



 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

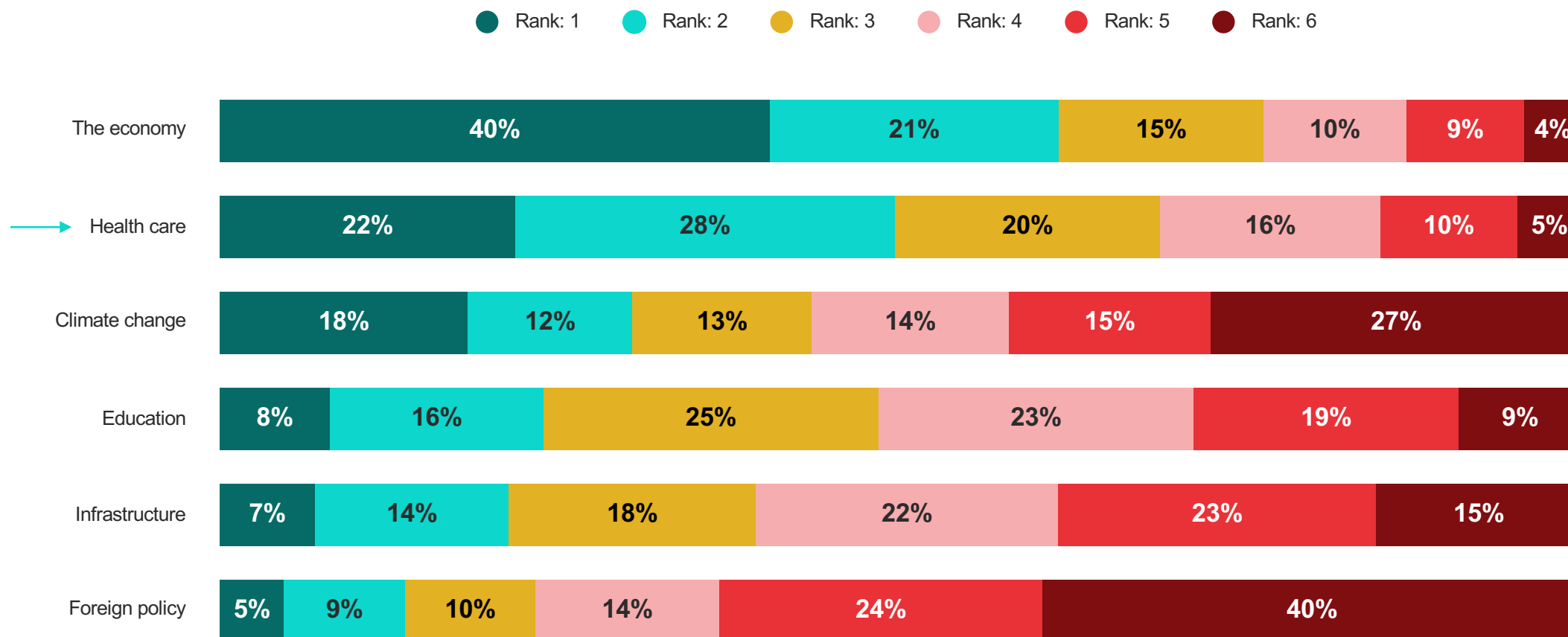
MESSAGE TESTING



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

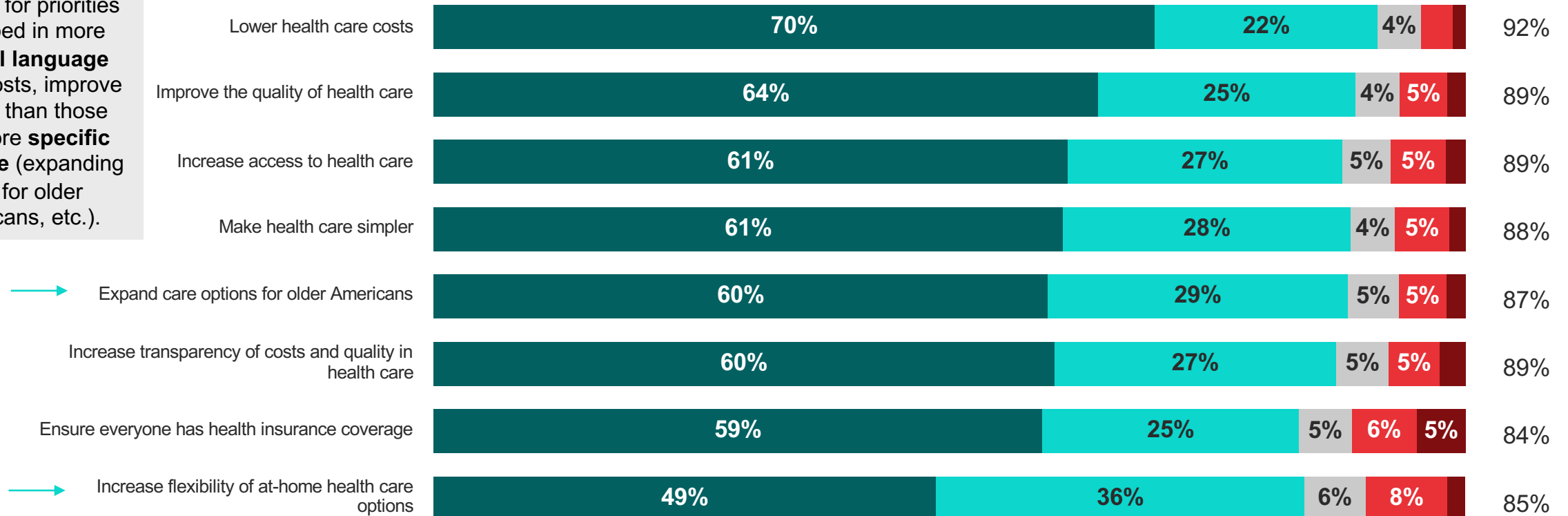
Across the tested priorities, a strong majority of adults say each health care priority is *important*. Specifically, over four in five adults say it is *important* to *expand care options for older Americans* (87%), and *increase flexibility of at-home health care options* (85%).

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

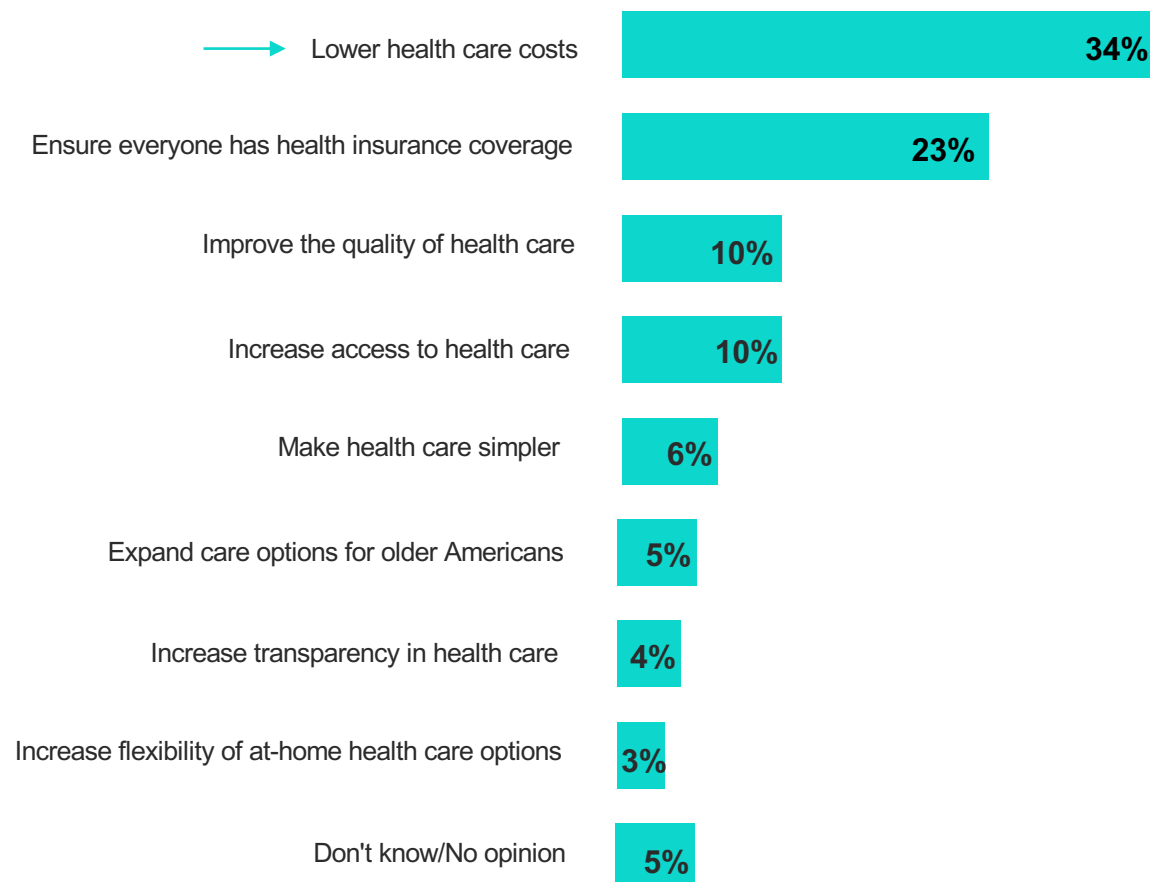
Total Important



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

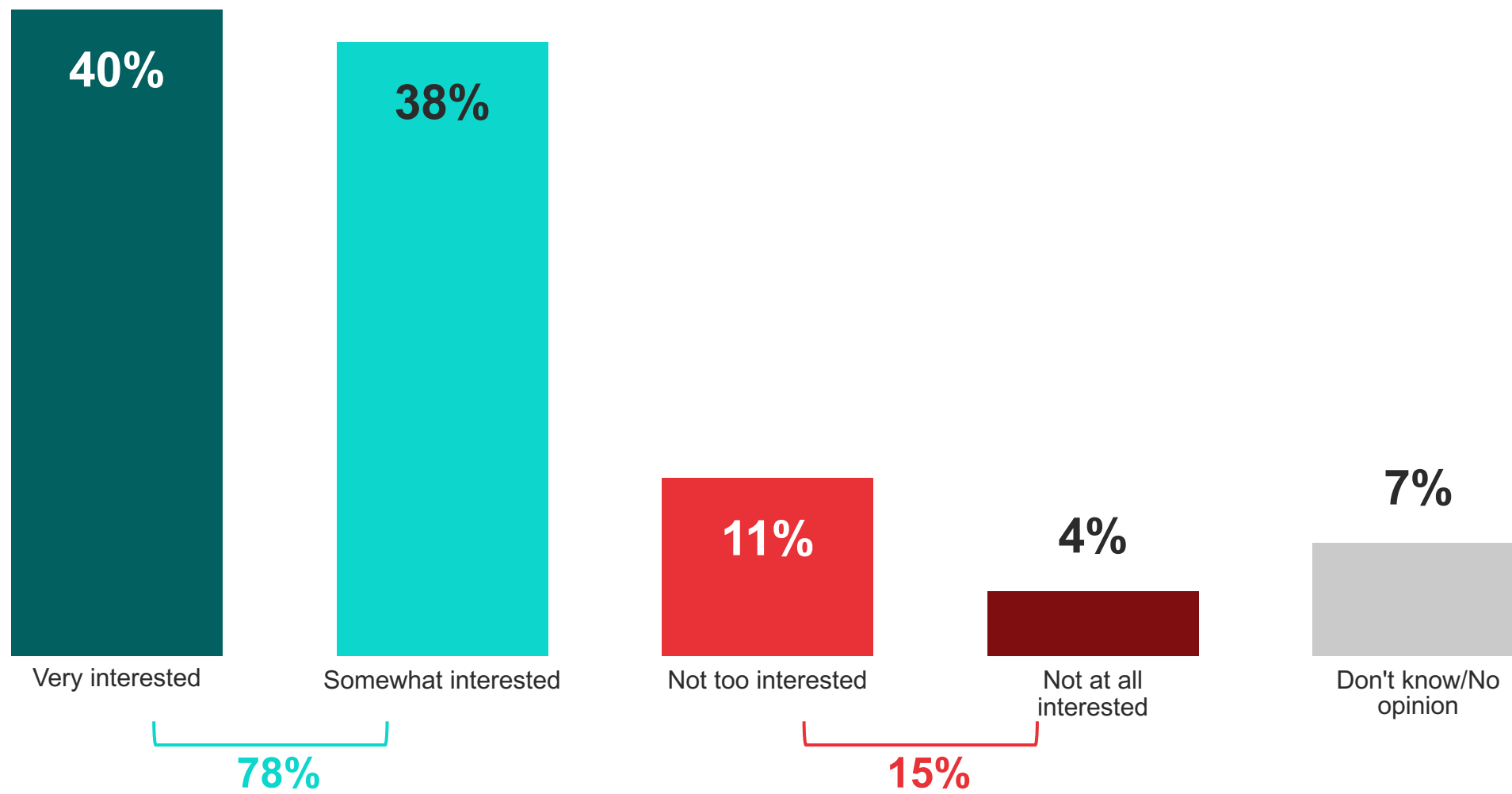
MESSAGE TESTING



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.

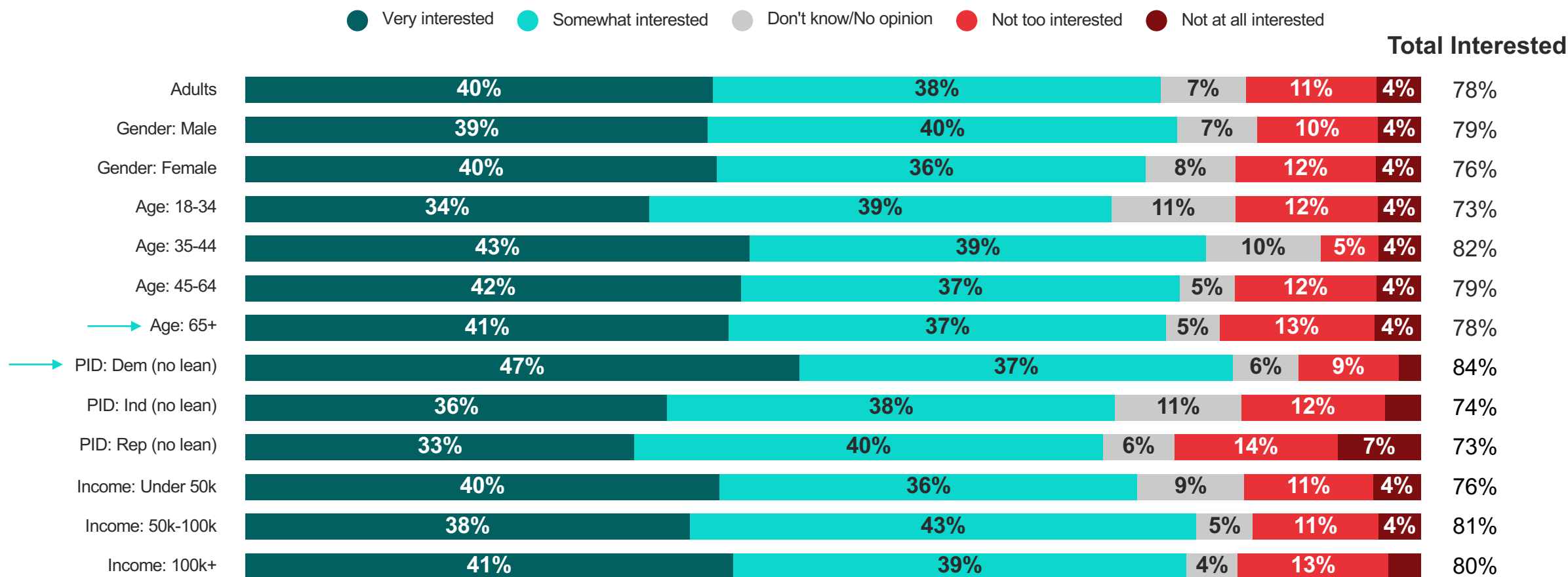
If you were recovering from a medical procedure, how **interested** would you be, if at all, in receiving follow-up short-term health care services **in your home**?



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*.

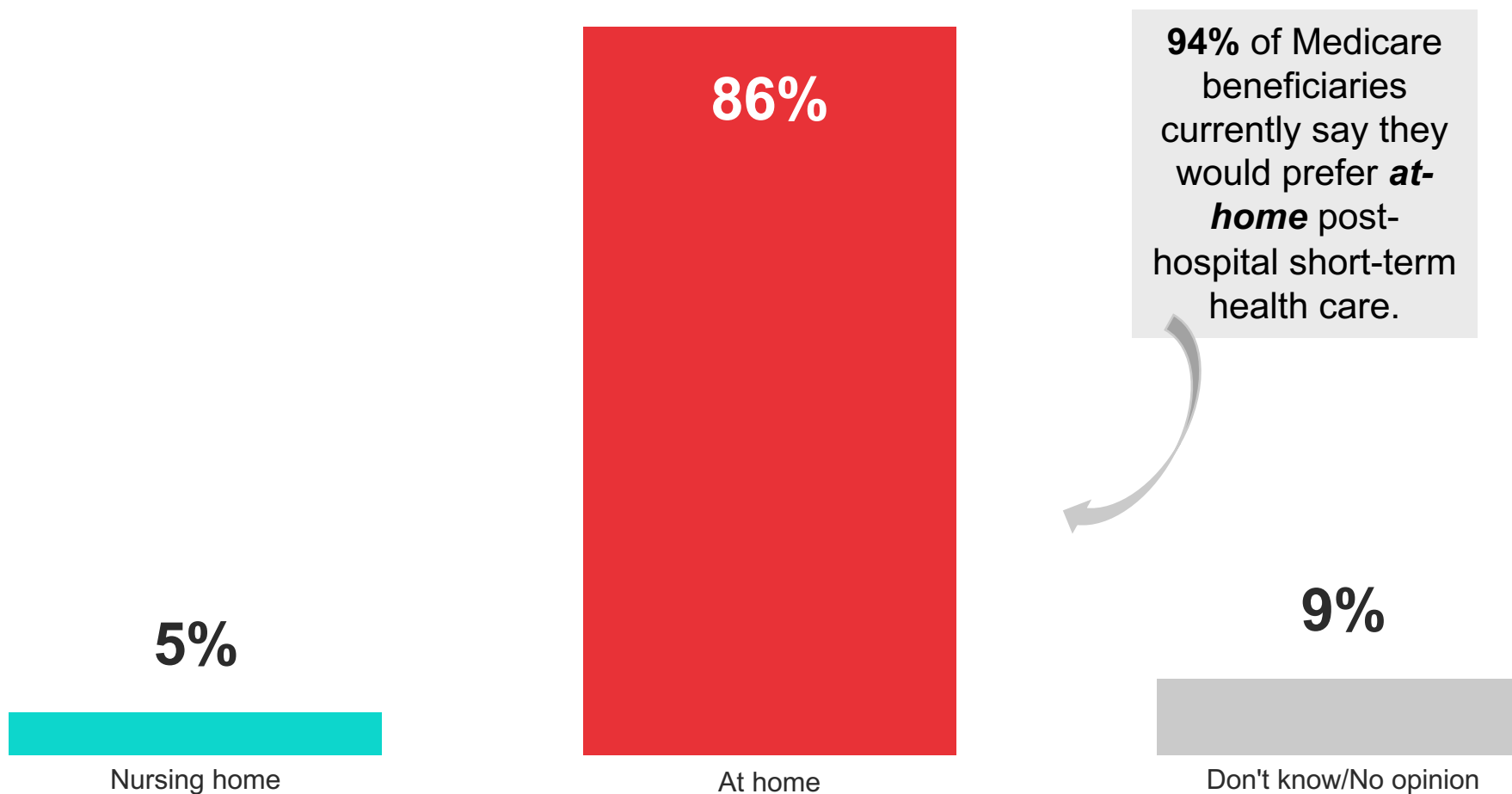
If you were recovering from a medical procedure, how interested would you be, if at all, in receiving follow-up short-term health care services in your home?



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*.

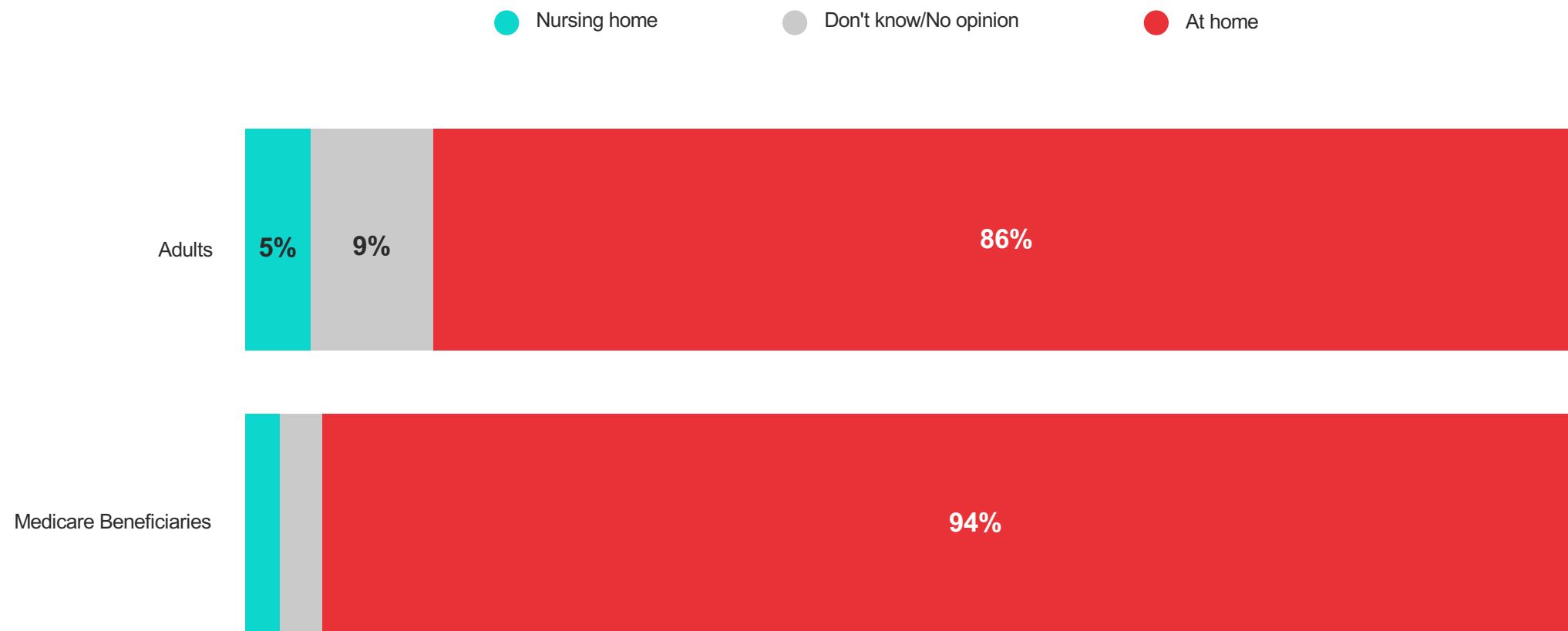
If you had a choice, would **you prefer** to receive post-hospital short-term health care in a **nursing home** care setting, or **at home**?



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**?

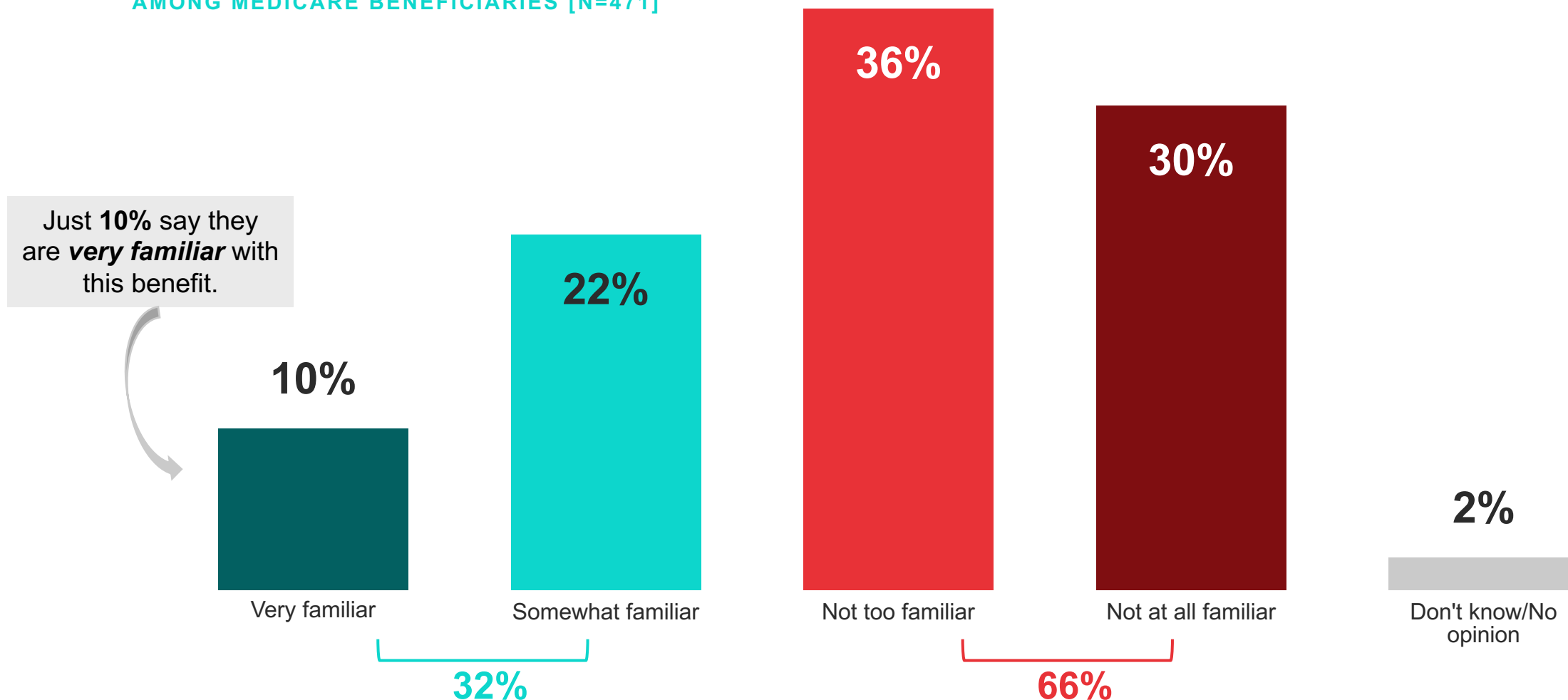


HOME HEALTH

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?

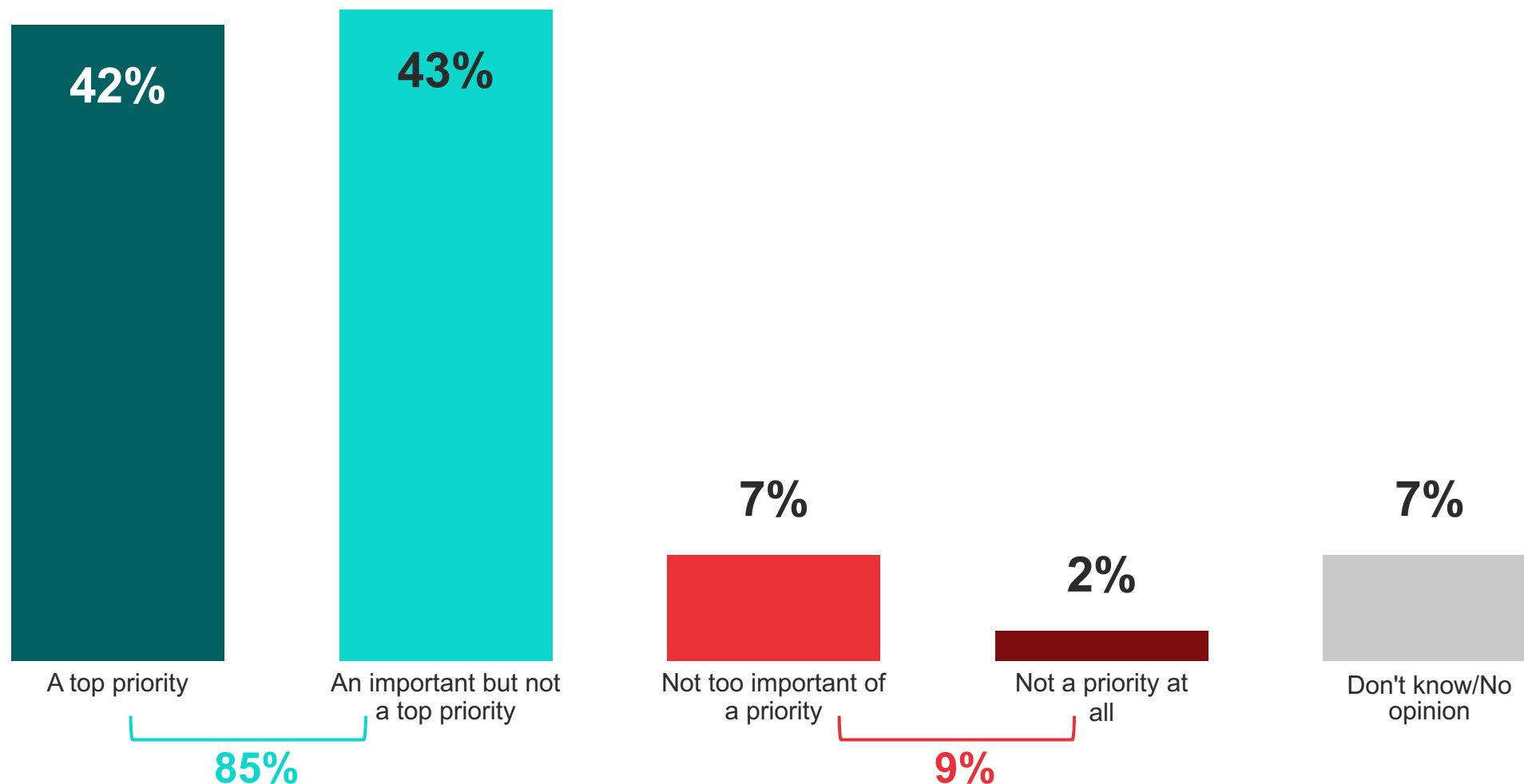
AMONG MEDICARE BENEFICIARIES [N=471]



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?



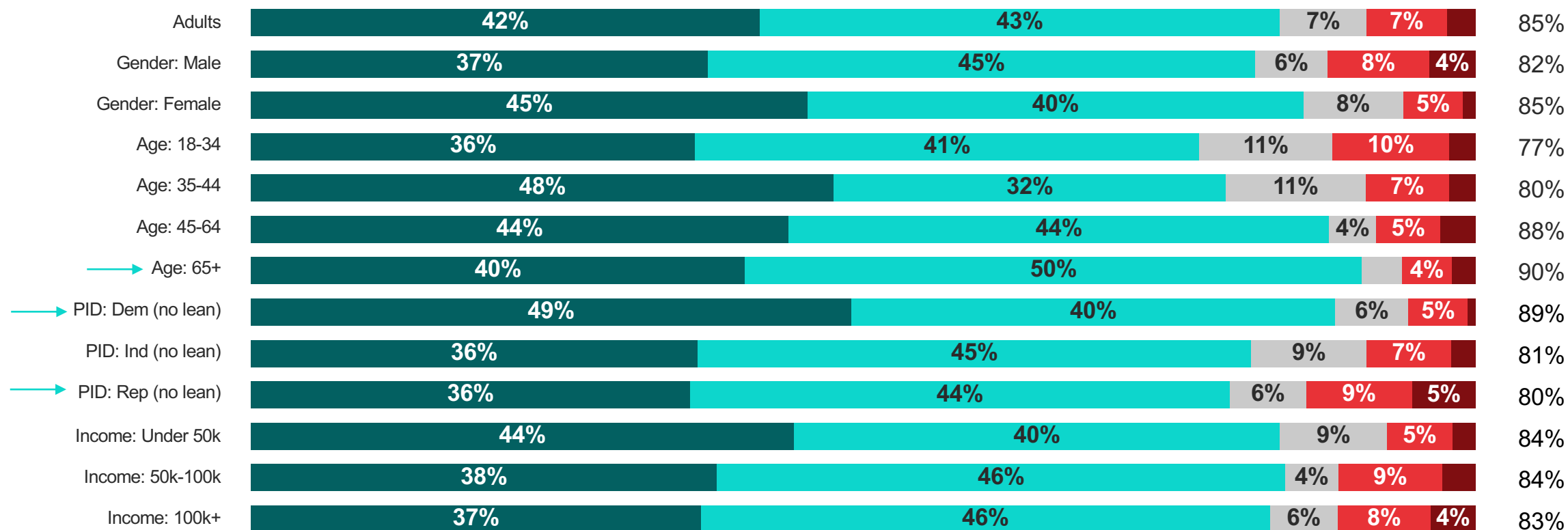
HOME HEALTH

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

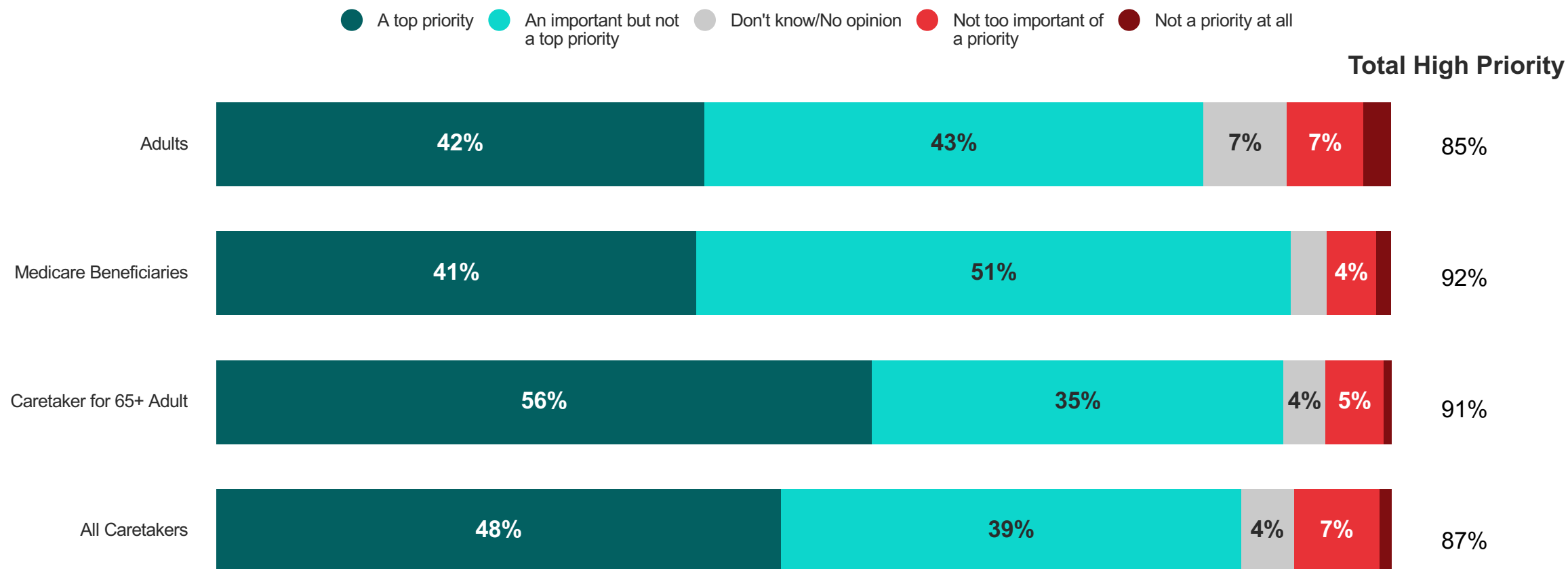
Total High Priority



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**.

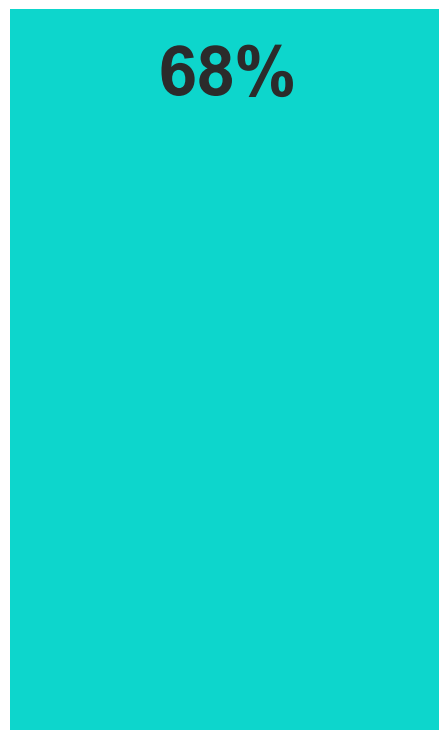
Others say the Medicare post-hospitalization benefit can be safely provided to patients who choose to **receive their care in the home** following a physician recommendation. This setting can offer **greater comfort for the patient, more flexibility for the health care options that can be provided**,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

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

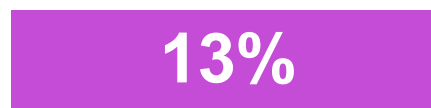
HOME HEALTH

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.*

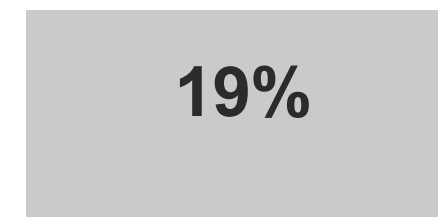
Which statement comes **closer to your view**, even if neither are exactly right?



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**.



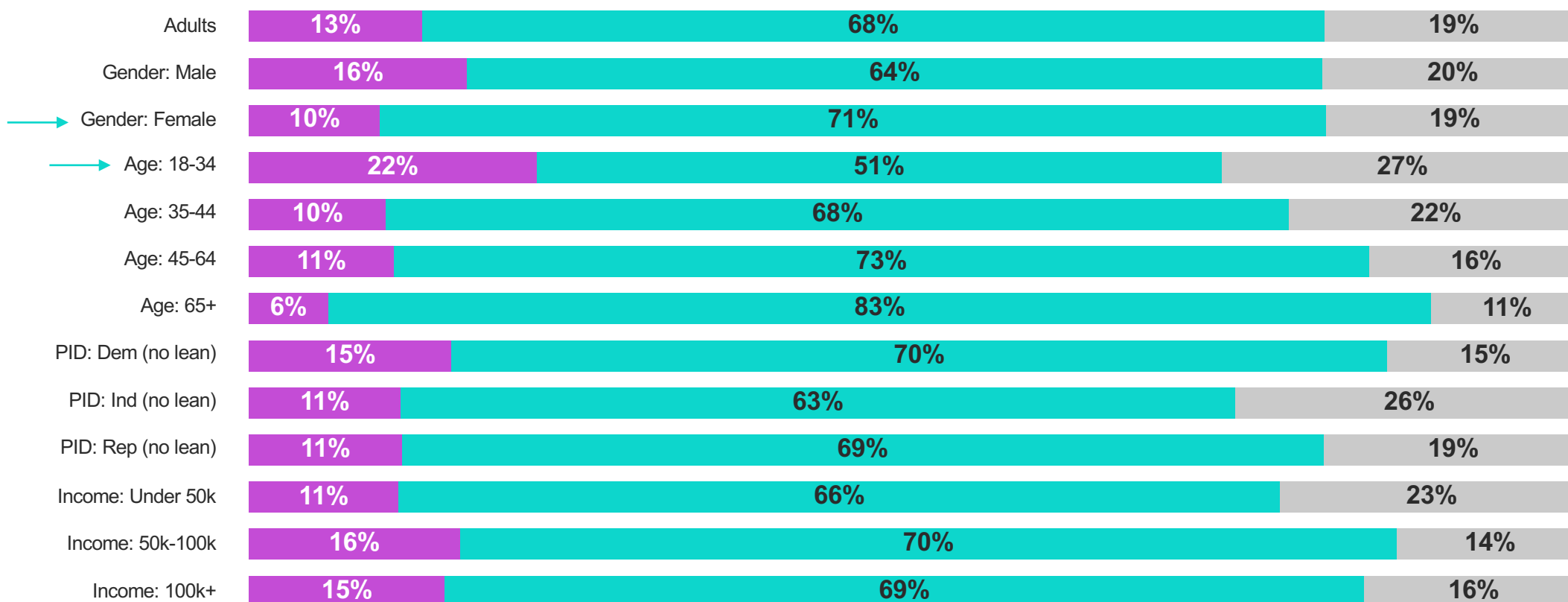
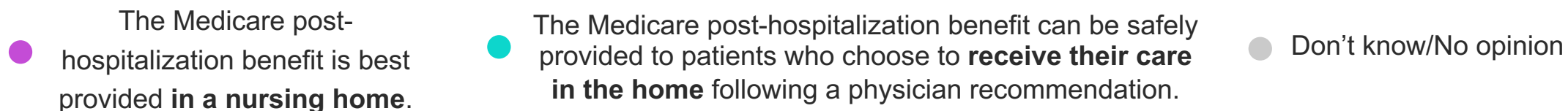
Don't know/No opinion

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*.

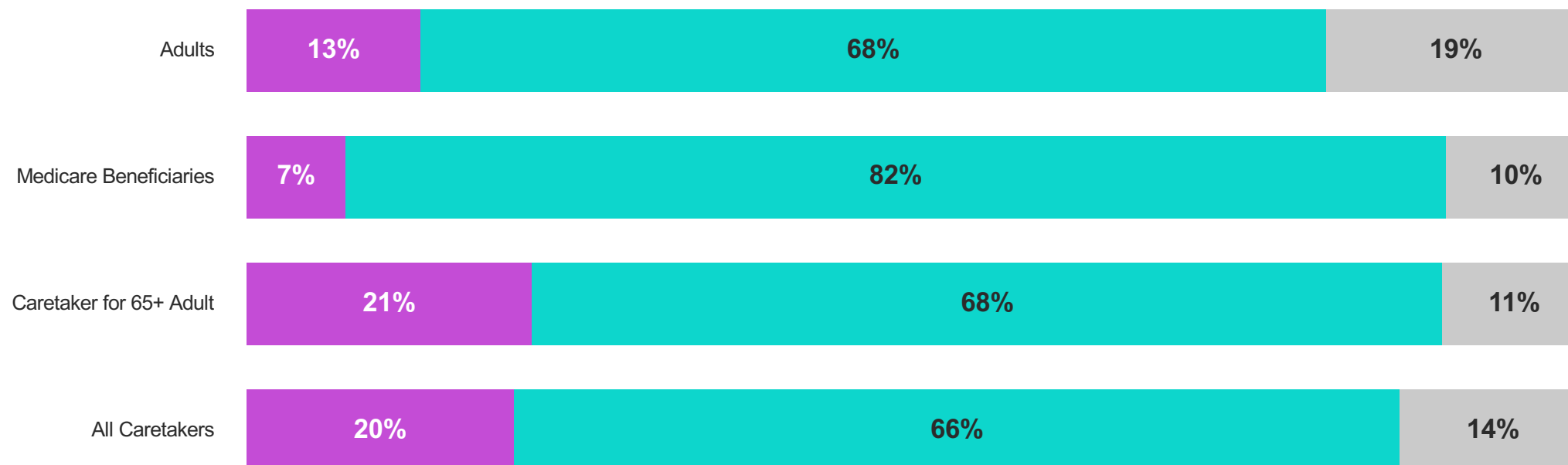
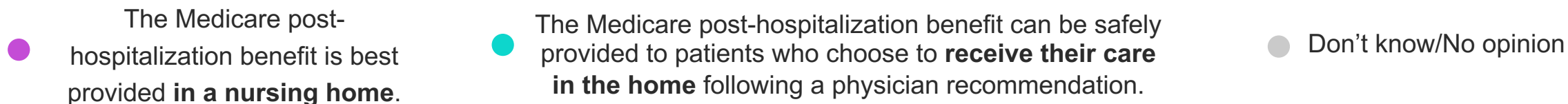
Which statement comes **closer to your view**, even if neither are exactly right?



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*.

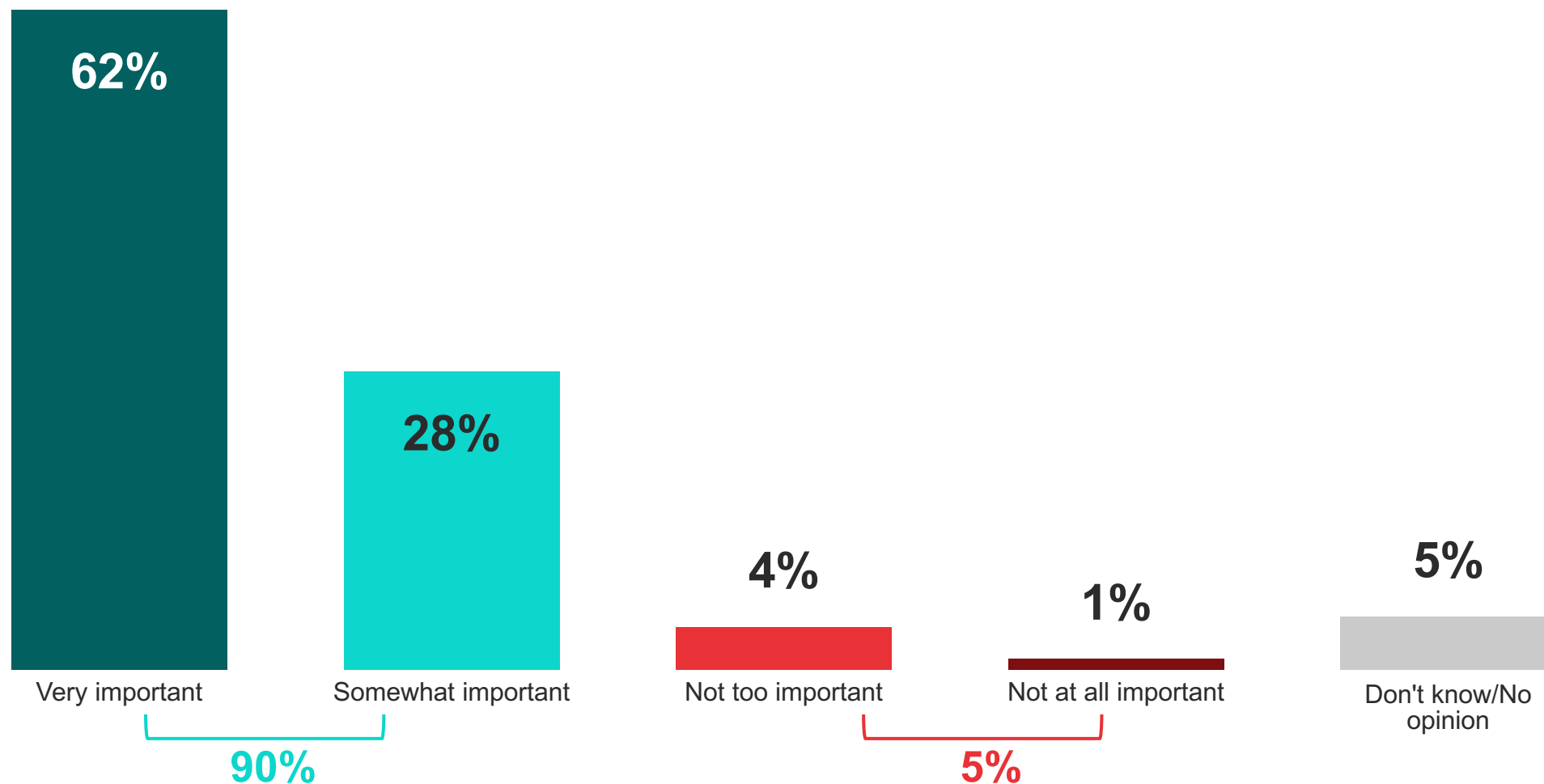
Which statement comes **closer to your view**, even if neither are exactly right?



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*.

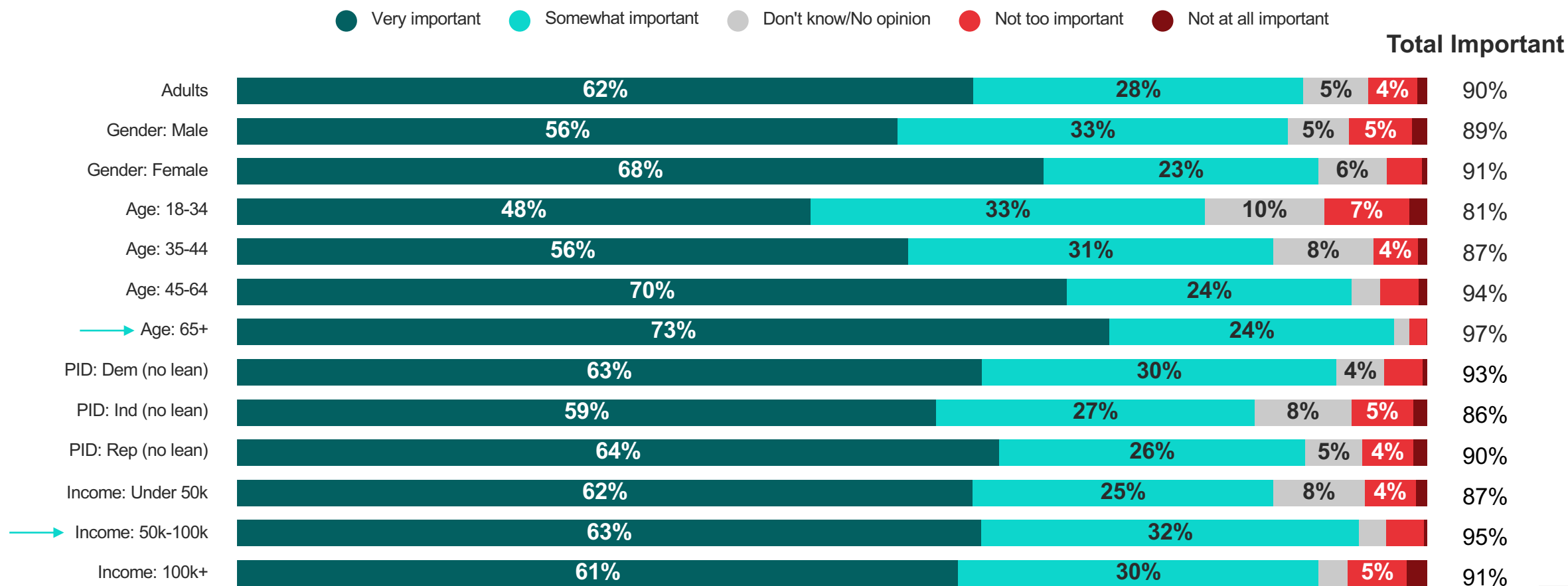
How **important** to you personally, if at all, is the ability to **choose** the setting in which you or a loved one recover post-hospitalization?



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.

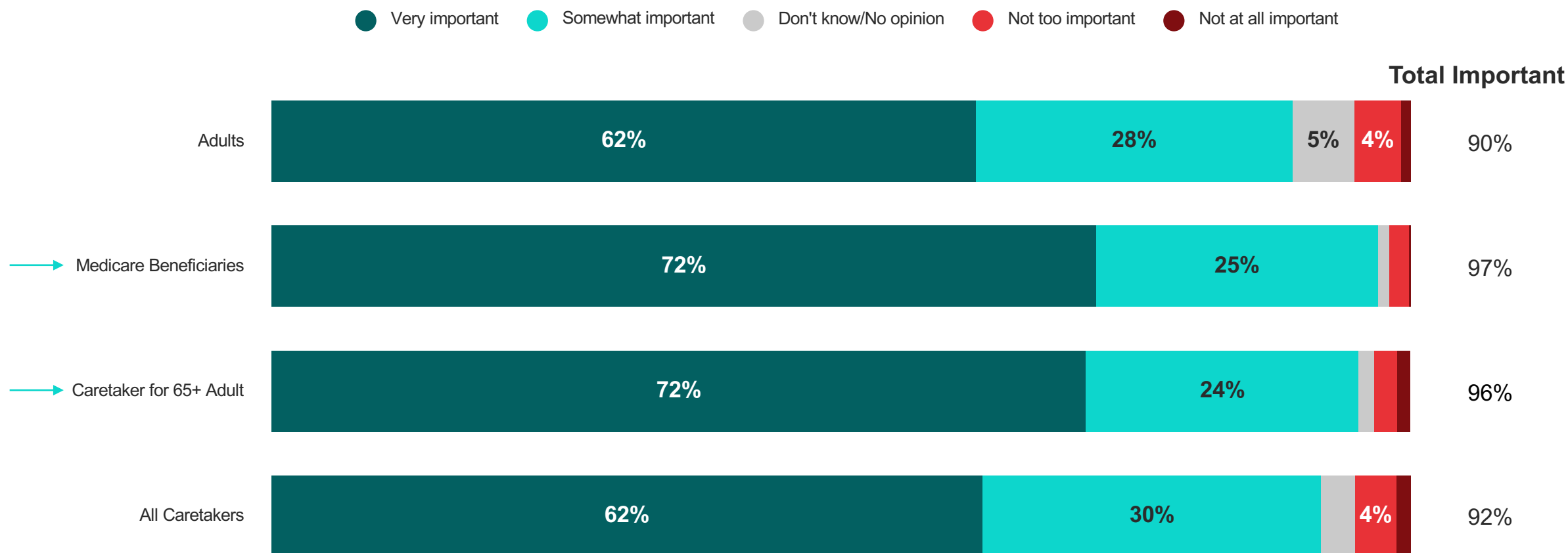
How **important** to you personally, if at all, is the ability to **choose** the setting in which you or a loved one recover post-hospitalization?



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

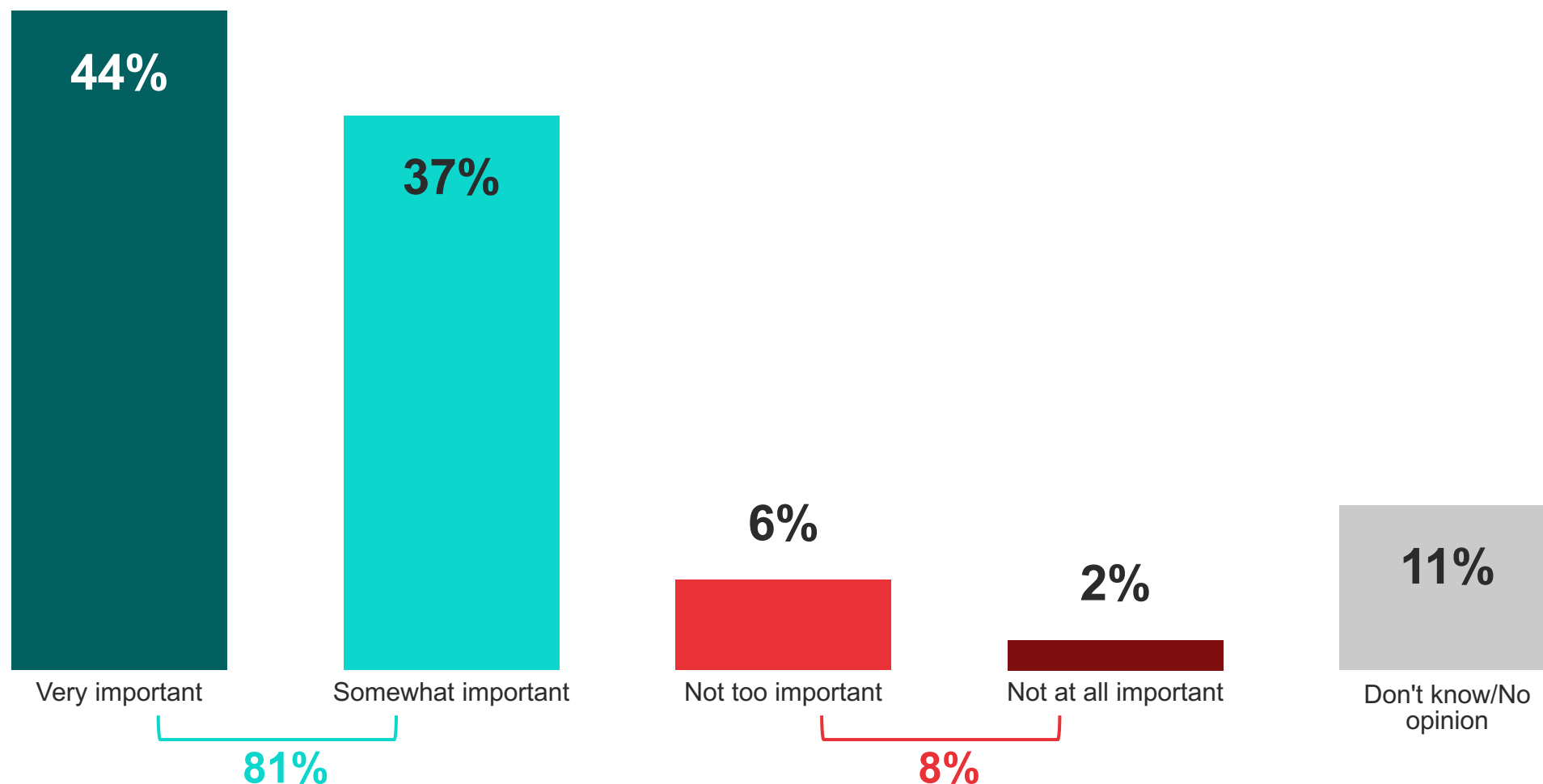
How **important** to you personally, if at all, is the ability to **choose** the setting in which you or a loved one recover post-hospitalization?



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*.

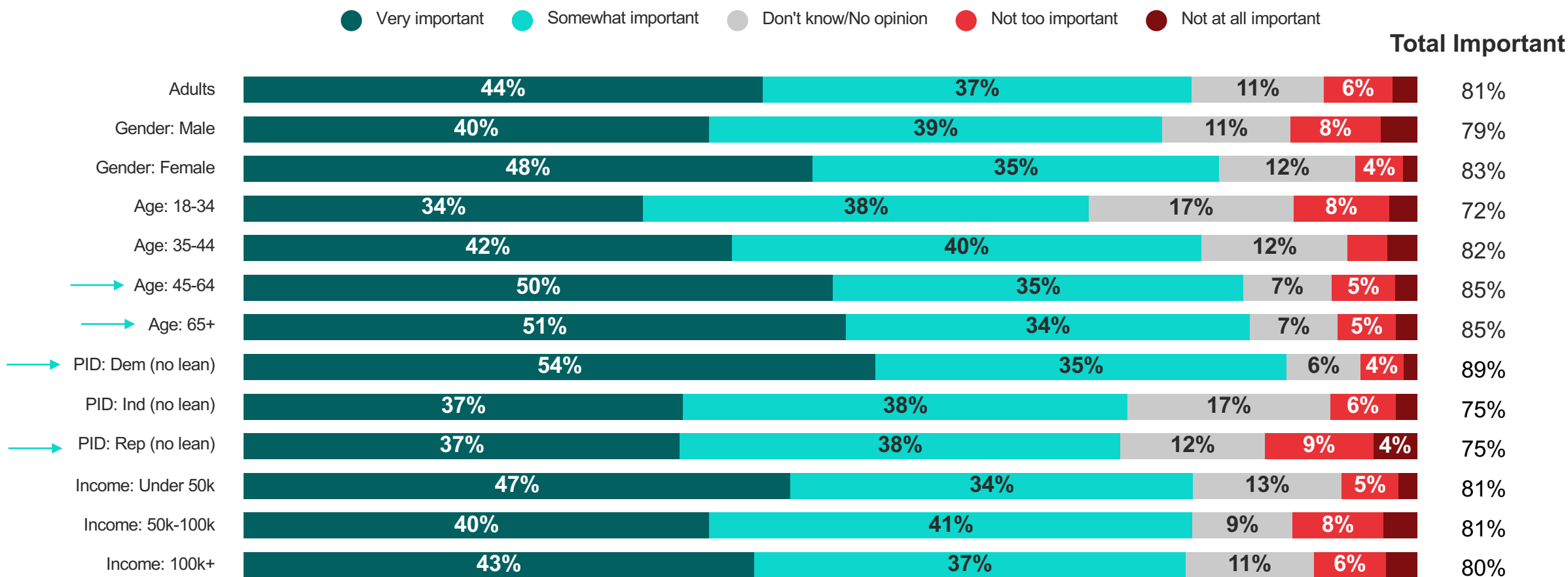
Based on what you know, how **important**, if at all, is it for **Congress** to pass the Choose Home Care Act?



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?



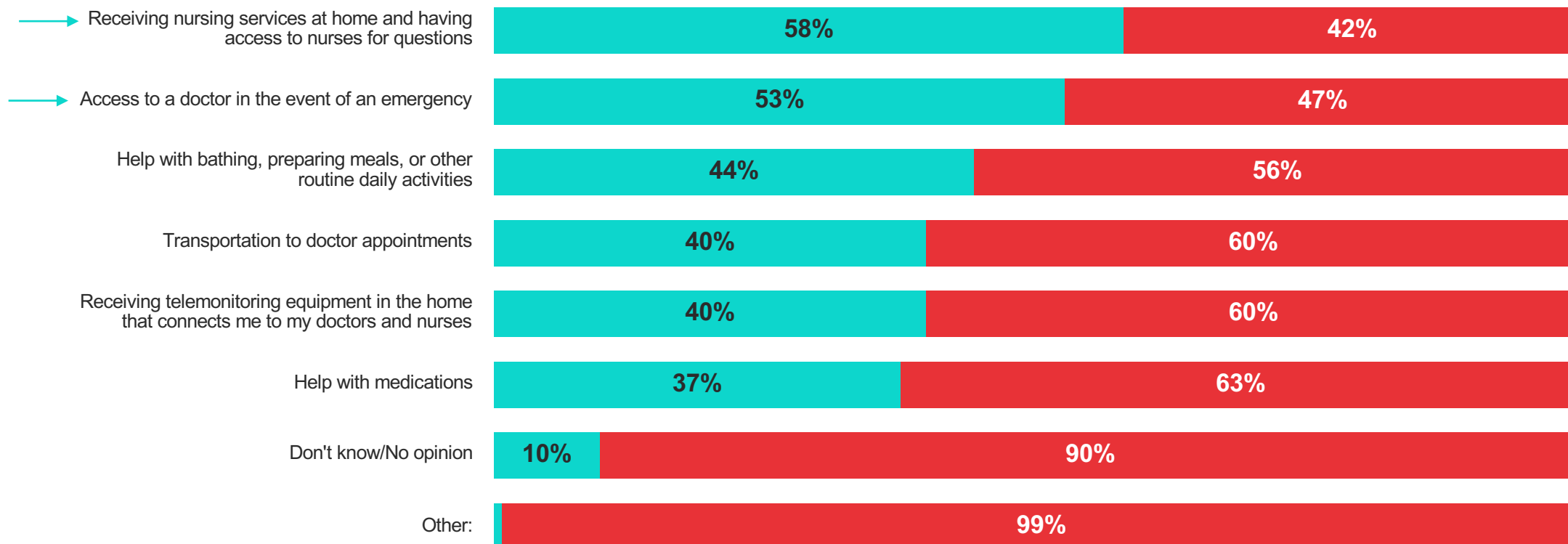
HOME HEALTH

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

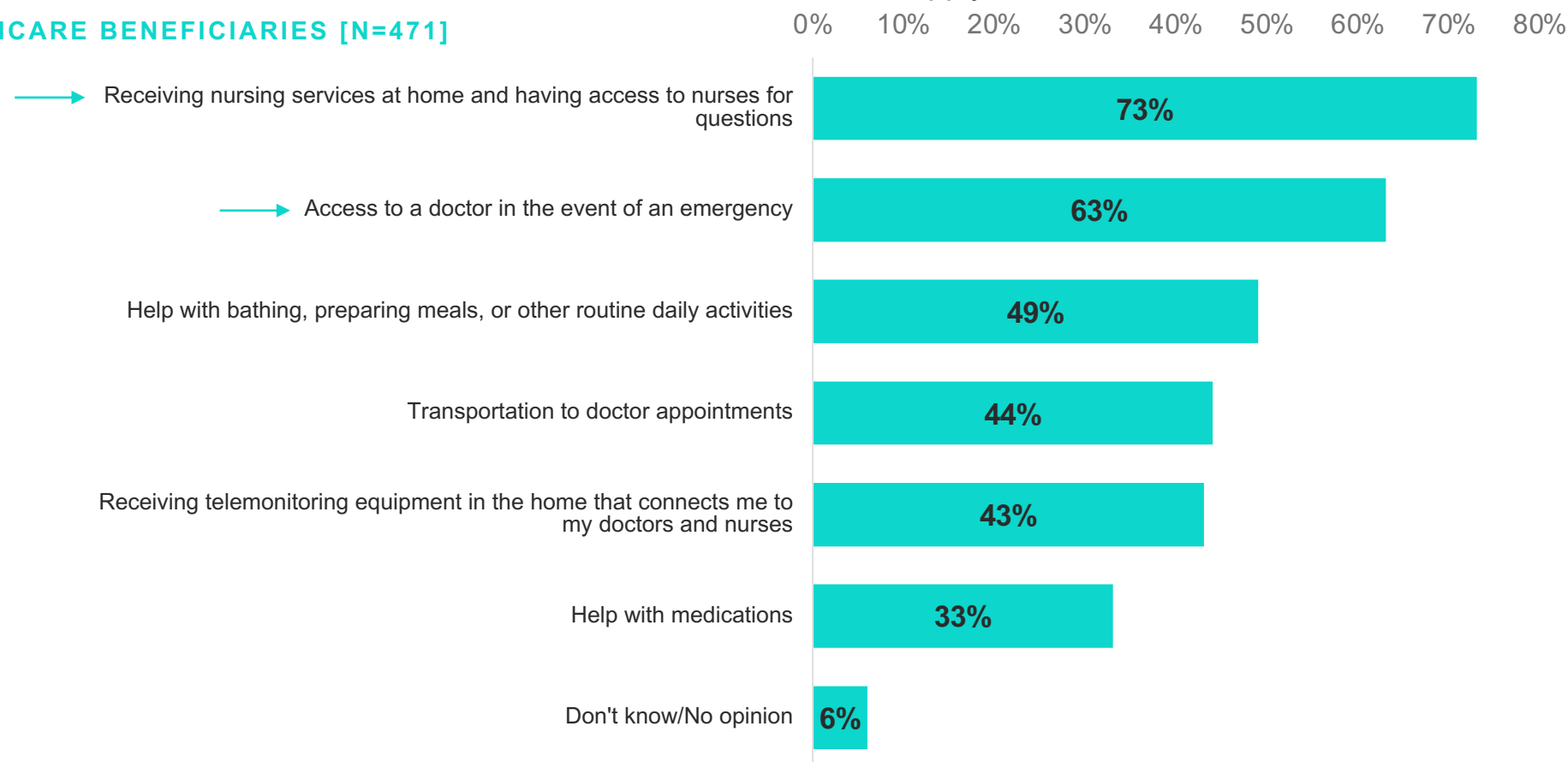


HOME HEALTH

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]

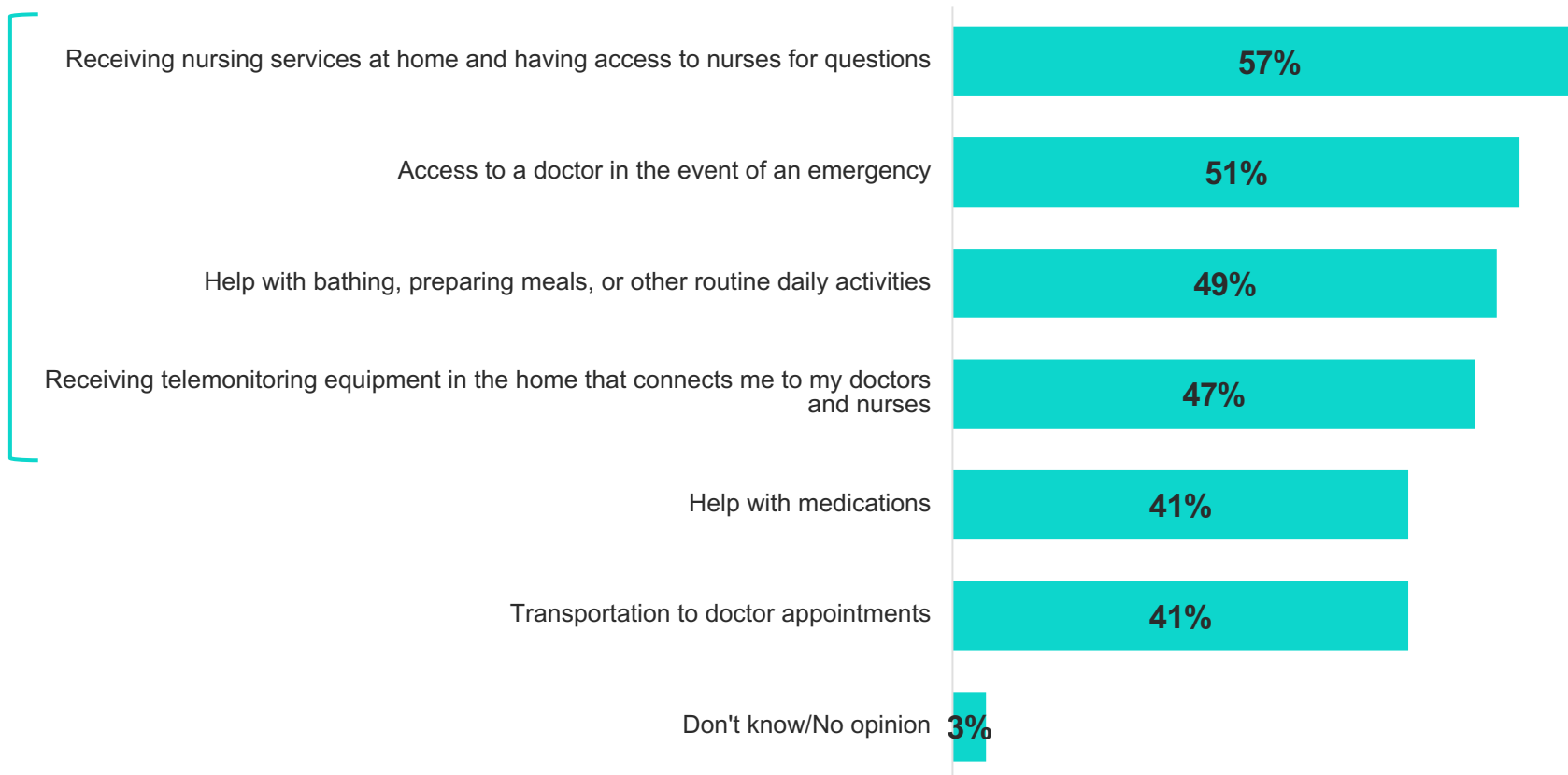


HOME HEALTH

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.

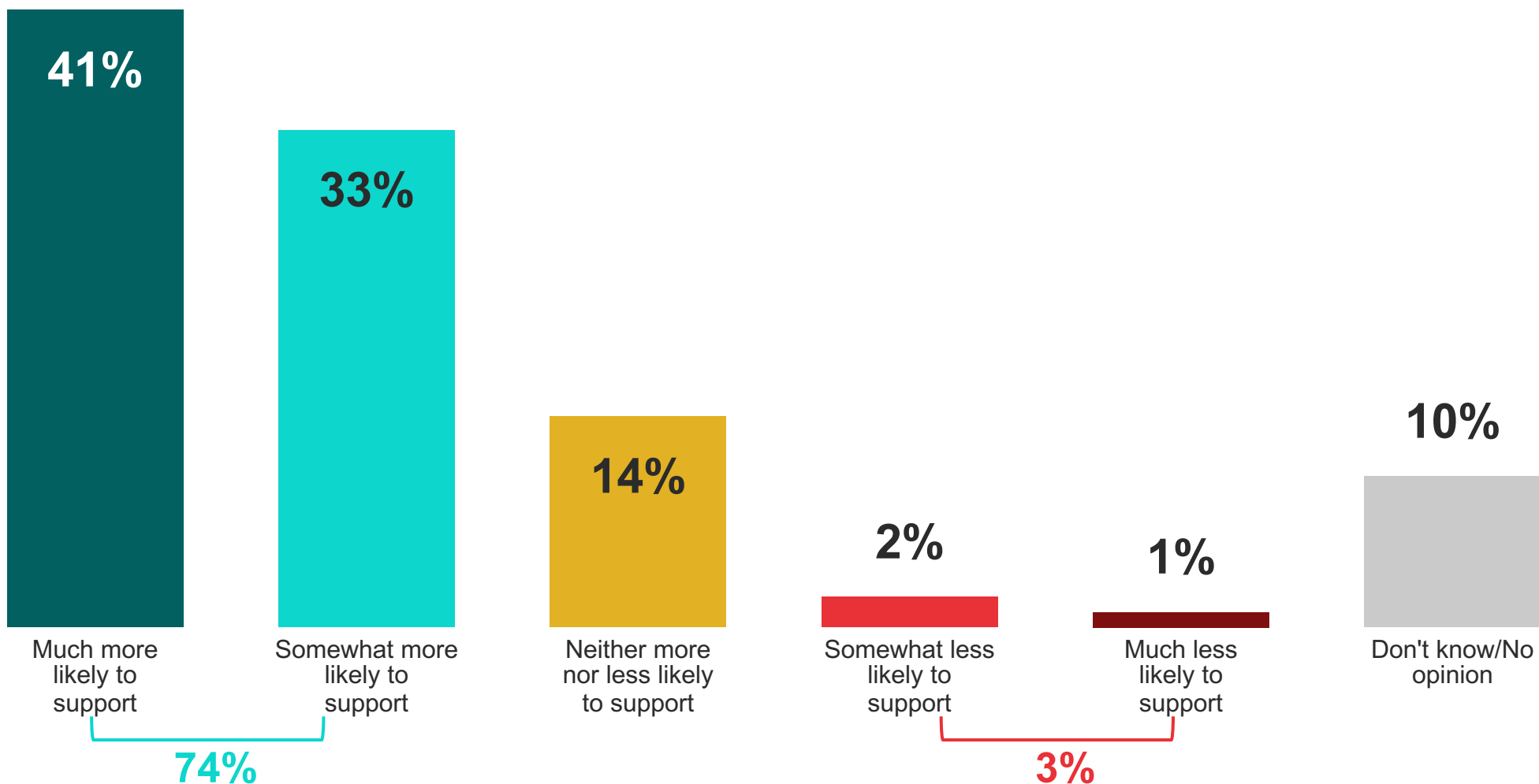
CARETAKER FOR ADULT AGE 65+ [N=249]



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*.

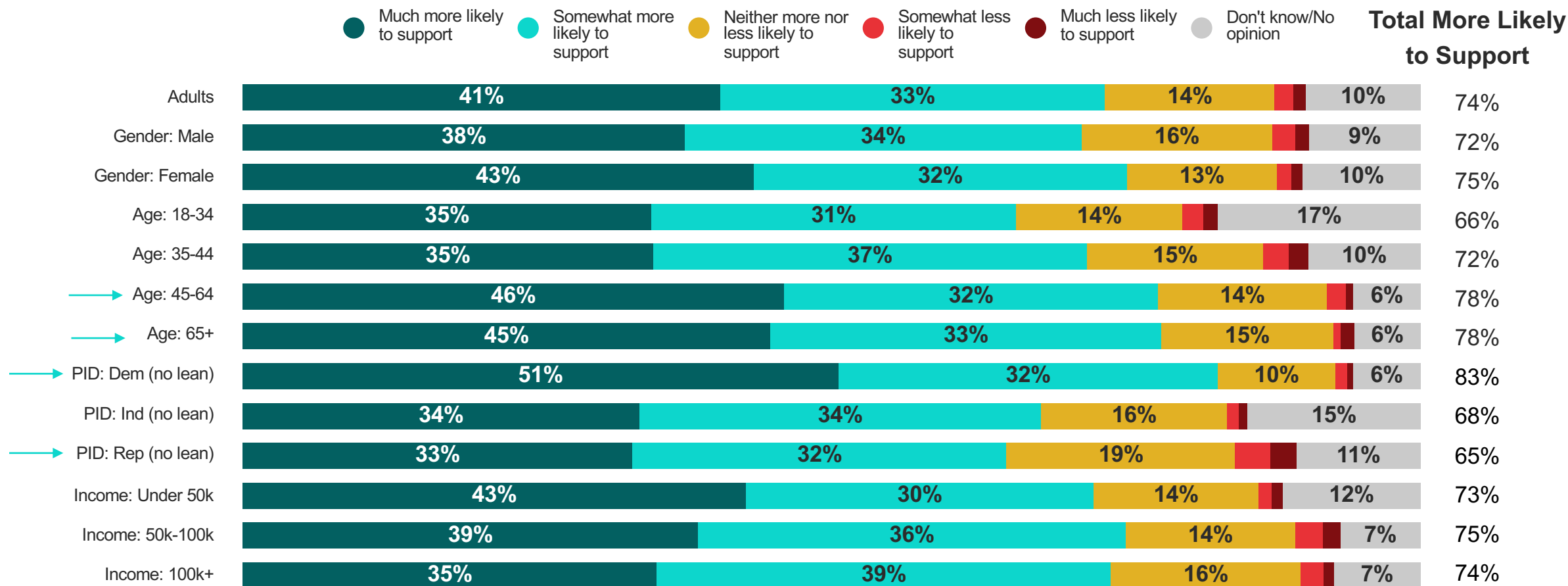
Would you be **more** or **less** likely to support your representative if they were in favor of the Choose Home Care Act?



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?



AGENDA

POLICY PRIORITY

HOME HEALTH

MESSAGE TESTING



Question SPA10 Text

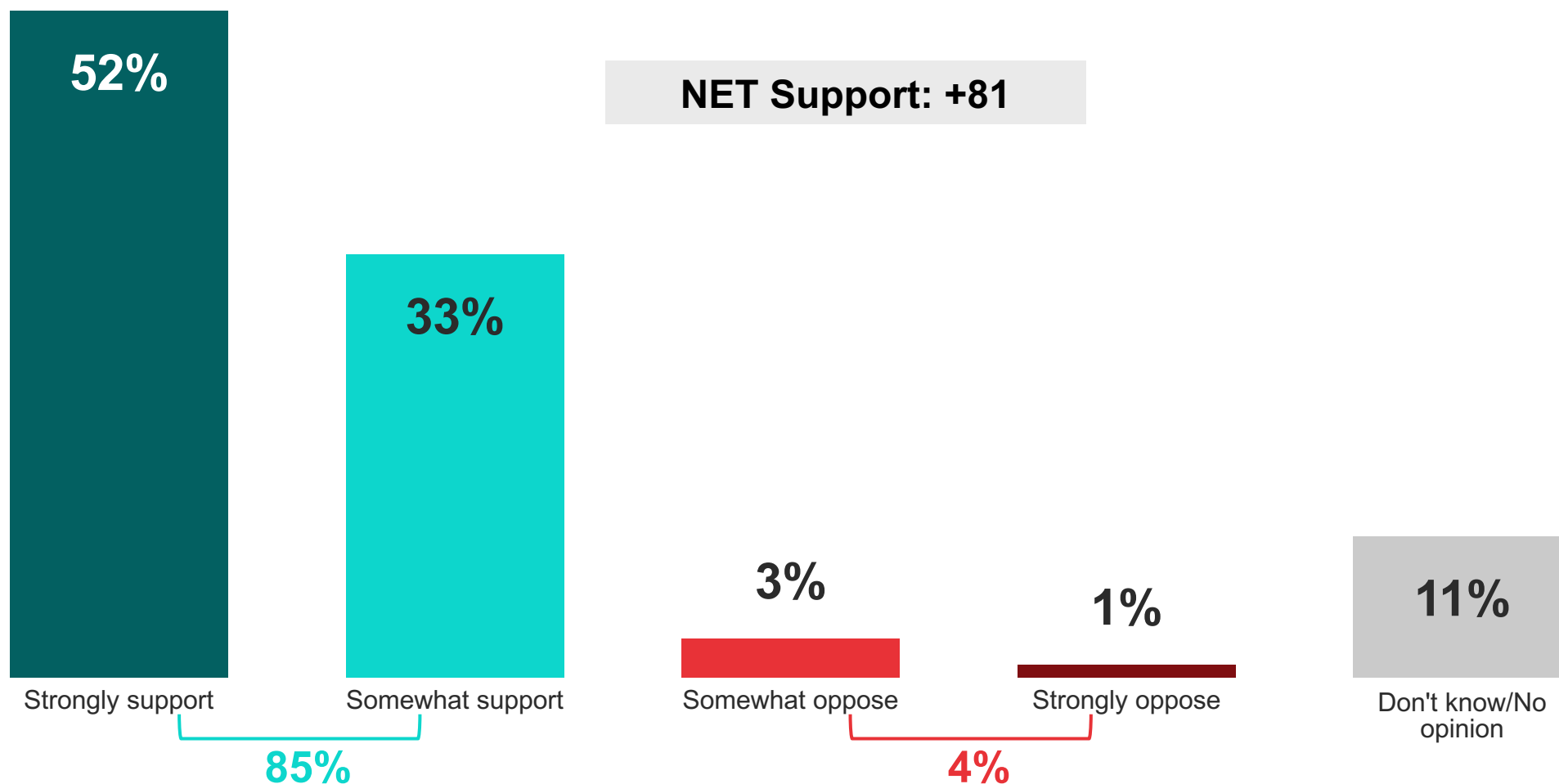
Some policymakers are proposing the **Choose Home Care Act** which would allow Medicare beneficiaries the choice of receiving 30 days of health care services in their own home after hospitalization, following a physician's recommendation. The available care services would include nursing, personal care, transportation, meals, additional remote patient monitoring, and adaptive equipment for the home.

MESSAGE TESTING

Before adults were shown the message testing battery, 85% say they *support* the Choose Home Care Act, and are more likely to say they *don't know or have no opinion* (11%) than to *oppose* (4%) the act.

Based on what you know, do you **support** or **oppose** the **Choose Home Care Act**?

PRE-MESSAGE TESTING



Net Support = Total Strongly/Somewhat Support – Total Strongly/Somewhat Oppose

MESSAGE TESTING

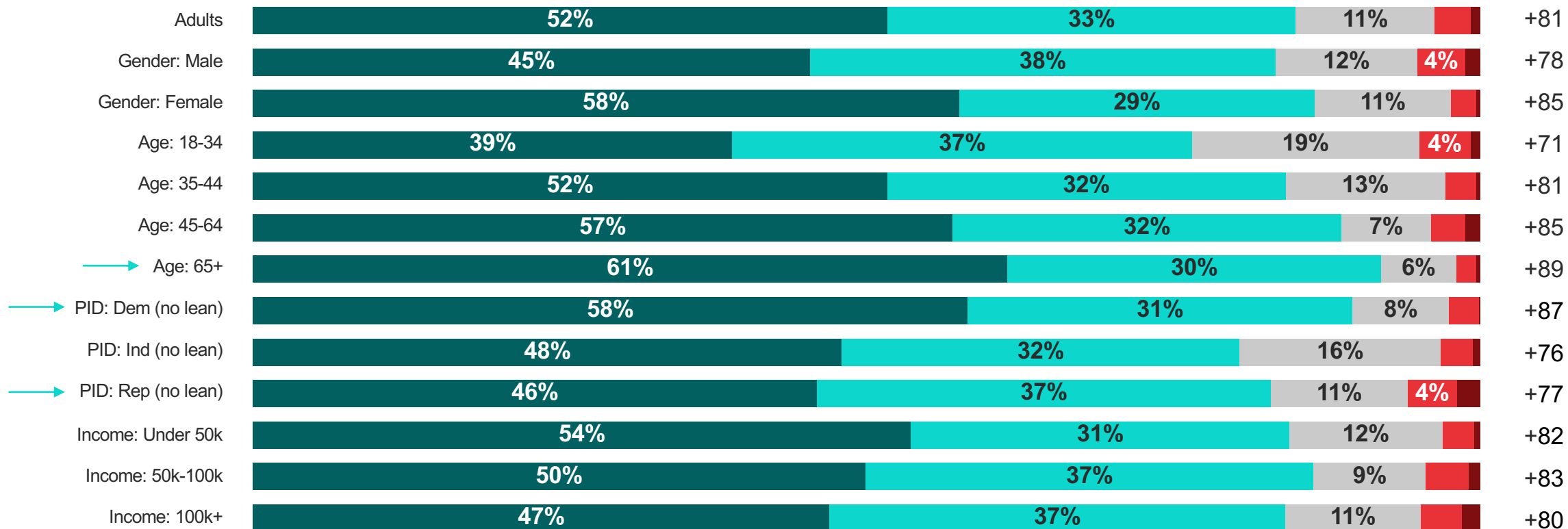
When asked about support for the Choose Home Care Act pre-message testing, three in five adults over age 65 (61%) say they *strongly support* the Choose Home Care Act. A bipartisan majority of Democrats (89%) and Republicans (83%) both say they *support* the Choose Home Care Act.

Based on what you know, do you **support** or **oppose** the Choose Home Care Act?

PRE-MESSAGE TESTING

● Strongly support
 ● Somewhat support
 ● Don't know/No opinion
 ● Somewhat oppose
 ● Strongly oppose

NET Support

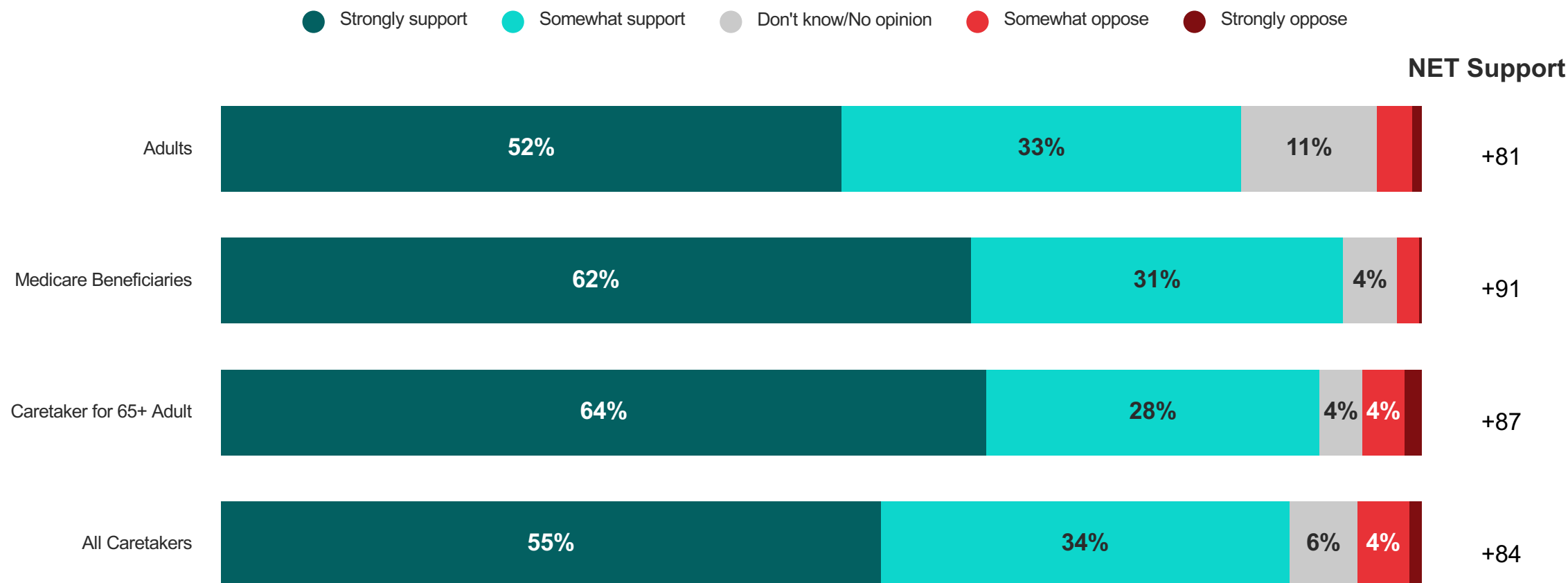


MESSAGE TESTING

Before Medicare beneficiaries were shown the message testing battery, nine in ten (93%) say they support the Choose Home Care Act. About nine in ten caretakers for age 65+ adults (92%) and caretakers in general (89%) also *support* the act.

Based on what you know, do you **support** or **oppose** the Choose Home Care Act?

PRE-MESSAGE TESTING



MESSAGE TESTING

Adults are most likely to say the message most likely to increase their support is “*with at-home health care, Medicare beneficiaries can recover in an environment that is safe, comfortable, and familiar*” (83%).

Below you'll find some messages in support of the Choose Home Care Act. How **convincing**, if at all, do you find each of these **messages** in support for the Choose Home Care Act?

MESSAGES

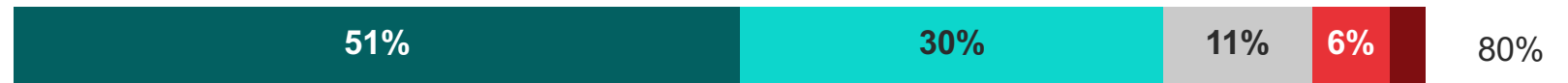
About half or more of adults say nearly *all* of the tested messages make them *much more likely to support*.

● Much more likely to support
 ● Somewhat more likely to support
 ● Don't know/No opinion
 ● Somewhat less likely to support
 ● Much less likely to support
Total More Likely Increase Support

With at-home health care, Medicare beneficiaries can recover in an environment that is safe, comfortable and familiar.



Receiving at-home health care after hospitalization reduces the risk of exposure to the COVID-19 virus by caring for patients in their home rather than a nursing home care setting.



Medicare beneficiaries would experience significant savings by avoiding out-of-pocket expenses associated with a nursing home care setting.



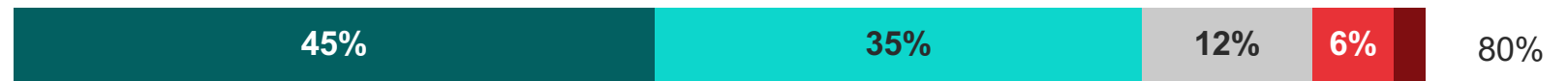
The act would save taxpayer dollars as a result of lower costs to the Medicare program by an estimated \$144-247 million per year.



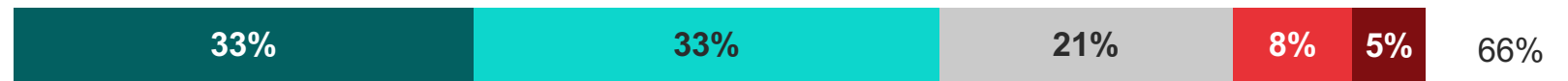
Receiving health care at-home could expand the range of care options available to Medicare beneficiaries in the post-hospitalization benefit to include a mix of expanded nursing, therapy, personal care, meals, transportation, telehealth services, and more.



Allowing Medicare beneficiaries to recover at-home modernizes Medicare to allow for more choice when in need of post-acute, nursing home level care.



AARP is in support of the Choose Home Care Act.



MESSAGE TESTING

When asked to select which message is *most* convincing, adults are most likely to say the most convincing message is “*receiving care at-home could expand the range of care options available to Medicare beneficiaries...*” (23%).

Which **message** in support of the Choose Home Care Act do you find to be **most** convincing?

MESSAGES

Receiving care at-home could expand the range of care options available to Medicare beneficiaries in the post-hospitalization benefit to include a mix of expanded nursing, therapy, personal care, meals, transportation, telehealth services, and more.

23%

The act would save taxpayer dollars as a result of lower costs to the Medicare program by an estimated \$144-247 million per year.

17%

With at-home care, Medicare beneficiaries can recover in an environment that is comfortable and familiar.

15%

Receiving at-home care after hospitalization reduces the risk of exposure to the COVID-19 virus by caring for patients in their home rather than a nursing home care setting.

13%

Medicare beneficiaries would experience significant savings by avoiding coinsurance and other out-of-pocket expenses associated with a nursing home care setting.

12%

Allowing Medicare beneficiaries to recover at-home modernizes Medicare to be consistent with other at-home offerings in the health space, such as telehealth services.

6%

AARP is in support of the Choose Home Care Act.

4%

Don't know/No opinion

10%

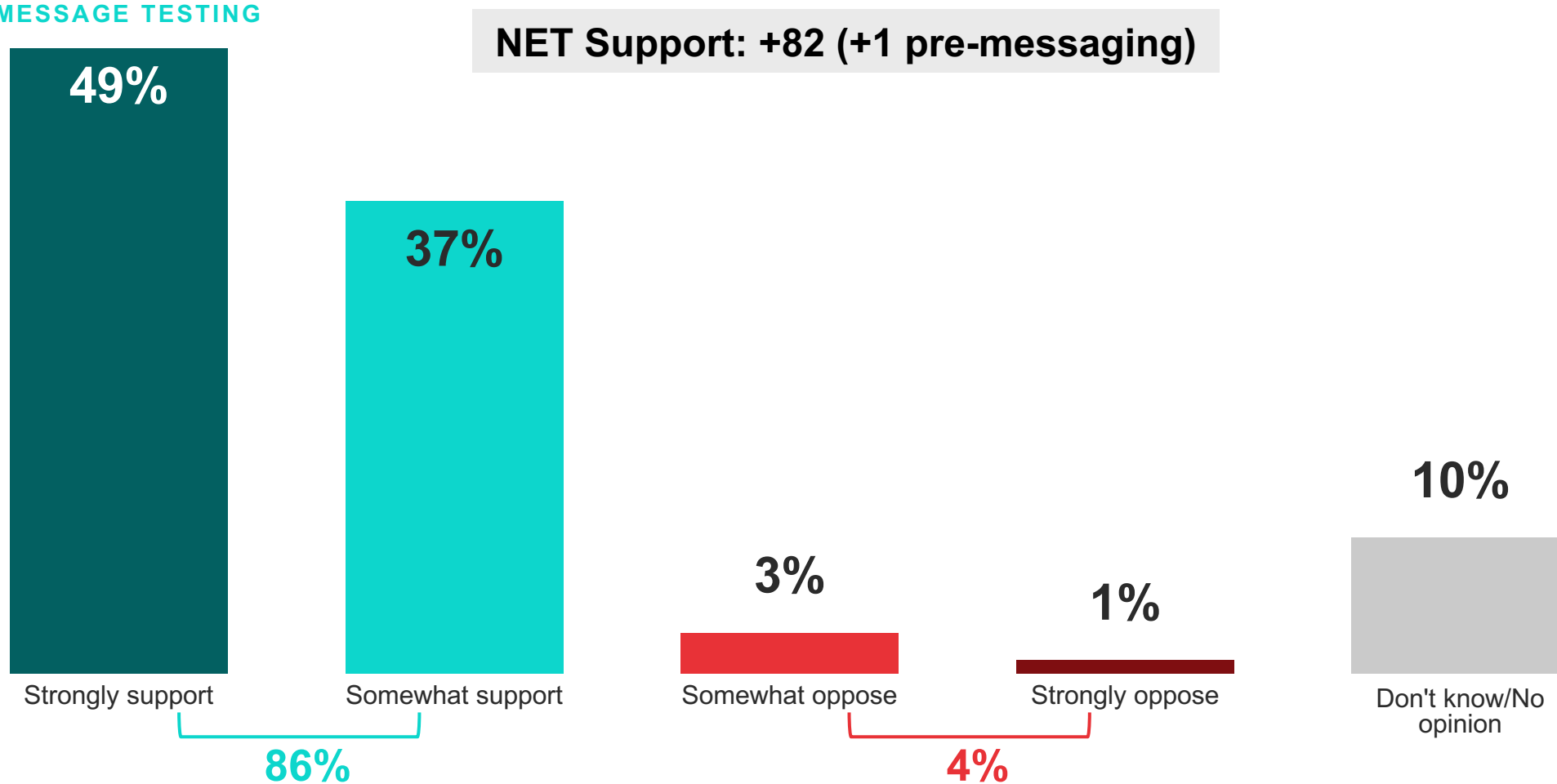
There were **no significant differences** in opinion among **Medicare beneficiaries** compared to **all adults**; Medicare beneficiaries are also most likely to say the *most* convincing message is “*receiving care at-home could expand the range of care options available to Medicare beneficiaries...*” (23%).

MESSAGE TESTING

After receiving the messages, adults remained steady in their strong positive views of the Choose Home Care Act; 86% *support* the act.

Sometimes in surveys like this people change their mind. Based on what you know, do you **support** or **oppose** the Choose Home Care Act?

POST-MESSAGE TESTING

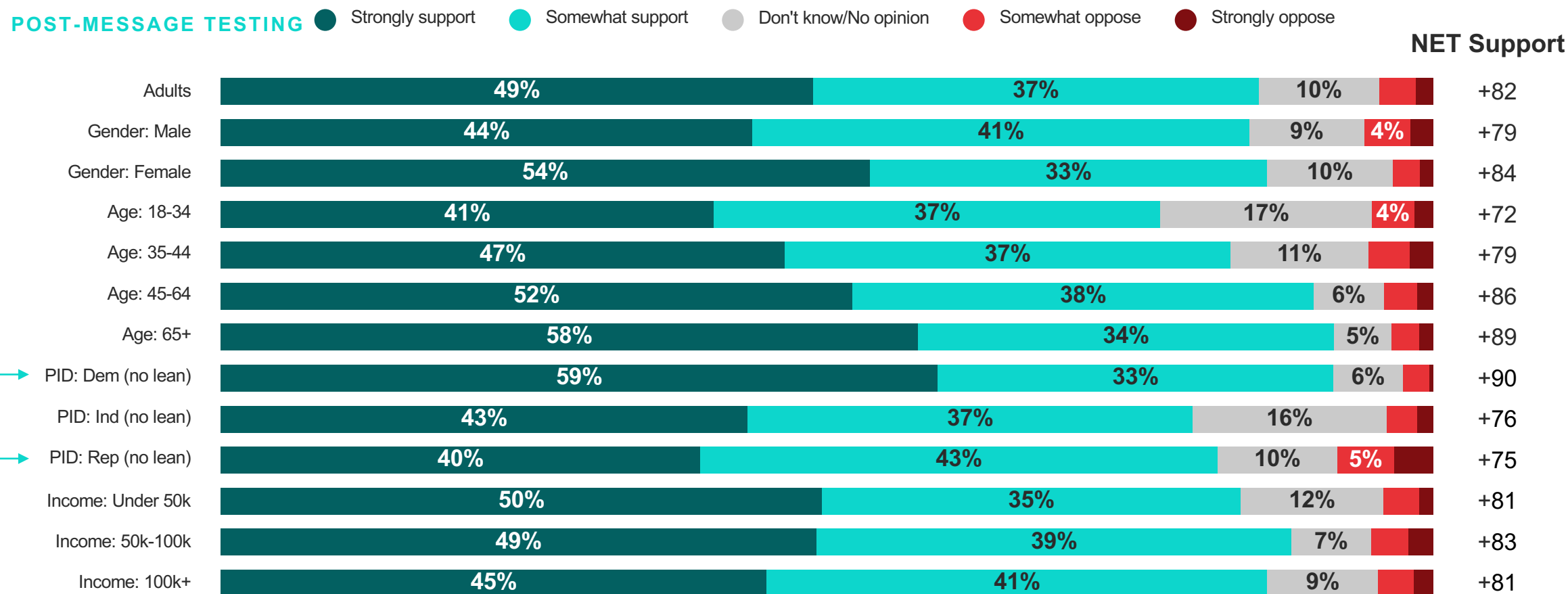


Net Support = Total Strongly/Somewhat Support – Total Strongly/Somewhat Oppose

MESSAGE TESTING

All demographic groups continue to hold a largely supportive view of the Choose Home Care Act after receiving the messages. A bipartisan majority of Democrats (92%) and Republicans (83%) continues to *support* the act post-messages, with Democrats becoming even more likely to support (NET +3).

Sometimes in surveys like this people change their mind. Based on what you know, do you **support** or **oppose** the Choose Home Care Act?



MESSAGE TESTING

Overall *support* for the Choose Home Care Act among Medicare beneficiaries (94%), caretakers for adults ages 65+ (91%), and caretakers in general (90%) remained consistent from before the messages and continue to show very high levels of support for the act.

Sometimes in surveys like this people change their mind. Based on what you know, do you **support** or **oppose** the Choose Home Care Act?

POST-MESSAGE TESTING

● Strongly support
● Somewhat support
● Don't know/No opinion
● Somewhat oppose
● Strongly oppose

NET Support

