

# How to address consumer stress over healthcare costs

It's an all-too well-known fact, so familiar that the healthcare industry may be tempted to forget it: consumers are stressed-out about healthcare costs, and there's no easy cure. But for their health, and also the well-being of the healthcare industry, professionals need to keep the issue top of mind, with an eye toward alleviating the stress where possible.

## The ugly truth about healthcare costs

**62%**

of adults report having a chronic illness



**62%**

have significant stress over healthcare costs



**60%**

say they can't afford their health insurance



**20%**

of adults with health insurance still can't afford their co-pays, deductibles, and out-of-pocket expenses



**35%**

report that their health insurance premiums keep getting more expensive



**69%**

experience the stress of scrambling to put together enough money to cover healthcare expenses

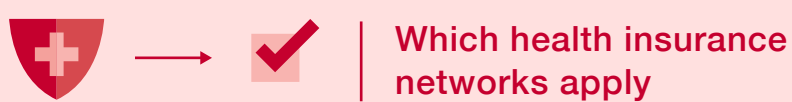


## The beauty of keeping patients engaged

Innovative consumer engagement might be the most effective way for healthcare institutions to improve patient outcomes and reduce costs. Invest in the following three areas to achieve better consumer engagement:

### 1 Facilitate the search for care

This starts with making the right information easily discoverable by multiple means. Make it clear:



### 2 Improve access to care

**1 in 3**

consumers are now willing to use apps and other digital tools for everything from symptom diagnosis to remote consultation.



### 3 Help consumers track and share health information



**60%**

of healthcare consumers say they would be willing to share data from wearable devices.

Sources: American's stressing out over soaring healthcare costs - Health Finance News | Inside the Patient Journey...Consumer Engagement - Deloitte

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