

Six Unique Health Care Consumer Segments		2008	2012	Change	
Casual & Cautious	<ul style="list-style-type: none"> Currently disengaged with the lowest rates of prevention (fewer well visits, lower participation and interest in wellness programs, low vitamin use), use of the system, and compliance with treatment when treatment is needed Less likely than other segments to have health insurance, least prepared financially to handle future health care costs, and least satisfied with their health plan if insured Low interest in shopping for insurance on own and customizing health plan 	23%	34%	+ 11%	←
Content & Compliant	<ul style="list-style-type: none"> Most satisfied with their primary care provider and health plan Follow “passive patient” approach—rely on doctors to make decisions, follow through on recommended treatment, adhere strictly to medication labels Prefer traditional doctors, standard treatments, and conventional care settings Most trusting of doctors, least trusting of online sources, for information Least interested in shopping for insurance on own and customizing health plan 	26%	22%	- 4%	←
Online & Onboard	<ul style="list-style-type: none"> High use of the system and medications Most likely to use health plan and provider websites, self-monitoring tools, and electronic personal health records Highest use of quality and price information to compare providers and interested in customizing health plan (average interest in shopping on own) Prefer traditional doctors and standard treatment approaches, but open to receiving 	15%	17%	+ 2%	
Sick & Savvy	<ul style="list-style-type: none"> Highest use of the system and medications Most proactive, preventive, prepared Seek information to compare providers and identify treatment options, partner with doctors in making decisions, adhere to treatment plan Most likely to buy prescription medications online or through mail order Average interest in shopping on own for insurance and customizing health plan 	21%	14%	- 7%	←
Out & About	<ul style="list-style-type: none"> Prefer providers who use alternative treatment approaches and most likely to use and substitute alternative/natural therapies for prescribed medication Look online for information and seek guidance from experts, but tend to make decisions independently and adhere less strictly to recommended plan Least satisfied with their primary care provider, more likely to switch doctors More likely to travel outside area or U.S. for care Interested in shopping on own for insurance and customizing health plan 	11%	9%	-2	
Shop & Save	<ul style="list-style-type: none"> Most likely to switch health plans, providers, and medications Most likely to seek care at retail clinics and travel out of area or U.S. for care More likely to buy prescription medications online or through mail order Interested in comparing plans, providers, and treatments on price/quality Most interested in shopping on own for insurance and customizing health plan Prefer traditional doctors and standard treatment approaches, but open to using alternative/natural therapies; does not always adhere to treatment plan 	4%	4%	0%	

http://dupress.com/articles/2012-survey-of-u-s-health-care-consumers-five-year-look-back/dup218_figure-3/