

Insight of the Month: Travel Time

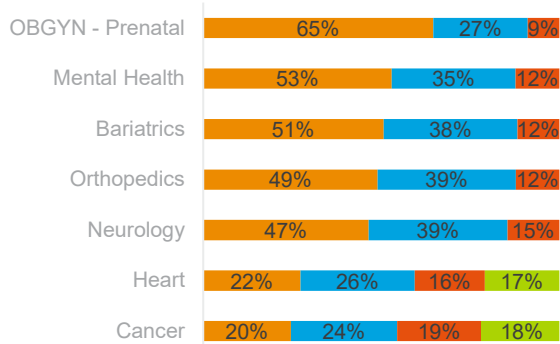
The healthcare industry has always instinctually known that location is an important consideration in consumers' healthcare access decision-making, but in February 2022, NRC Health outlined exactly to what extent.

As with other selection factors, the distance a consumer is willing to travel differs by the type of service. Consumers are willing to travel further for more specialized services like cancer and heart care and expect a short travel time for OBGYN and mental health. A consumer's age plays a role as well; the older a consumer, the less willing to travel longer distances. The below graphs are taken from each service lines module which fielded for two months in 2021. Questions and timeframes were grouped together for the sake of this analysis.

Question: *Imagine you, or someone you provide care for, needed [service line] services. What is the longest time you would be willing to drive for the following types of appointments?*

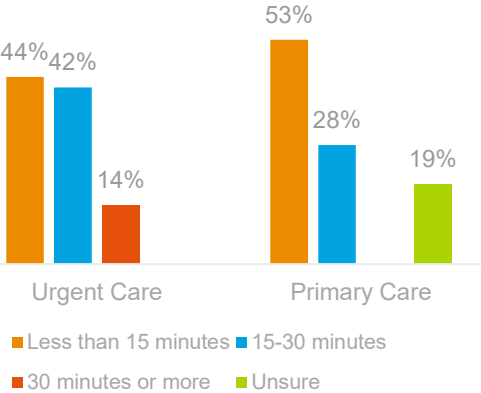
Initial Appointment

■ Less than 30 minutes ■ 31-60 minutes
■ More than an hour ■ Unsure



Consumers expect to travel a shorter distance for an initial appointment.

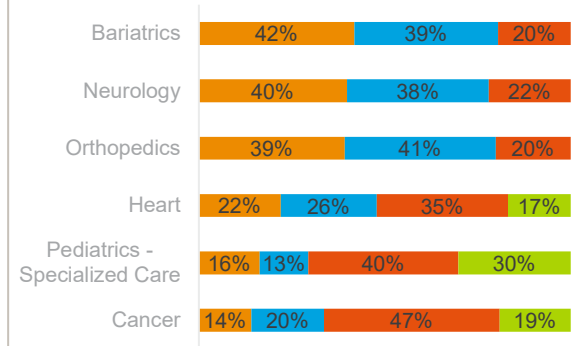
Urgent/Primary Care



Most consumers expect to travel 15 minutes or less for both urgent and primary care.

Surgery

■ Less than 30 minutes ■ 31-60 minutes
■ More than an hour ■ Unsure



Consumers are willing to travel the longest (more than an hour) for pediatrics specialized services and cancer care.