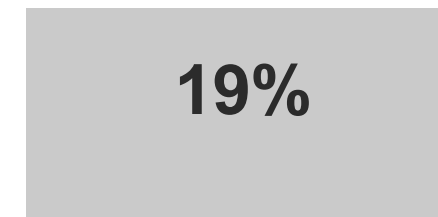
Which statement comes **closer to your view**, even if neither are exactly right?



The Medicare post-hospitalization benefit can be safely provided to patients who choose to **receive their care in the home** following a physician recommendation.



The Medicare post-hospitalization benefit is best provided **in a nursing home**.



Don't know/No opinion

Adults are more likely to say they ***don't know or have no opinion*** (19%) on their views of which care setting is best than say the benefit is best provided ***in a nursing home*** (13%).

## HOME HEALTH

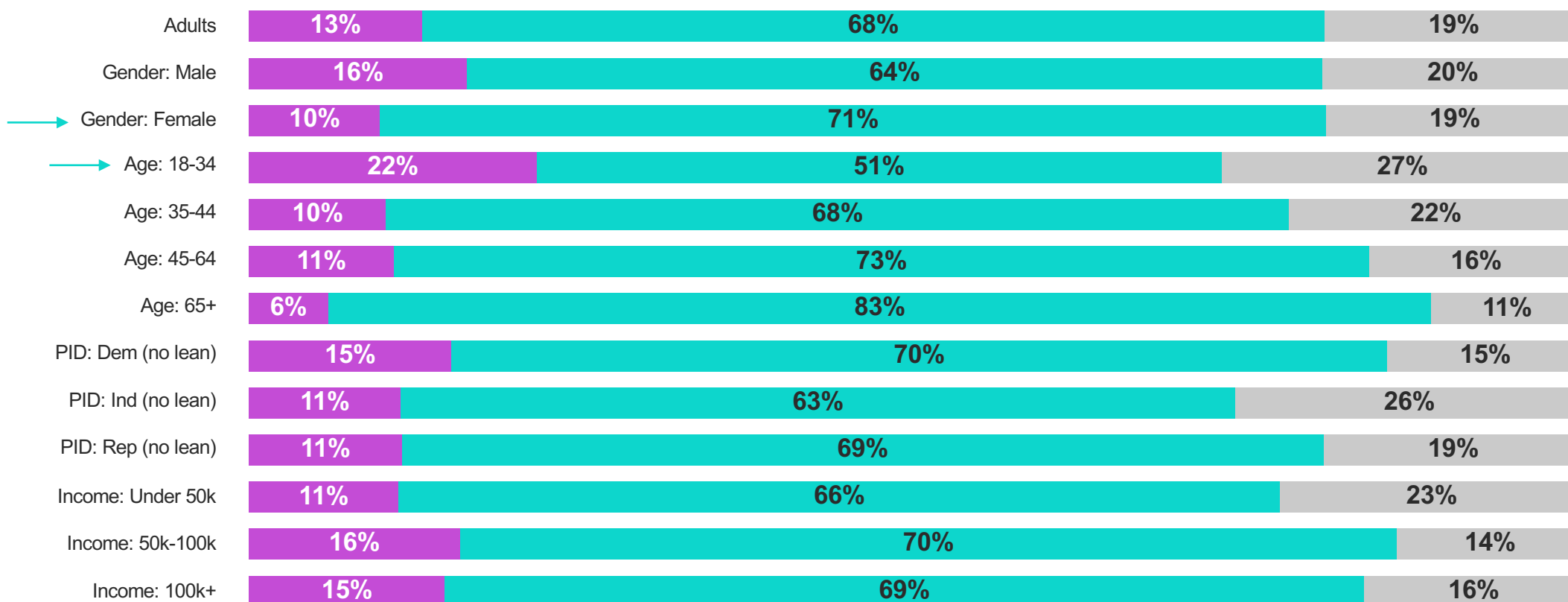
More women (71%) than men (64%) say the Medicare post-hospitalization benefit can be safely provided *at home*. Just under a quarter of adults ages 18-34 (22%) say the Medicare post-hospitalization benefit is best provided in a *nursing home*.

Which statement comes **closer to your view**, even if neither are exactly right?

● The Medicare post-hospitalization benefit is best provided **in a nursing home**.

● The Medicare post-hospitalization benefit can be safely provided to patients who choose to **receive their care in the home** following a physician recommendation.

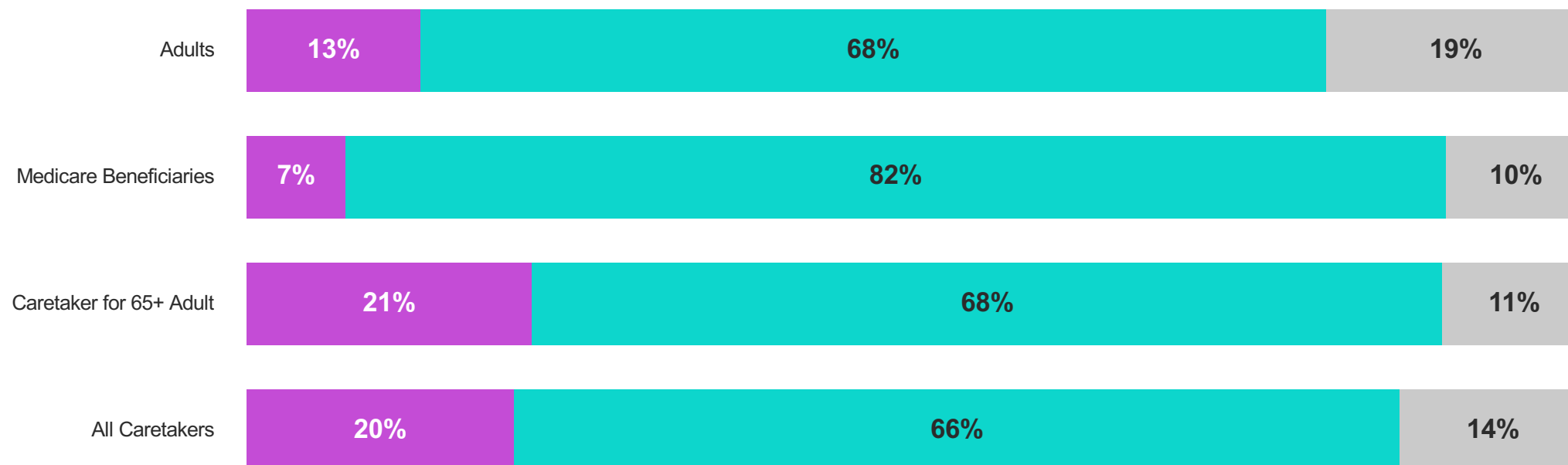
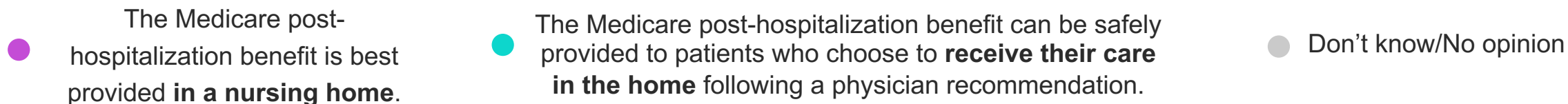
● Don't know/No opinion



## HOME HEALTH

Four in five Medicare beneficiaries (82%) say the Medicare post-hospitalization benefit *can be safely provided in the home following a physician recommendation*. Two thirds of caretakers for an age 65+ adult (68%) and caretakers in general (66%) say it can be provided *in the home*.

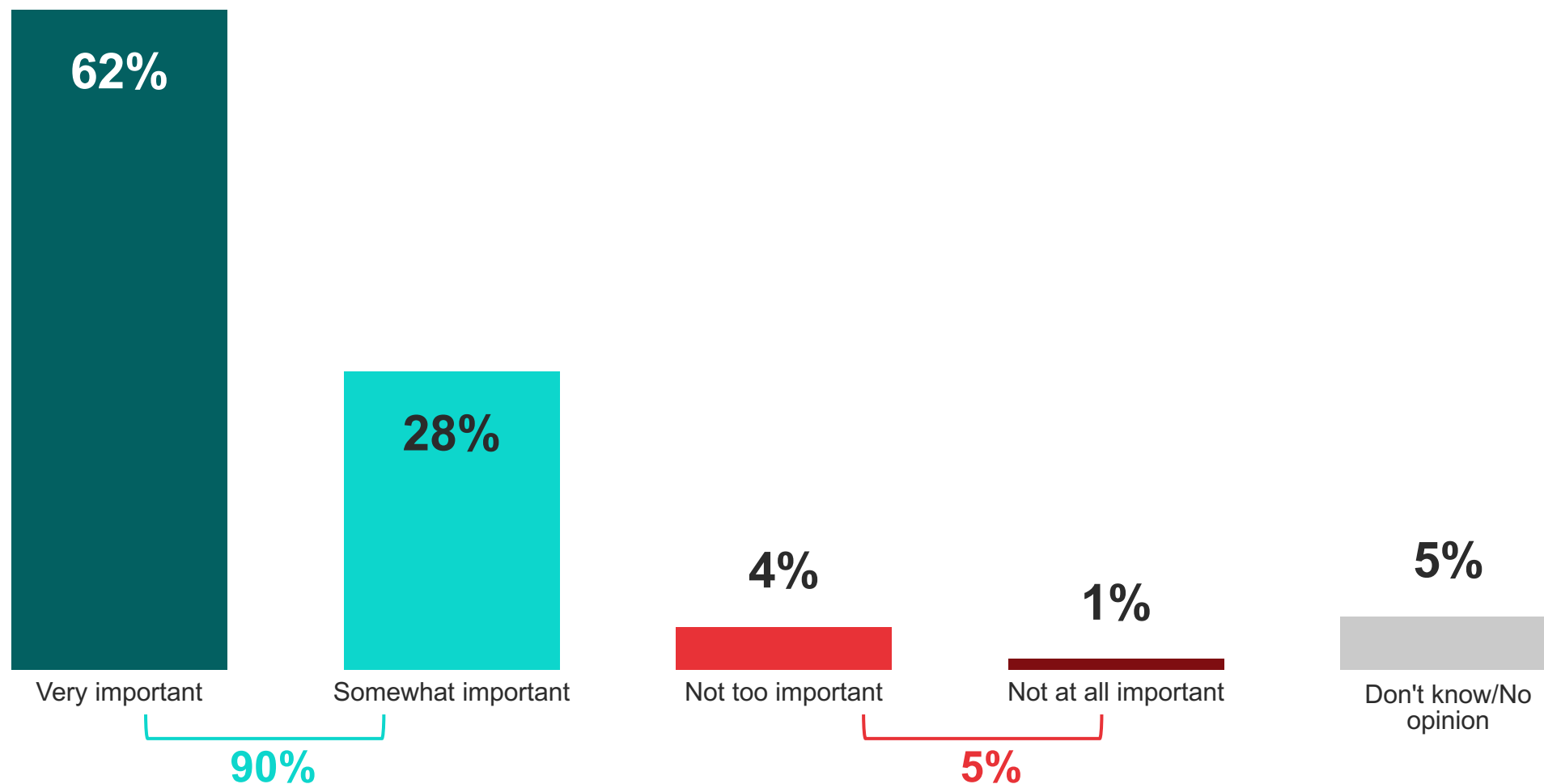
Which statement comes **closer to your view**, even if neither are exactly right?



## HOME HEALTH

Nine in ten adults (90%) say it is *important* to them personally to have the ability to choose the setting in which they or a loved one recover post-hospitalization, including three in five (62%) who say it is *very important*.

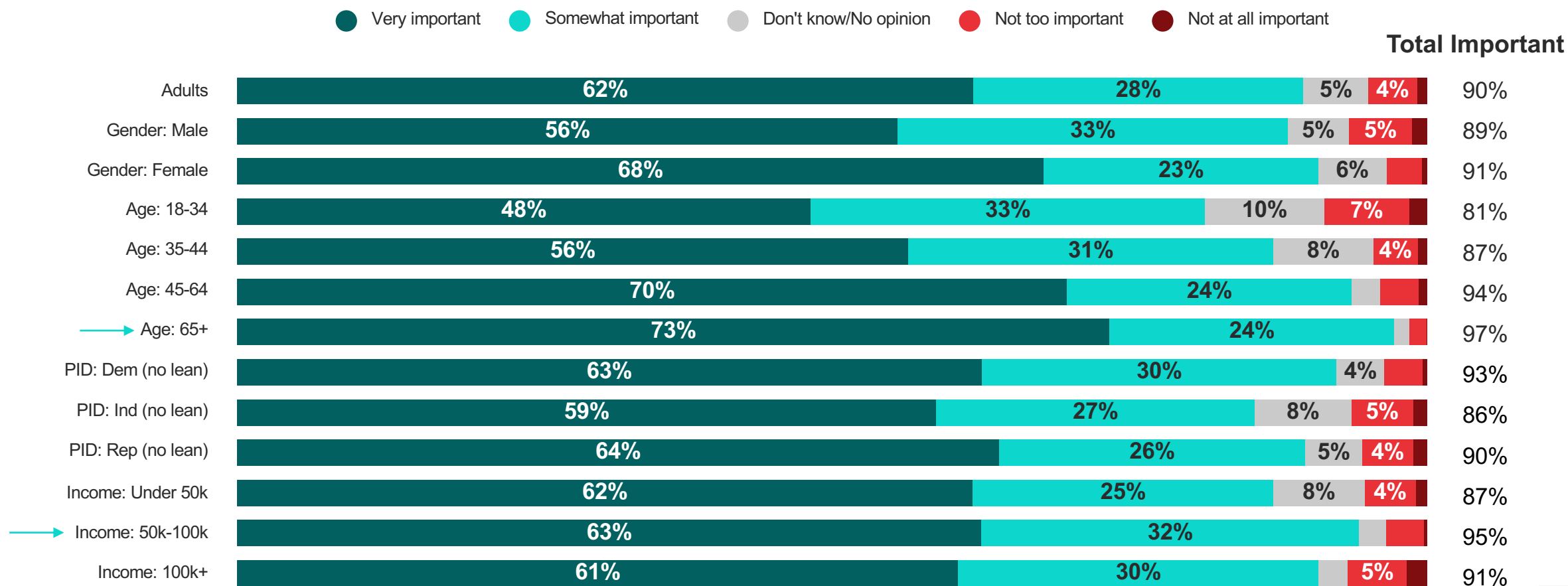
How **important** to you personally, if at all, is the ability to **choose** the setting in which you or a loved one recover post-hospitalization?



## HOME HEALTH

Nearly all adults over age 65 (97%) say it is *important* to have choice in the setting where they or a loved one recover post-hospitalization, including three quarters (73%) who say it is *very important*. Over nine in ten adults with an income of \$50-100k (95%) say the ability to choose is *important* to them personally.

How **important** to you personally, if at all, is the ability to **choose** the setting in which you or a loved one recover post-hospitalization?

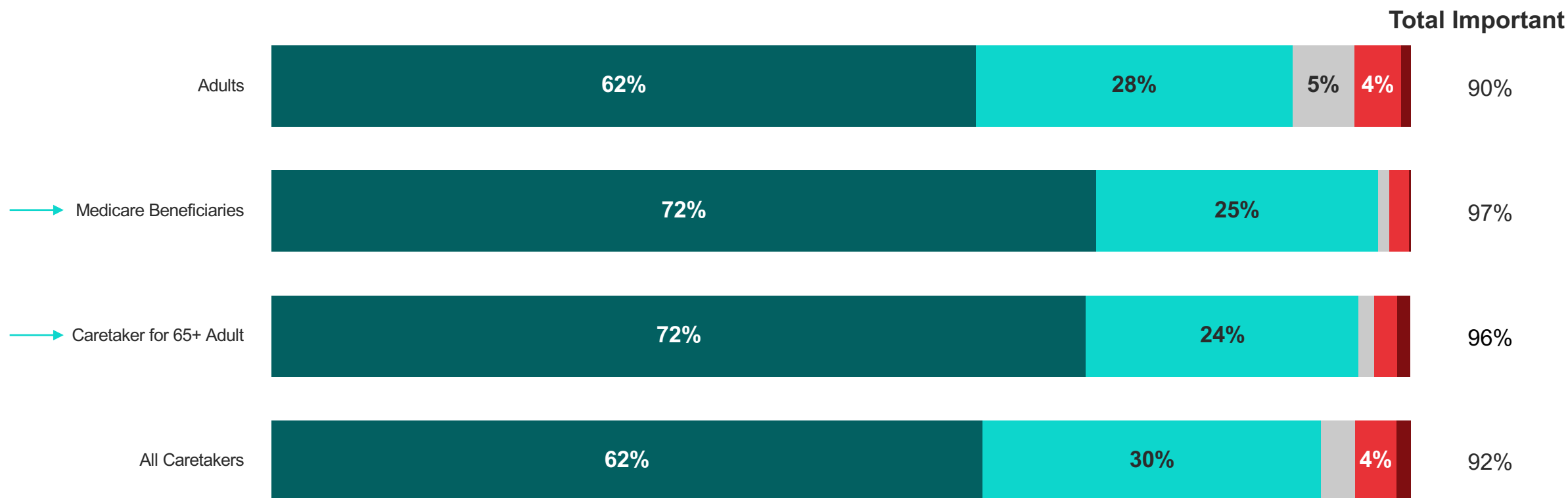


## HOME HEALTH

Nearly all Medicare beneficiaries (97%) and caretakers for an adult over age 65 (96%) say it is *important* to them personally to have the ability to choose the setting in which they or a loved one recover post-hospitalization

How **important** to you personally, if at all, is the ability to **choose** the setting in which you or a loved one recover post-hospitalization?

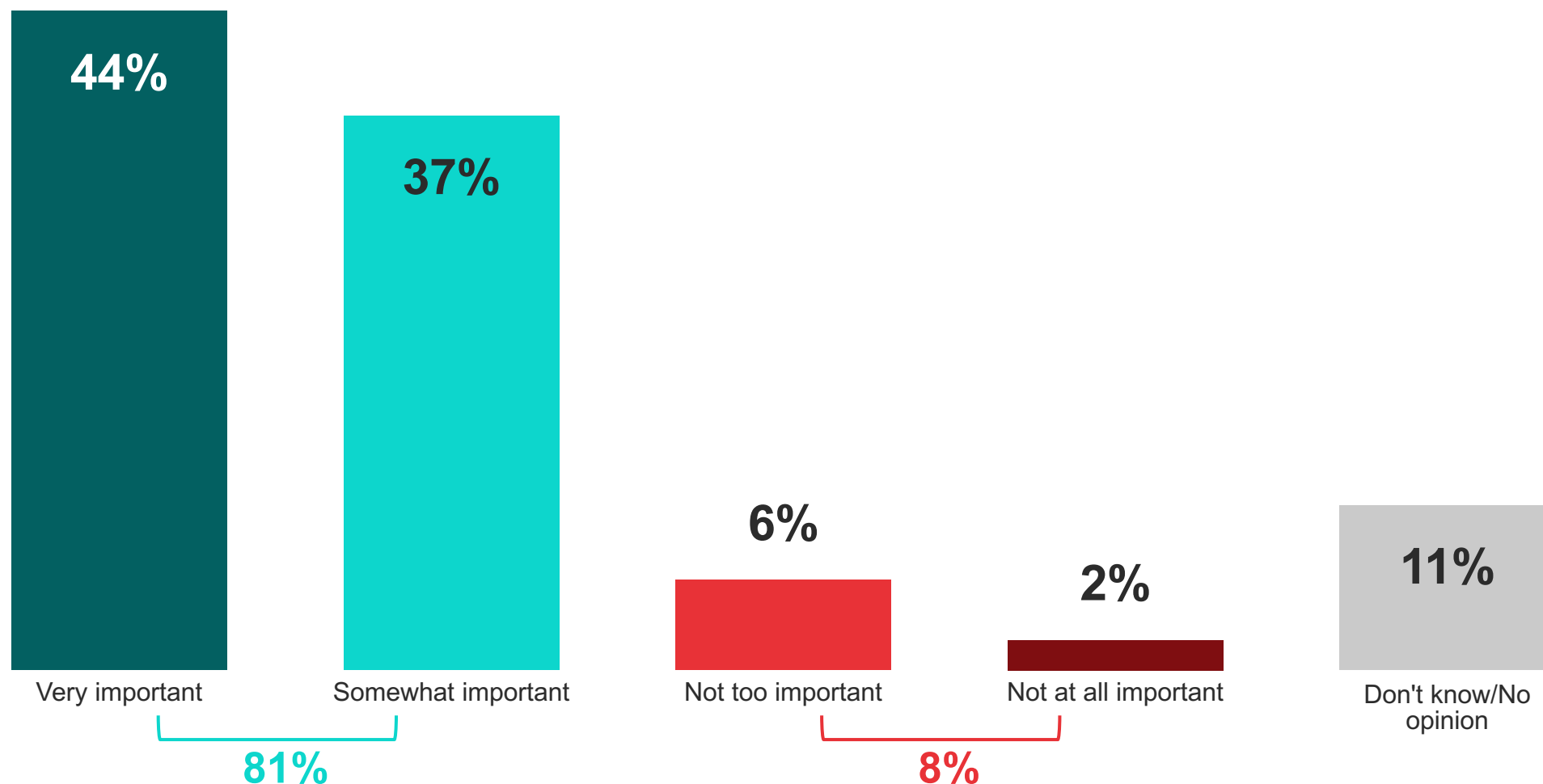
Very important
Somewhat important
Don't know/No opinion
Not too important
Not at all important



## HOME HEALTH

Four in five adults (81%) say it is *important* for Congress to pass the Choose Home Care Act, including 44% who say it is *very important*.

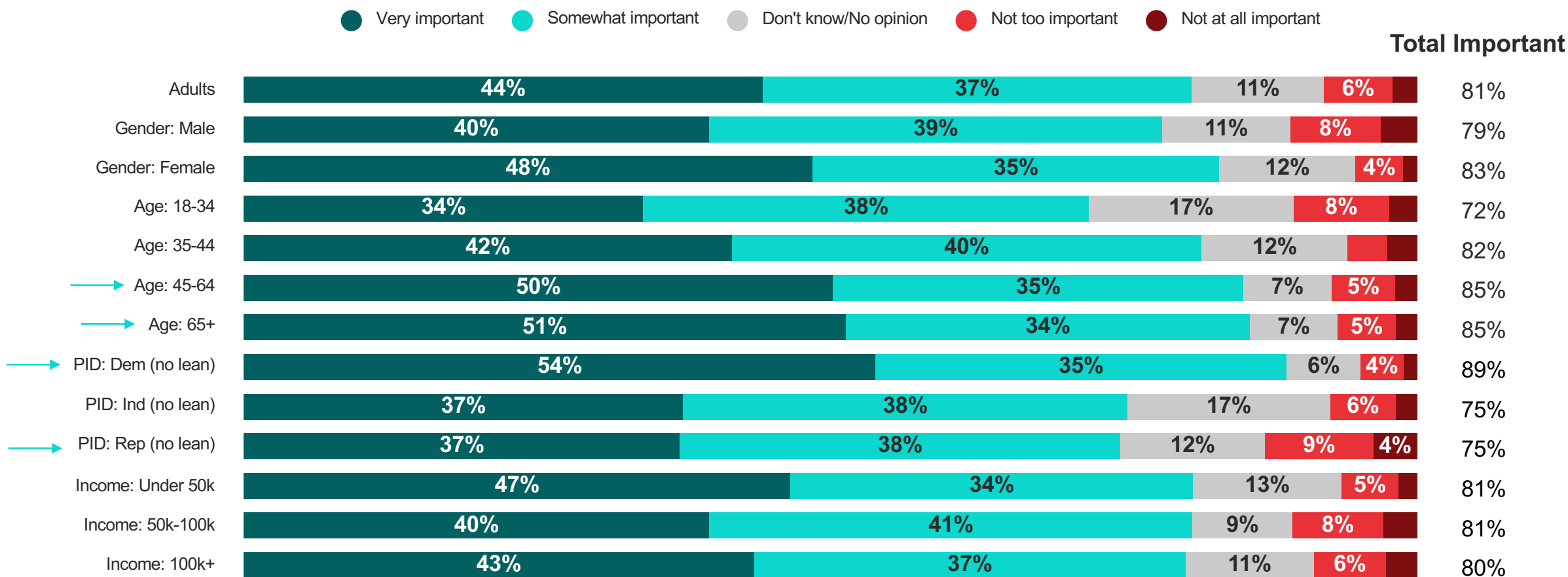
Based on what you know, how **important**, if at all, is it for **Congress** to pass the Choose Home Care Act?



## HOME HEALTH

Adults ages 45-64 (50%), and 65+ (51%) say it is *very important* for Congress to pass the Choose Home Care Act. A bipartisan majority of Democrats (89%) and Republicans (75%) say it is *important* for Congress to pass the act, including about half of Democrats (54%) who say it is *very important*.

Based on what you know, how **important**, if at all, is it for **Congress** to pass the Choose Home Care Act?



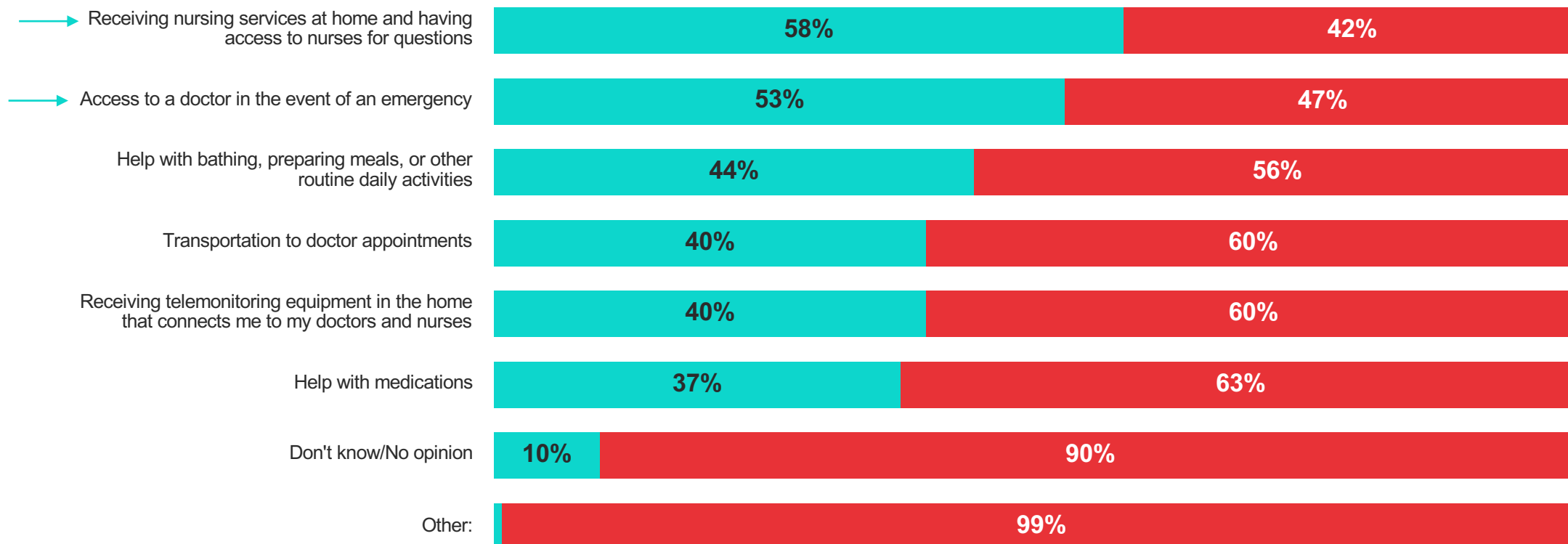
## HOME HEALTH

Half or more adults say they or a loved one would feel most comfortable to recover at home if they *received nursing services at home and have access to nurses for questions* (58%) and have *access to a doctor in the event of an emergency* (53%).

Thinking about receiving health care services provided at home after hospitalization, which of the following, if any, would make you or a loved one feel **most comfortable** to recover at home? Select all that apply.

Selected

Not Selected

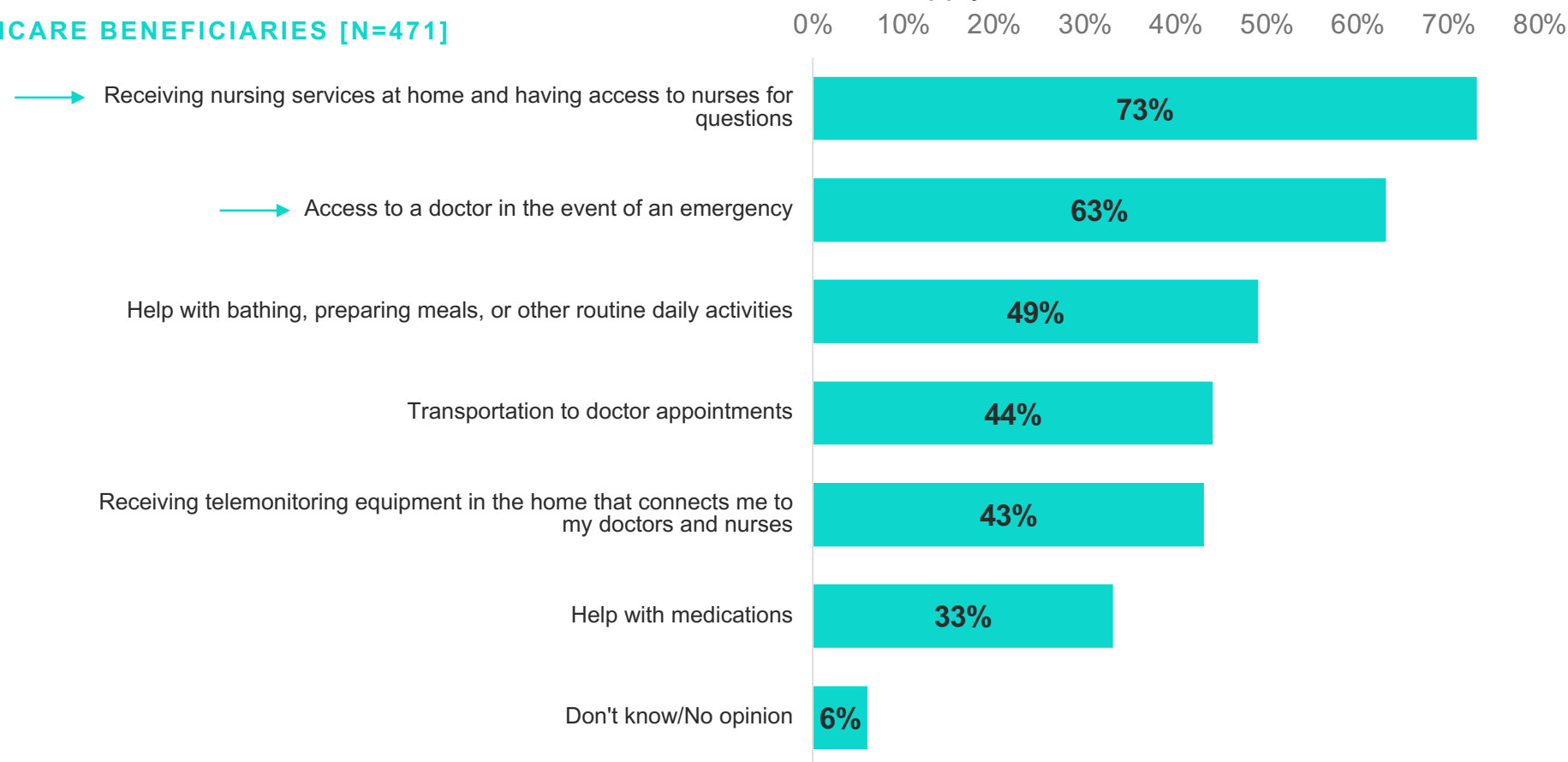


## HOME HEALTH

Among Medicare beneficiaries, three quarters (73%) say they or a loved one would feel most comfortable to recover at home if they *received nursing services at home and have access to nurses for questions*, while about three in five (63%) say having *access to a doctor in the event of an emergency*.

Thinking about receiving health care services provided at home after hospitalization, which of the following, if any, would make you or a loved one feel **most comfortable** to recover at home? Select all that apply.

## MEDICARE BENEFICIARIES [N=471]

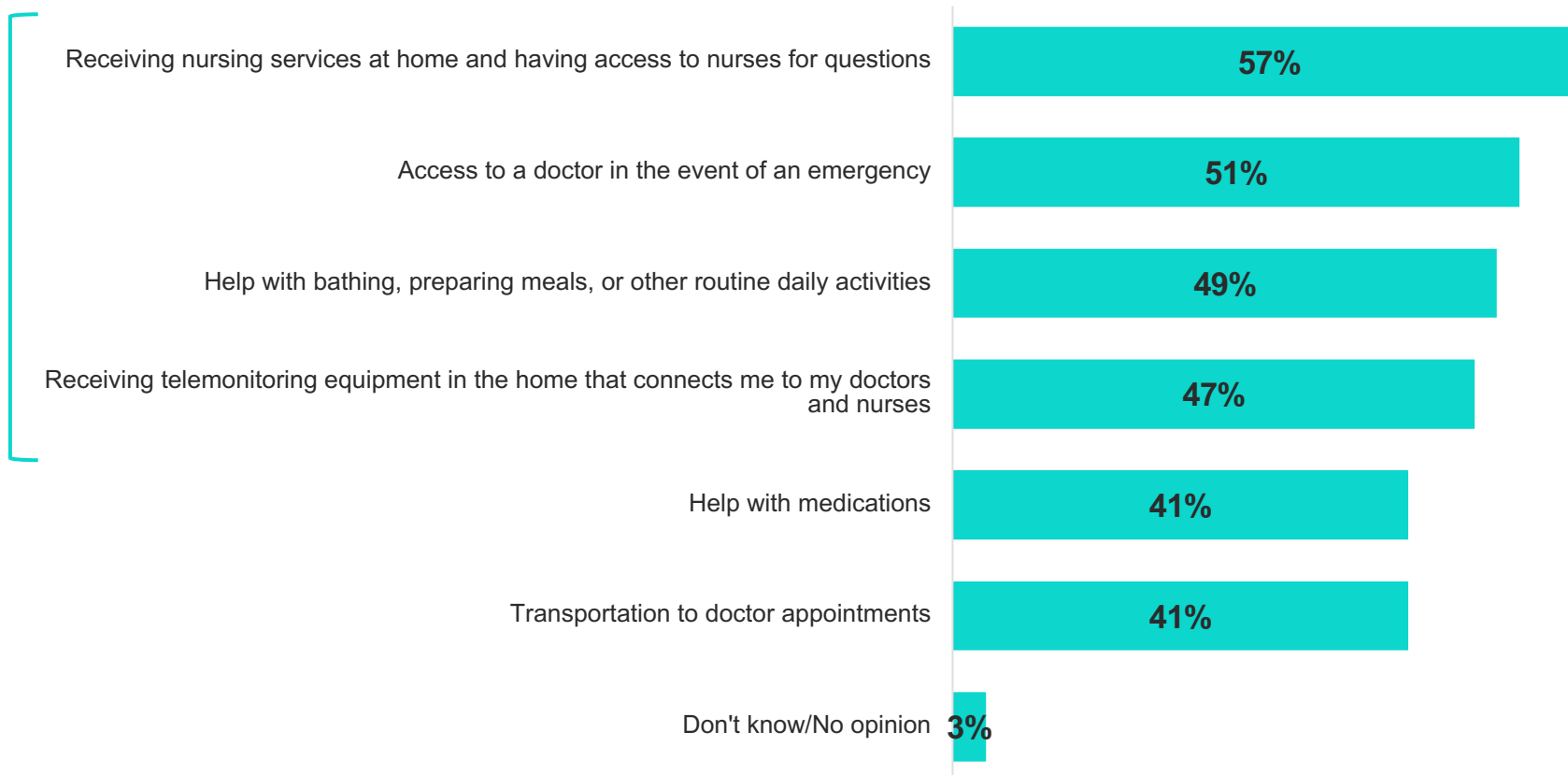


## HOME HEALTH

Half or more of caretakers for adults over age 65 say most of the tested options would make them or a loved one feel most comfortable recovering at home, and are most likely to say *receiving nursing services at home and have access to nurses for questions* (57%).

Thinking about receiving health care services provided at home after hospitalization, which of the following, if any, would make you or a loved one feel **most comfortable** to recover at home? Select all that apply.

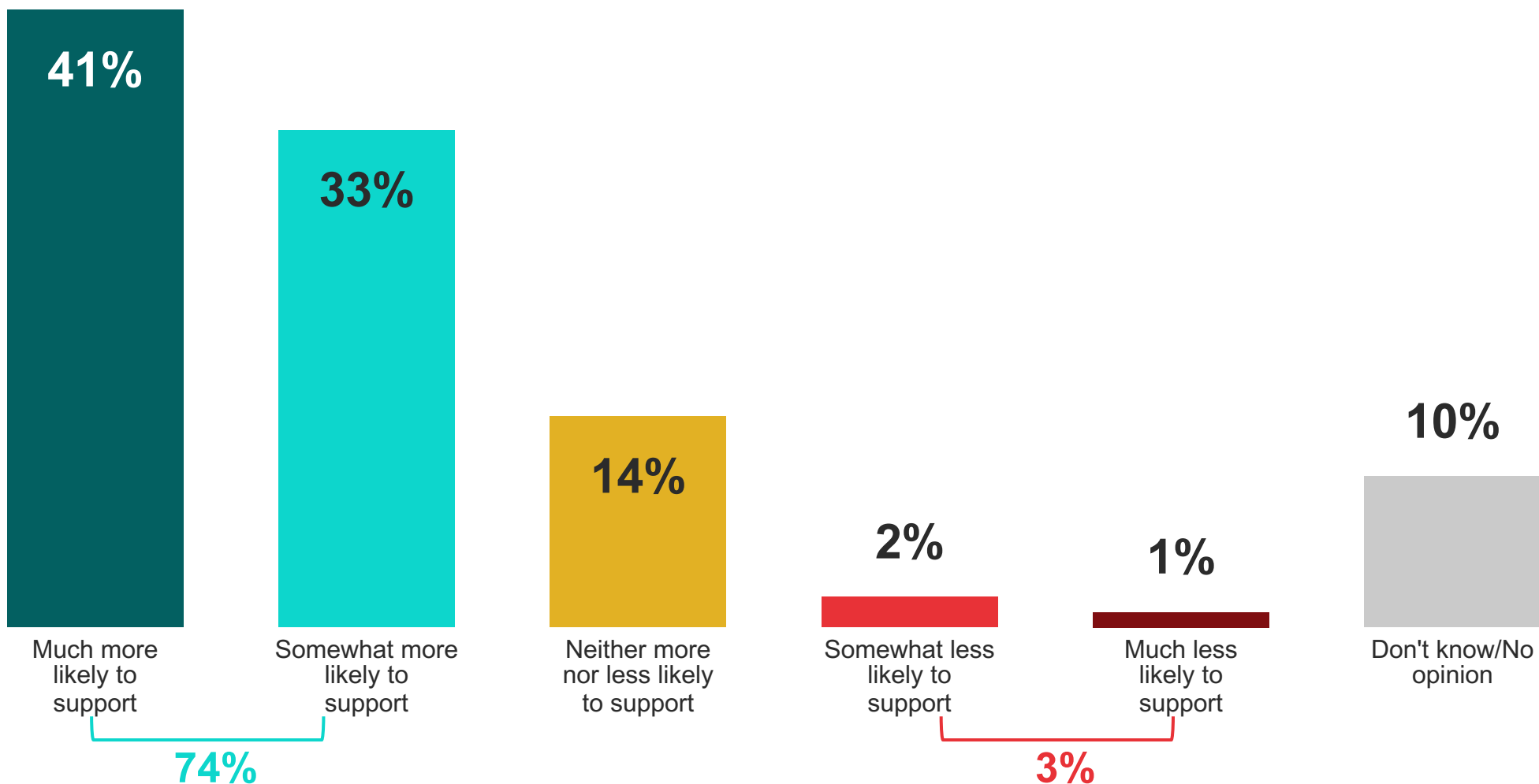
## CARETAKER FOR ADULT AGE 65+ [N=249]



## HOME HEALTH

Three quarters of adults (74%) say they would be *more likely* to support their representative if they were in favor of the Choose Home Care Act, including 41% who say they would be *much more likely to support*. Just over one in ten (14%) say they would be *neither more nor less likely to support*.

Would you be **more** or **less** likely to support your representative if they were in favor of the Choose Home Care Act?



## HOME HEALTH

Nearly four in five adults ages 45-64 (78%) and over 65 (78%) say they would be *more likely* to support their representative if they favored the Choose Home Care Act. A bipartisan majority of both Democrats (83%) and Republicans (65%) would be *more likely* to support their representatives if they favored the act.

Would you be **more** or **less** likely to support your representative if they were in favor of the Choose Home Care Act?

