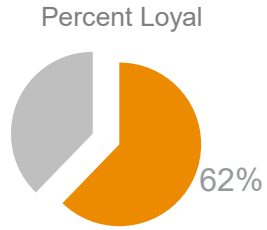
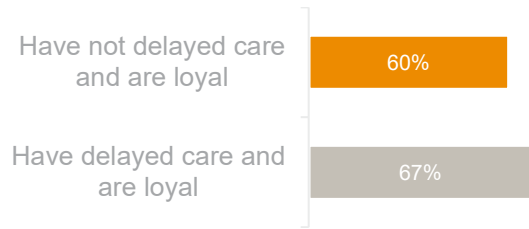


The Profile of a Loyal Consumer

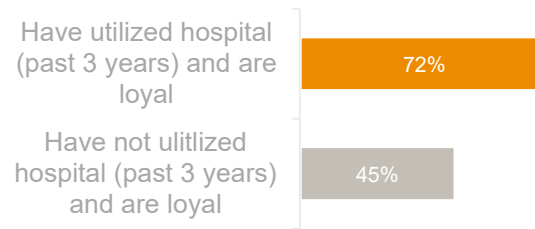


Consumer behavior can tell us a lot about loyalty. One of the largest factors in a consumer's loyalty is having both an experience with hospital or health system and having a primary care physician. Because older consumers (65+) are more likely to both have a primary care physician and utilized a hospital in the last three years, they are most likely to indicate loyalty.

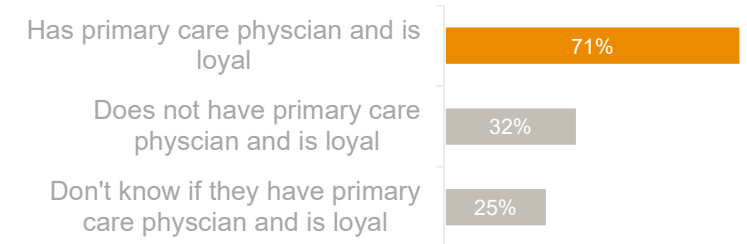
Delayed Care past 6 months



Utilized Hospital past 3 years



Primary care physician



77% of consumers who indicate they have utilized a hospital in the past three years and have a primary care physician say they are loyal to a local hospital or health system. The graphs below show some key demographics and behaviors of the 77% compared to the general population.

