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For post-acute providers

# Post-Acute Care Collaborative 2021 Consumer Survey Data Book

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# Introduction

## The Post-Acute Care Collaborative 2021 Consumer Survey

During April 2021, we surveyed consumers to learn about their preferences for post-acute and long-term care. The survey asked questions on the perception of various health care settings and providers, consumer experience with post-acute and long-term care, preferences for home vs. facility-based care, and post-acute and long-term care decision-making for self and loved ones during and after Covid-19.

This report first provides a series of surprising key takeaways from the survey results. The appendix contains the complete survey data set. Read on to learn more about what consumers want from post-acute and long-term care.

## Demographics

### Number of respondents

1,001

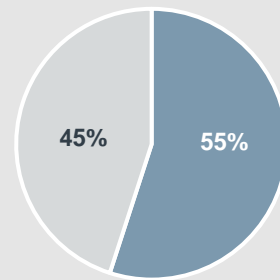
### Age

65+

Age group of 98% of respondents

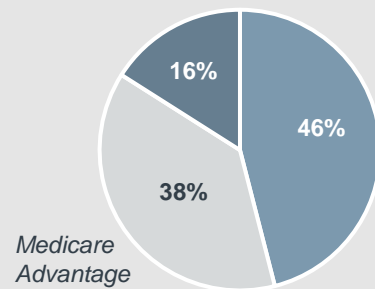
### Gender

Female Male



### Insurer

Other Medicare FFS



## Why put so much focus on SNF and home health?

There are two main reasons the survey focuses on SNF and home health:

- **Consumers are generally most familiar with nursing homes and home health.** Questions about IRF and LTACH would likely produce inaccurate results due to a lack of consumer awareness about those settings.
- **SNFs have been hit the hardest financially and in the media.** SNFs had less revenue and higher costs, leading to solvency challenges. Additionally, SNFs experienced many of the first outbreaks and were frequently negatively portrayed in the media.

**For non-SNF/home health providers:** The major trends in consumer preferences for SNF and home health care likely extend to all types of post-acute and long-term care because consumer care decision processes are similar regardless of discharge destination. For instance, preference to receive care in the home versus a facility extends beyond simply SNF or home health. Likewise, safety measures are important to consumers in any setting in which they will be receiving care.

Source: PACC 2021 Consumer Survey and analysis.

# Fact: SNF is not the enemy

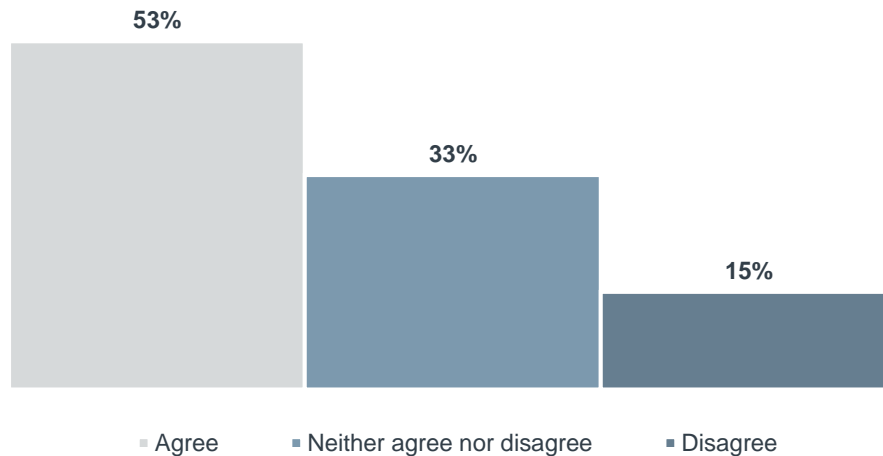
## Consumer opinion is not as negative as you might think.

Despite the negative portrayal of SNF in the media, most consumers think local nursing homes would take good care of themselves or a loved one. Additionally, the majority do not see placing a loved in a nursing home as a sign of disrespect. What is notable about these statistics is the sizable portion of respondents who neither agree nor disagree—almost one third for both questions. These numbers reflect the general lack of knowledge about post-acute settings and point towards an opportunity to educate consumers and improve the reputation of the industry.

### Do you agree or disagree with each of the following statements?<sup>1</sup>

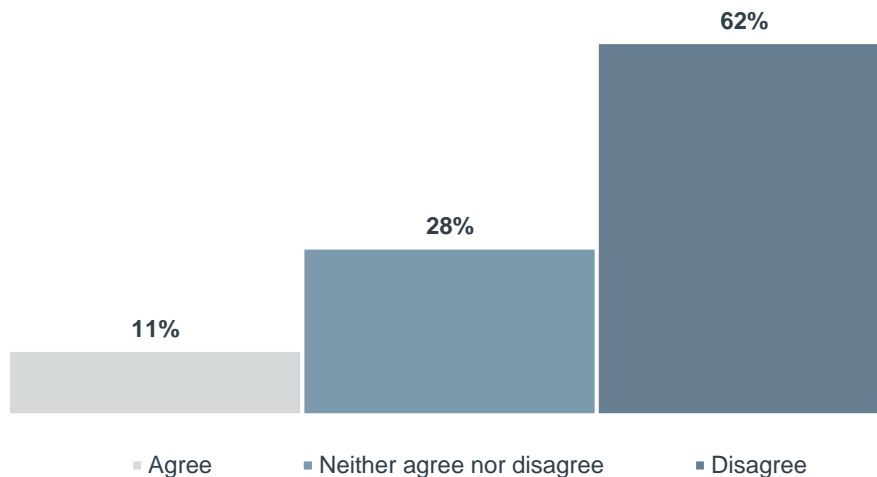
*I believe most nursing homes in my local area would take good care of me or my loved ones.*

n=1,001



*Placing a loved in a nursing home or long-term care facility shows disrespect for that person.*

n=1,001



1. Agree includes respondents who selected strongly agree or somewhat agree. Disagree includes respondents who selected strongly disagree or somewhat disagree.

Source: PACC 2021 Consumer Survey and analysis.

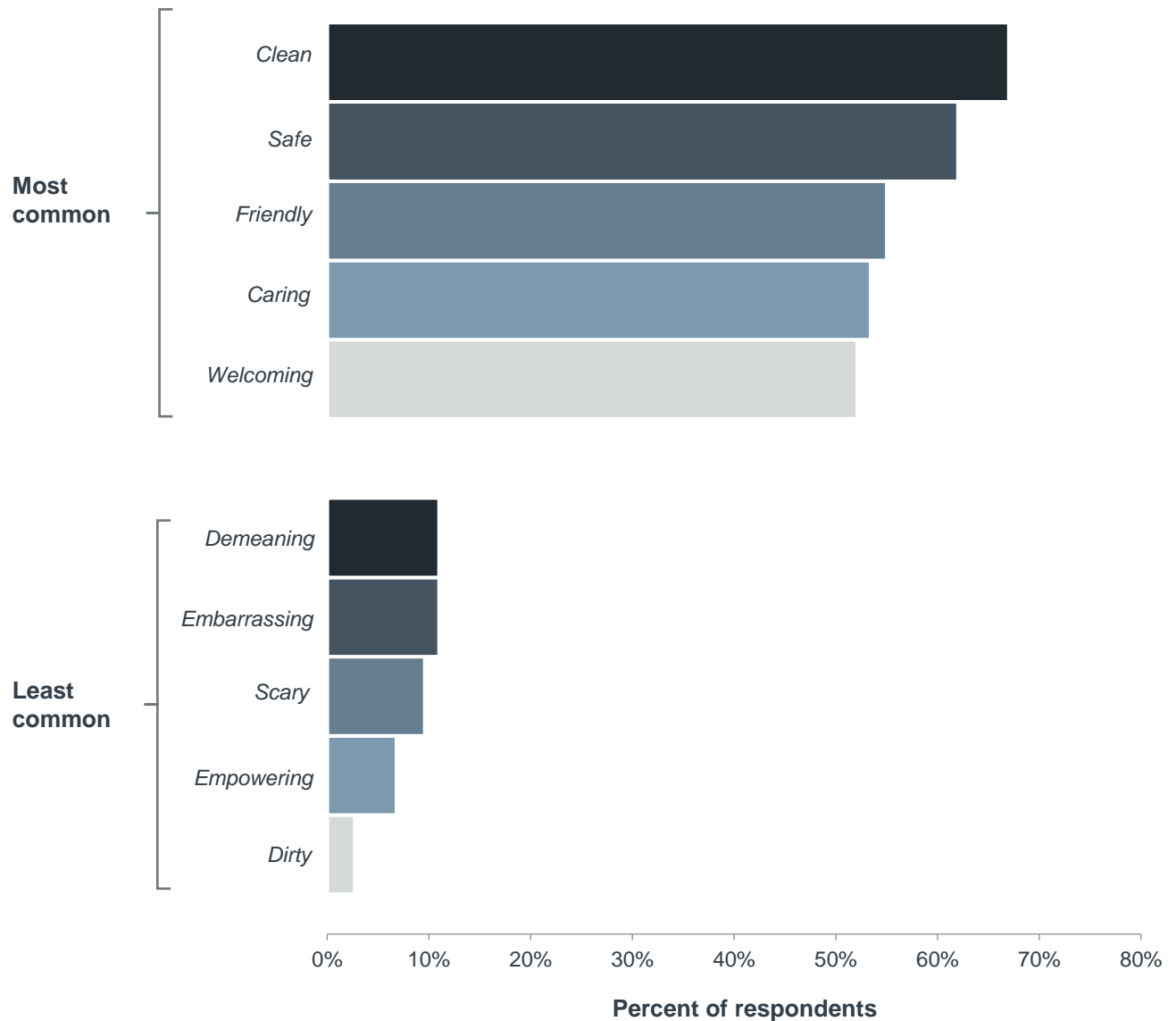
## SNF patients provide positive reviews.

Respondents who indicated they had previously stayed at a SNF for short-term rehab were asked to select one word from a list of 17 to describe their experience. These words ranged from positive to negative, describing the physical facility as well as the care received. The most common selected words were all positive, while the least common were mostly negative. These results reveal that patients typically have positive experiences in SNFs.

*For respondents who have experienced short-term rehab at a SNF:*

### Which of the following words would you use to describe the SNF you stayed at and the care you received?

n=370



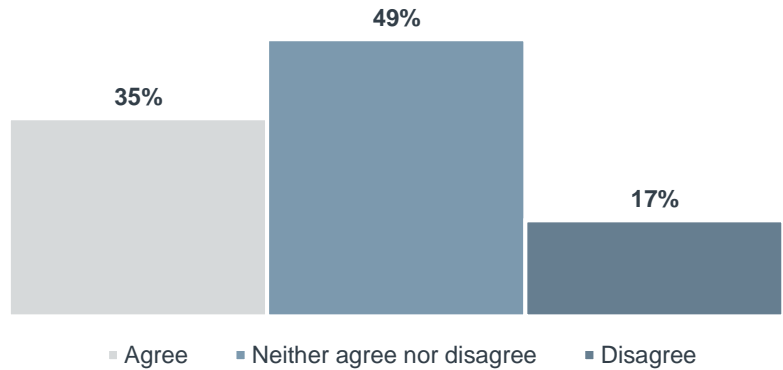
**The pandemic has not worsened consumer views.**

Consumers do not believe Covid-19 outbreaks reflected a lack of safety in SNFs, despite the negative press nursing homes received. Over one third of respondents believe that nursing homes are safer now while the majority believe that safety remains unchanged.

*Do you agree or disagree with the following statement?*

**Nursing homes are safer now than they were before Covid-19<sup>1</sup>**

n=1,001



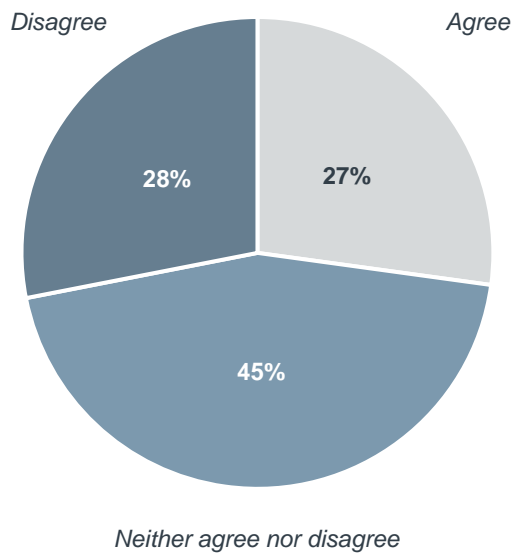
**Consumers don't place blame solely on providers.**

According to a Skilled Nursing News survey done in May 2020, 40% of consumers think the government did not do enough to support nursing homes during the pandemic. These numbers are reflected in our April 2021 data nearly a year later. Most consumers do not believe nursing homes are at fault for Covid-19 outbreaks in their facilities. As Covid-19 outbreaks spread nationally and in other settings, consumers recognized that structural issues, like SNFs' vulnerable patient population, caused these facilities to be hit hardest by the pandemic, not poor care.

*Do you agree or disagree with each of the following statements?*

**Covid-19 outbreaks in nursing homes are the fault of poor care in those facilities<sup>2</sup>**

n=1,001



1. Agree includes respondents who selected strongly agree or somewhat agree. Disagree includes respondents who selected strongly disagree or somewhat disagree.  
 2. Agree includes respondents who selected strongly agree or somewhat agree. Disagree includes respondents who selected strongly disagree or somewhat disagree.

Source: "Public Opinion of Nursing Homes Takes COVID-19 Hit, But Most Think Government Didn't Do Enough," May 2020, Skilled Nursing News, <https://skillednursingnews.com/2020/05/public-opinion-of-nursing-homes-takes-covid-19-hit-but-most-think-government-didnt-do-enough/>; PACC 2021 Consumer Survey and analysis.

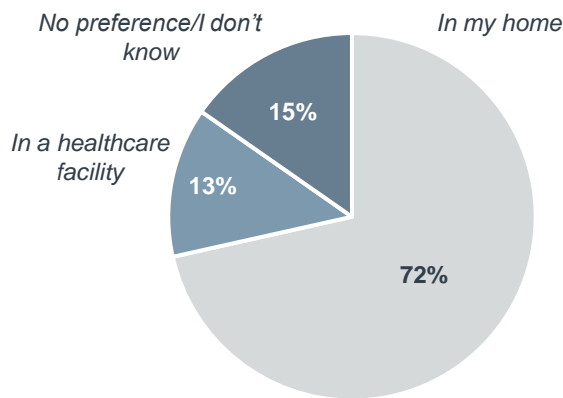
# Fact: Consumers want care delivered at home... unless they don't

## The home is preferred for rehab, but not for long-term care.

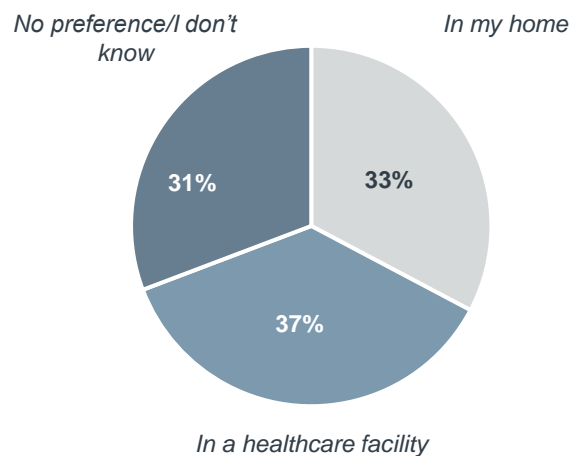
Most consumers prefer short-term rehab in the home but are evenly split on where they would like to receive long-term care, contrary to the general industry assumption that everyone would prefer to age in the home. This is likely because consumers recognize the challenges of aging in place, including high out-of-pocket costs and caregiver availability. On the flip side, aging in a facility can provide social activities and a community.

### Please indicate where you would prefer to receive the following care.

Preference for **short-term rehabilitation** to recover from injury or surgery  
n = 1001



Preference for **long-term care** due to dementia or other cognitive impairment  
n = 1001

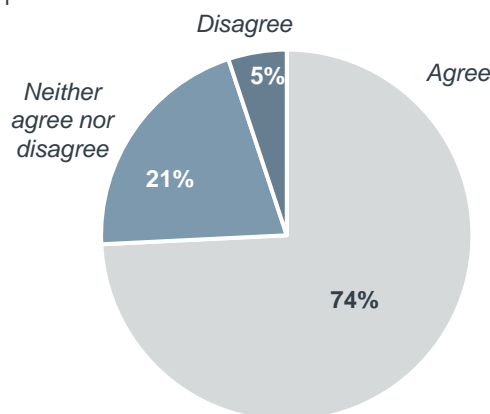


## Each care decision is a personal one.

Consumers agree – in some circumstances, placing a loved one in a nursing home can be the best thing for them. Long-term care decisions are made on an individual basis in the best interest of the patient, which is not always to remain in the home.

Do you agree or disagree with the following statement?  
**Placing a loved one in a nursing home or long-term care facility can be the best thing for that person in some circumstances.<sup>1</sup>**

n = 1001



1. Agree includes respondents who selected strongly agree or somewhat agree. Disagree includes respondents who selected strongly disagree or somewhat disagree.

## Consumers are only somewhat willing to make accommodations to receive care in the home.

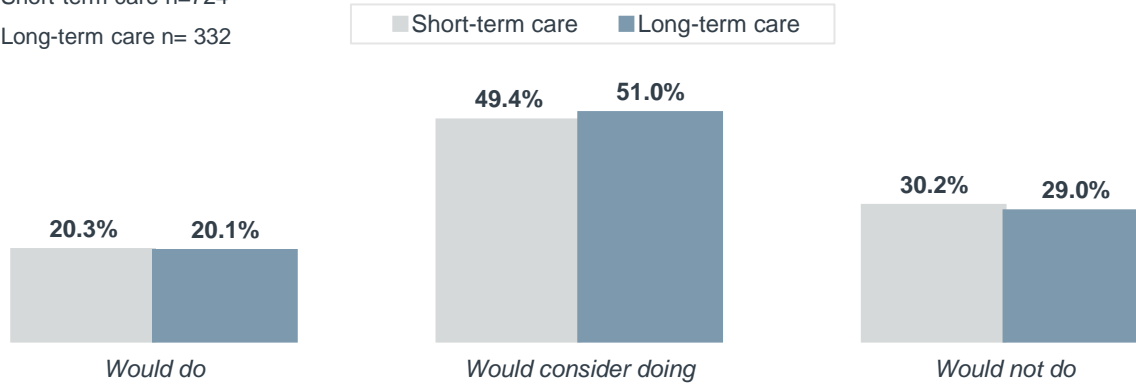
Respondents were given a list of nine potential modifications to their home/lifestyle they could put in place to allow themselves or a spouse to receive short- or long-term care in the home. Of the respondents who indicated they would prefer to receive either type of care in the home, on average about half would only consider making a change to receive this care in the home, and one fifth would definitely make a change. Consumers might say they prefer care in the home, but when faced with the reality of making changes to stay at home, they might be more willing to receive care in a facility instead.

### Average willingness to make accommodations for themselves or a spouse to receive short or long-term care in the home

Of those who indicated they would prefer to receive short- or long-term care in the home

Short-term care n=724

Long-term care n= 332



### Changes respondents are most and least likely to make for themselves or a spouse to receive short- or long-term care in the home

Changes more than 30% of respondents indicated they **would make**



Make physical modifications to my home (to accommodate aging in place)



Pay for monitoring equipment, such as Life Alert

Changes more than 30% of respondents indicated they **would not make**



Ask a loved one or friend to move into my home to help care for me or my spouse



Move geographically closer to family



Move into a family member's home so they could help care for me or my spouse



Quit paid employment to care for a loved one



Move to a new home (for example, a single-story home) to accommodate aging in place

Source: PACC 2021 Consumer Survey and analysis.



# Fact: Knowledge is power

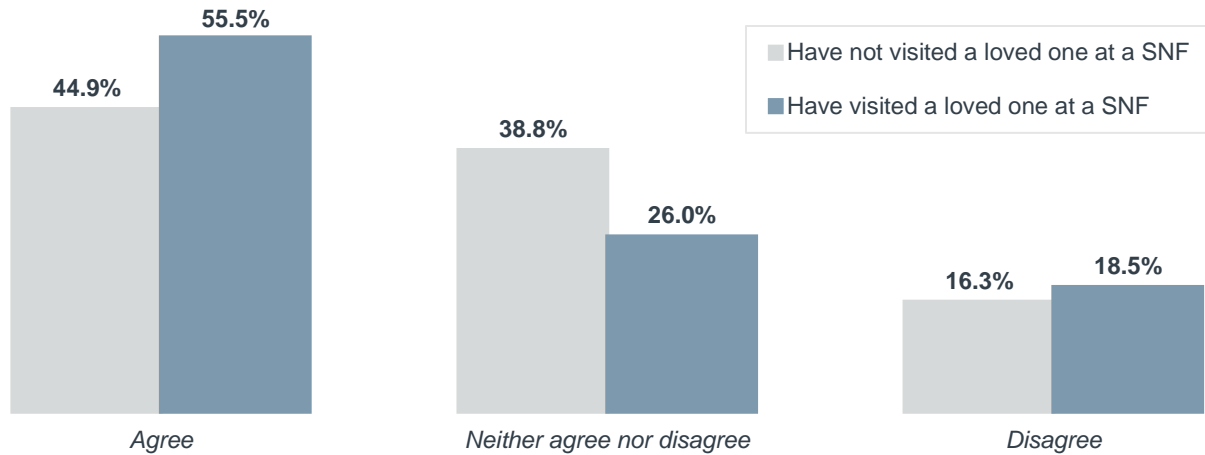
## Perception of facility-based care changes based on in-person experience.

Respondents who have visited a loved one at a SNF in the past are more likely to have a positive view of nursing homes by 11 percentage points and are less likely to feel neutral towards nursing homes. Additionally, those who have stayed at a SNF previously are more likely to prefer facility-based short-term care than those who have not. One of the reasons perception of SNF is less positive than for other settings, like hospitals, is because of a lack of familiarity. Once someone is acquainted with the setting, their opinion is likely to improve.

*Do you agree or disagree with the following statement?*

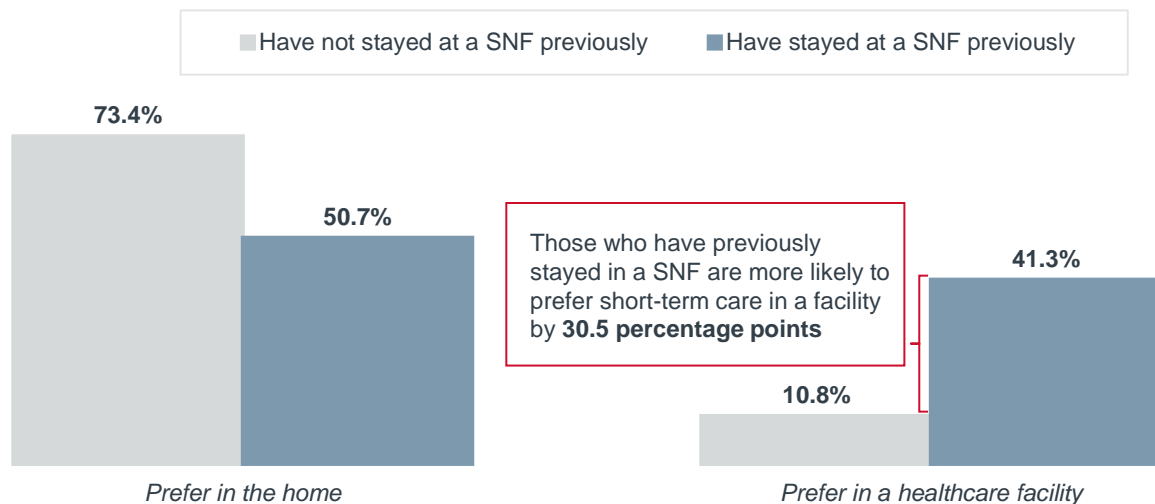
**I believe most nursing homes in my local area would take good care of me or my loved ones.<sup>1</sup>**

n=1,001



## Where would you prefer to receive short-term rehabilitation care?<sup>2</sup>

n=1,001



1. Agree includes those who selected strongly agree or somewhat agree. Disagree includes those who selected strongly disagree or somewhat disagree.

2. Percentages do not add up to 100% because we have excluded those who answered, "I don't know" and "No preference"

Source: PACC 2021 Consumer Survey and analysis.

# Fact: Safety and quality are non-negotiable

## Covid-19 safety measures make the difference for consumers, now and in the future.

Safety matters to consumers. They receive post-acute and long-term care to not only achieve their care goals, but also to stay safe, especially during the Covid-19 pandemic.

### Percent of respondents more willing to receive short-term care in a facility based on specific safety measures currently<sup>1</sup>

n=1,001

	Safety measure	%
1	No shared rooms	77.6%
2	Air filtration devices	77.0%
3	Required Covid-19 vaccination for staff	75.9%

### Other measures that increase patient willingness to receive short- or long-term care in a facility currently

*Measures that more than 70% of respondents ranked as important*

- Electrostatic cleaning machines
- Temperature and symptom screening of all visitors
- Weekly Covid-19 testing of all staff members
- Increased ratio of nursing staff per patient or resident

Even after the pandemic, safety will matter. Respondents were asked to indicate if each Covid-19 safety measure from a list of 14 would make them more or less willing to receive care in a facility. The average safety measure would make 65% of respondents more willing to receive short-term care in that facility now, and 54% of respondents more willing after the pandemic is over. While there is a drop, which comes from an increase in respondents feeling neutral, safety measures will still be important part of the decision-making process for more than half of consumers in a post-pandemic world.

1. The top three factors are the same for long-term care, but with slightly different percentages. For the full data set, please see questions page 42-43.

**Clinical quality plays large part in changing preference for home or facility-based care.**

Respondents were first asked to indicate if they would prefer to receive short- or long-term care in the home. Then they were asked if a series of factors would change their mind. Clinical quality factors, such as good staffing ratios and excellent quality ratings, were highly important to consumers, and could completely change their mind about their care setting preference.

**Top factors that would completely change someone’s mind about preferring home-based care over facility-based care**

n=1,001

	<b>Factor</b>	<b>%</b>
<b>1</b>	The facility has all private rooms	27.9%
<b>2</b>	The facility has more nursing and clinical staff than average	22.7%
<b>3</b>	Nursing and clinical staff working at the facility have special certifications for the type of care I need	22.2%

**Top factors that would completely change someone’s mind about preferring facility-based care over home-based care**

n=1,001

	<b>Factor</b>	<b>%</b>
<b>1</b>	My physician recommended the care be delivered in the home	46.3%
<b>2</b>	The home care provider has excellent clinical quality ratings	36.5%
<b>3</b>	Clinicians or nurses would come check on me in my home daily	33.9%

1. The top three factors are the same for long-term care, but with slightly different percentages. For the full data set, please see questions page 42-43.

# Conclusion

## What does it all mean?

The results of our survey reveal three conclusions:

### 1. Home health is not always the consumer preference.

Many consumers are unwilling to make changes to accommodate home care, even if they would prefer to age in place or receive care at home. This means there is hope for a battered SNF industry to prove its value and boost its reputation. Additionally, home-based care providers should not assume they are always the preferred setting—and they will need to take an active role in consumer relations.

### 2. Providers can improve consumer opinion of their sector by educating patients.

Our data demonstrates that familiarity with post-acute and long-term care settings improves consumer opinion of those settings and makes consumers more willing to receive care there. As such, providers should center their marketing and consumer relations around education on the type of care they provide, as well as lifestyle and safety details, whether through direct-to-consumer marketing or through referrers.

### 3. You can't always give consumers what they want.

Safety measures are incredibly important to patients. However, the top two that would make consumers more willing to come to a facility—all private rooms and mandatory staff vaccination—may not be feasible for your organization to provide. As such, providers should aim to meet all the other needs of consumers in the short-term. In the long-term, providers should consider making investments in programs that appeal to consumers in order to build brand halo. For examples of how other organizations have done this, view the case studies linked below.

#### CASE STUDY

How Hillcrest Health Services Delivers Person Centered Memory Care

[Read now](#)

#### CASE STUDY

How Goodwin House Implemented the Small House Model

[Read now](#)

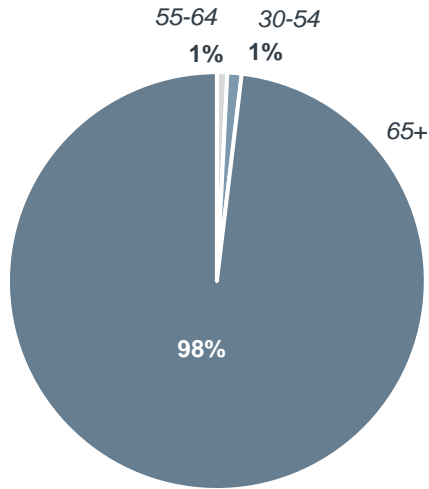
# Appendix

Full survey results

# Demographics

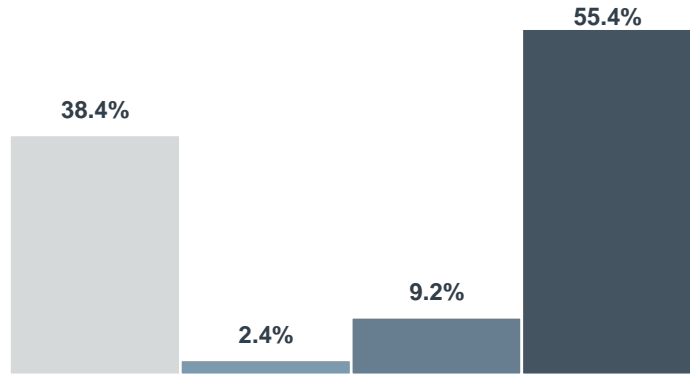
## 1. What is your age?

n=1,001



## 2. Which of the following apply to you?

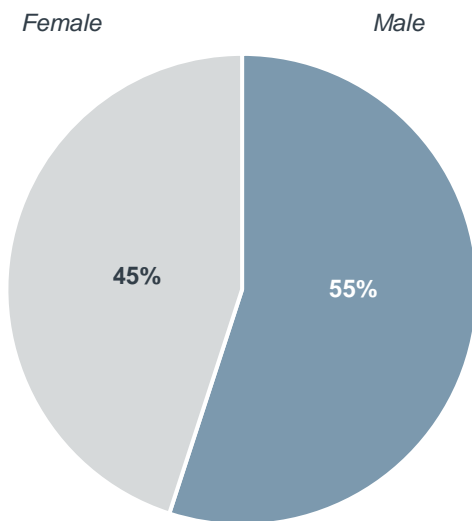
n=1,001



- I have a living parent or spouse
- I have a living parent, spouse, or dependent who is currently receiving long-term care in a nursing home or through visiting home care services
- I have been responsible for making health care decisions for a parent, spouse, or dependent (who are/were not capable of making their own health care decisions) in the last 5 years
- None of the above apply to me

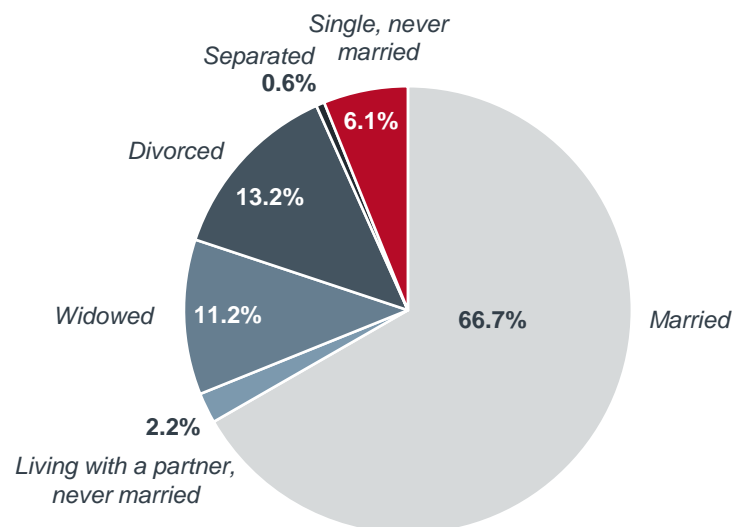
## 3. What is your gender?

n=1,001



## 4. What is your marital status?

n=1,001

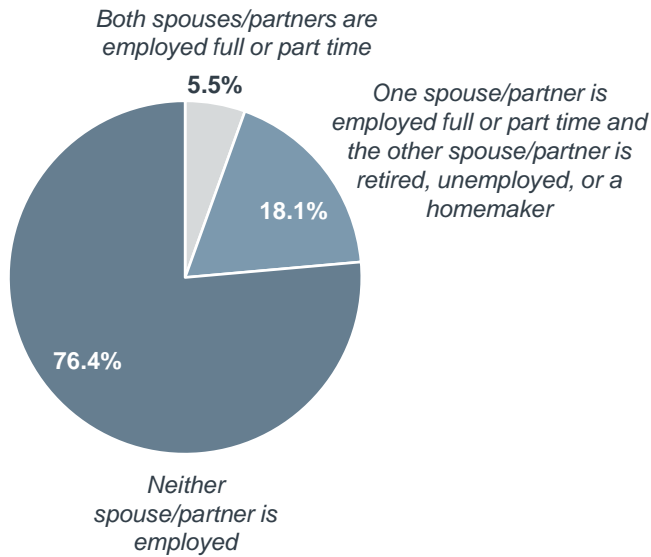


Source: PACC 2021 Consumer Survey and analysis.

# Demographics

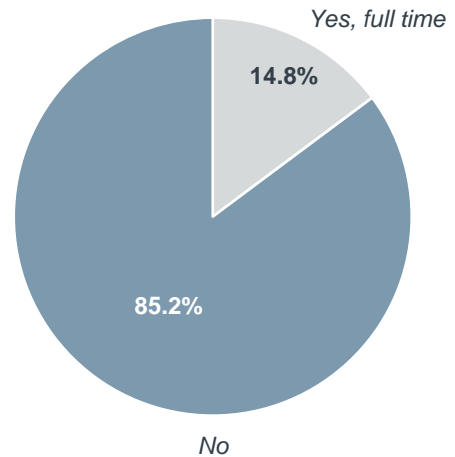
## 5. Are you and your spouse employed?

n=690



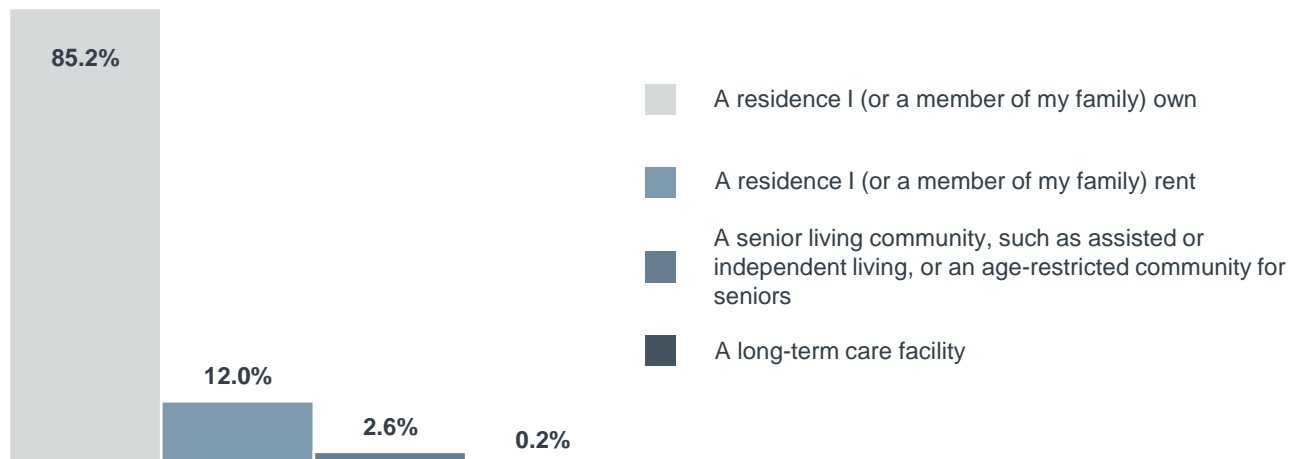
## 6. Are you employed?

n=311



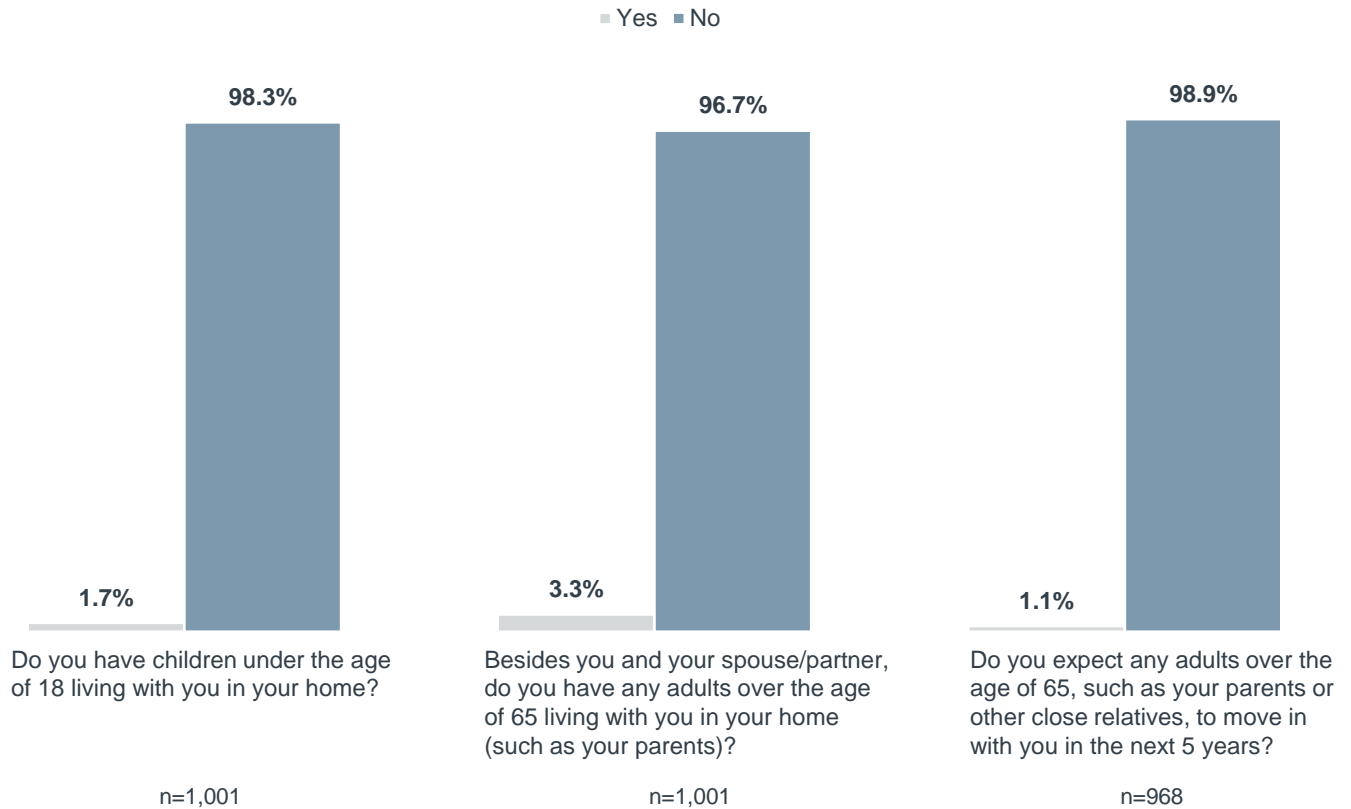
## 7. Where do you currently live?

n=1,001



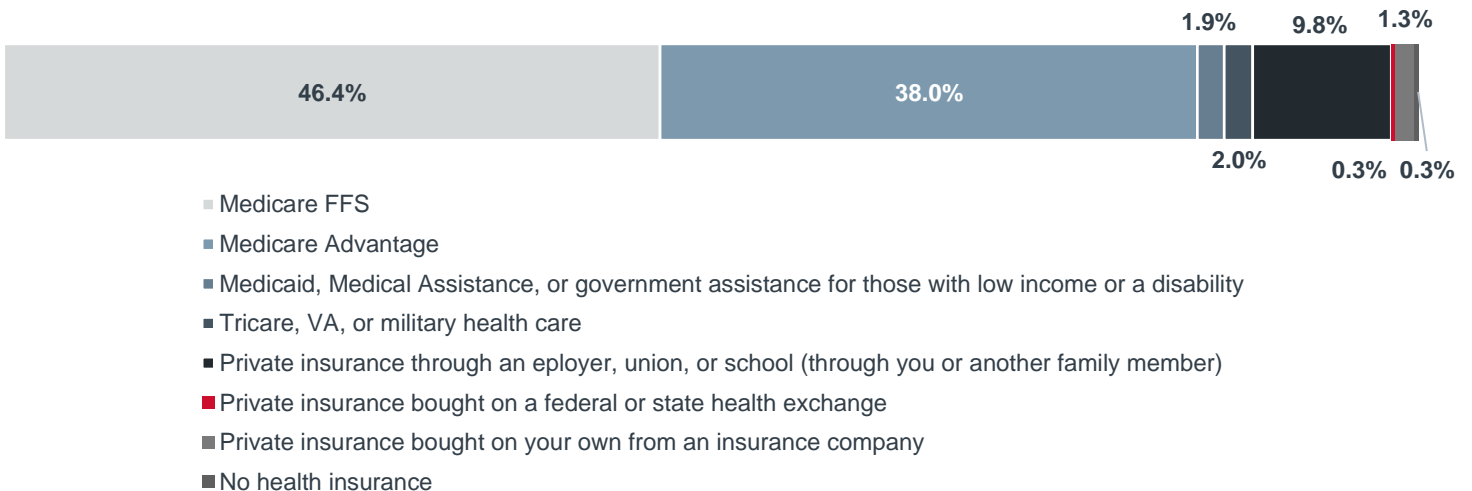
# Demographics

## 8-10. Housing occupancy questions



## 11-12. What is the main type of health insurance that you currently use to pay for health care services?

n=1,001



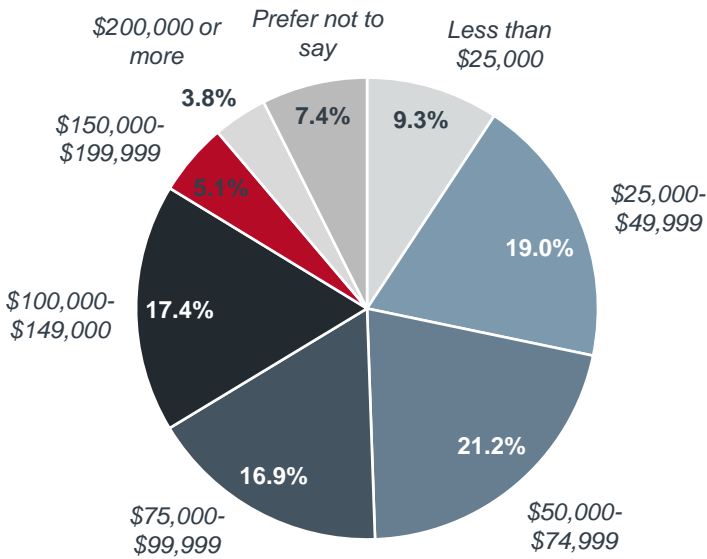
Source: PACC 2021 Consumer Survey and analysis.



# Demographics

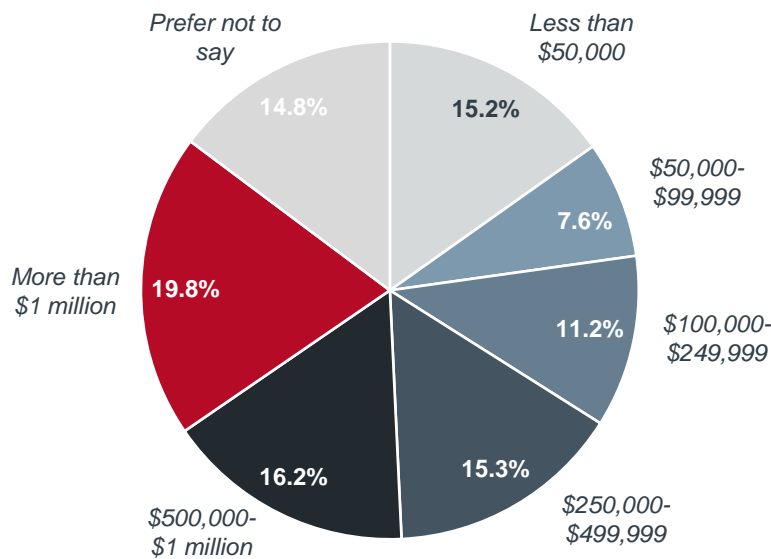
## 13. What was your total household income before taxes from all sources during the past 12 months?

n=1,001



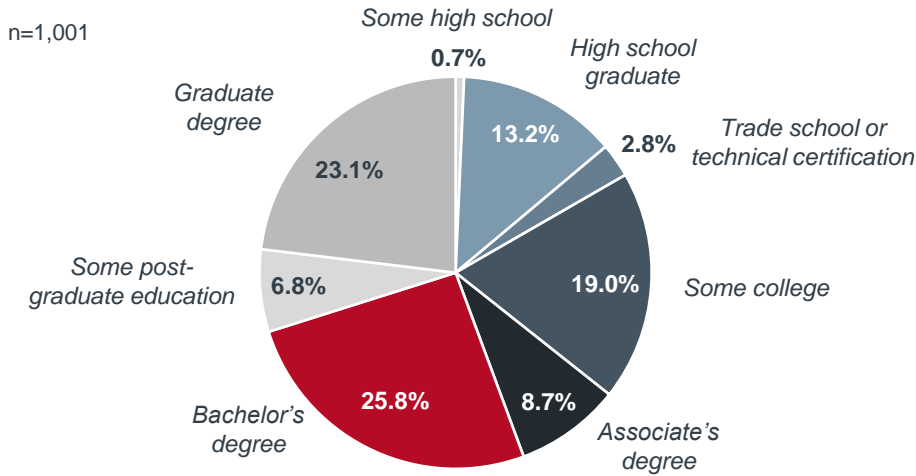
## 14. What is your total household net worth?

n=1,001

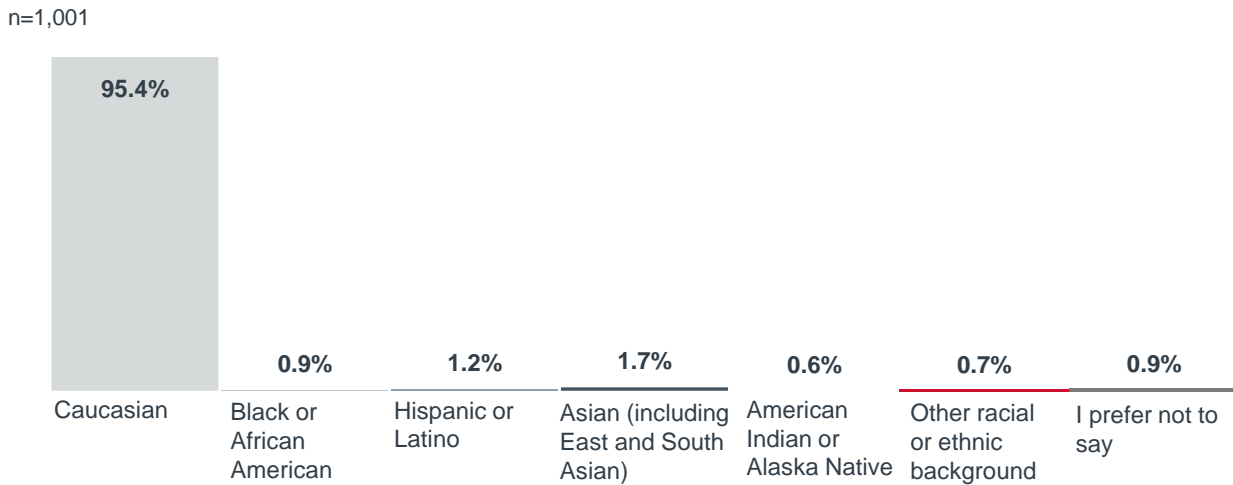


# Demographics

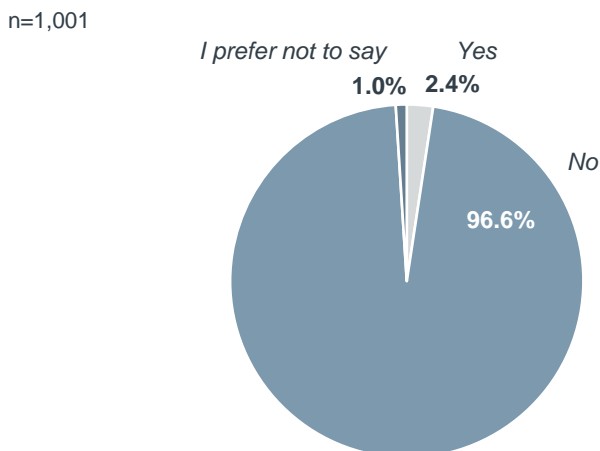
## 15. What is the highest level of education you have completed?



## 16. Which of the following best describes your racial or ethnic background?



## 17. Do you identify as an LGBTQ+ individual?

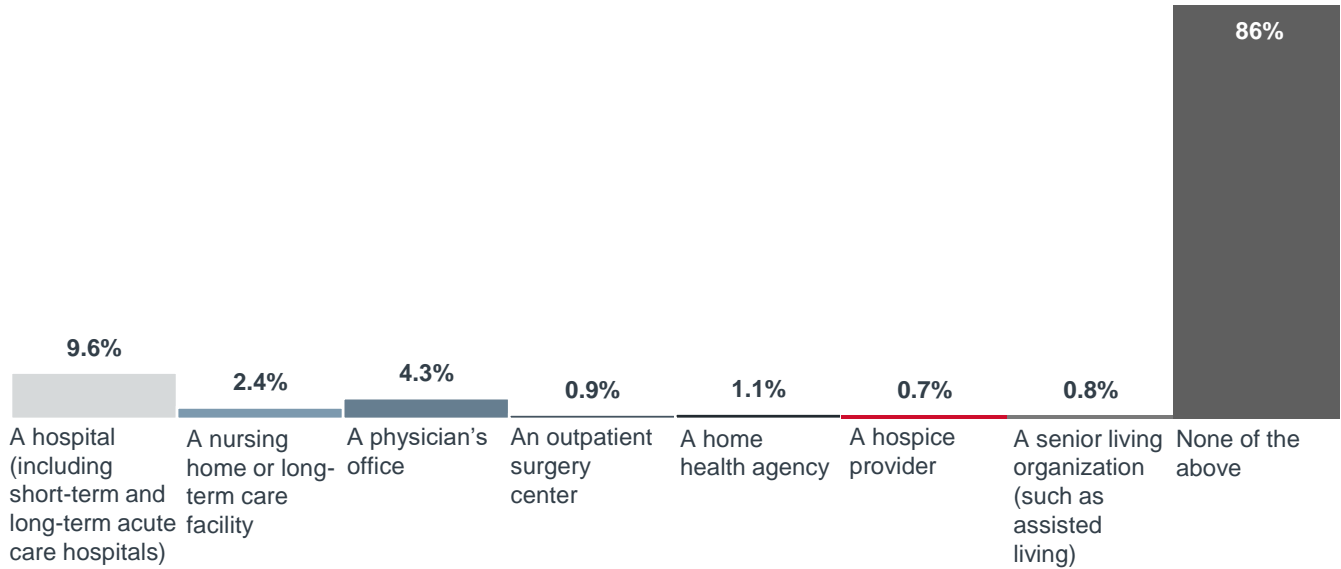


Source: PACC 2021 Consumer Survey and analysis.

# Demographics

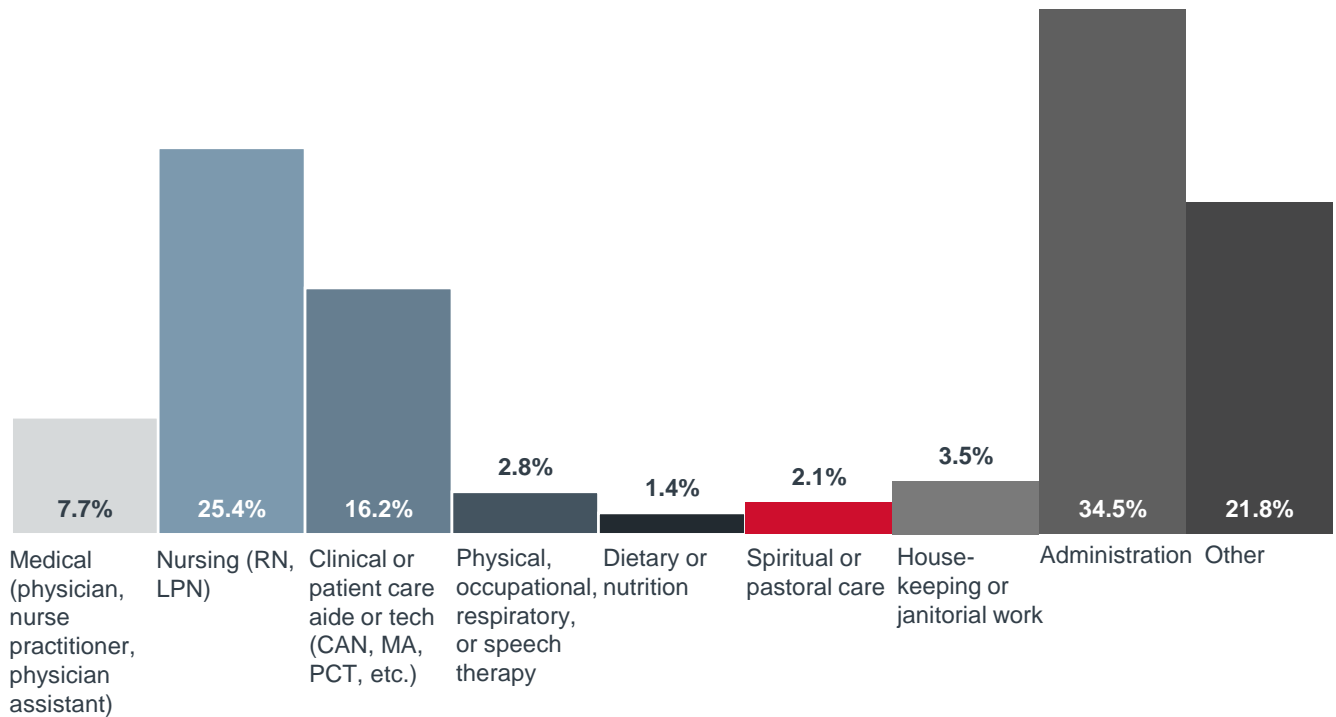
## 18. Have you or your spouse ever been an employee working in any of the following health or senior care settings?

n=861



## 19. What type of work did you (or your spouse) do?

n=164

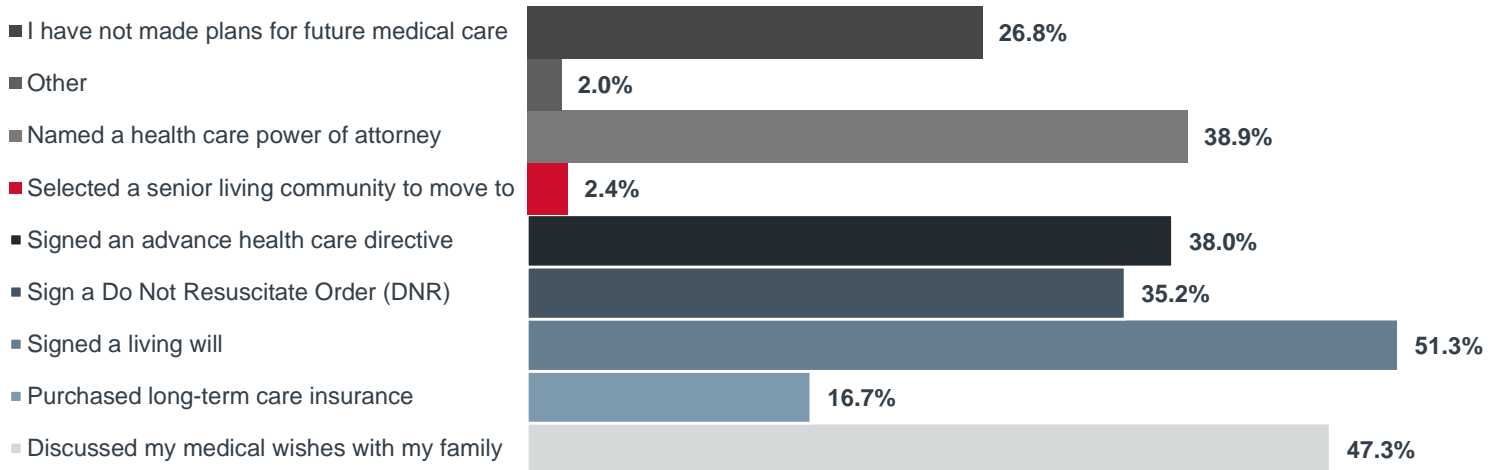


Source: PACC 2021 Consumer Survey and analysis.

# Demographics

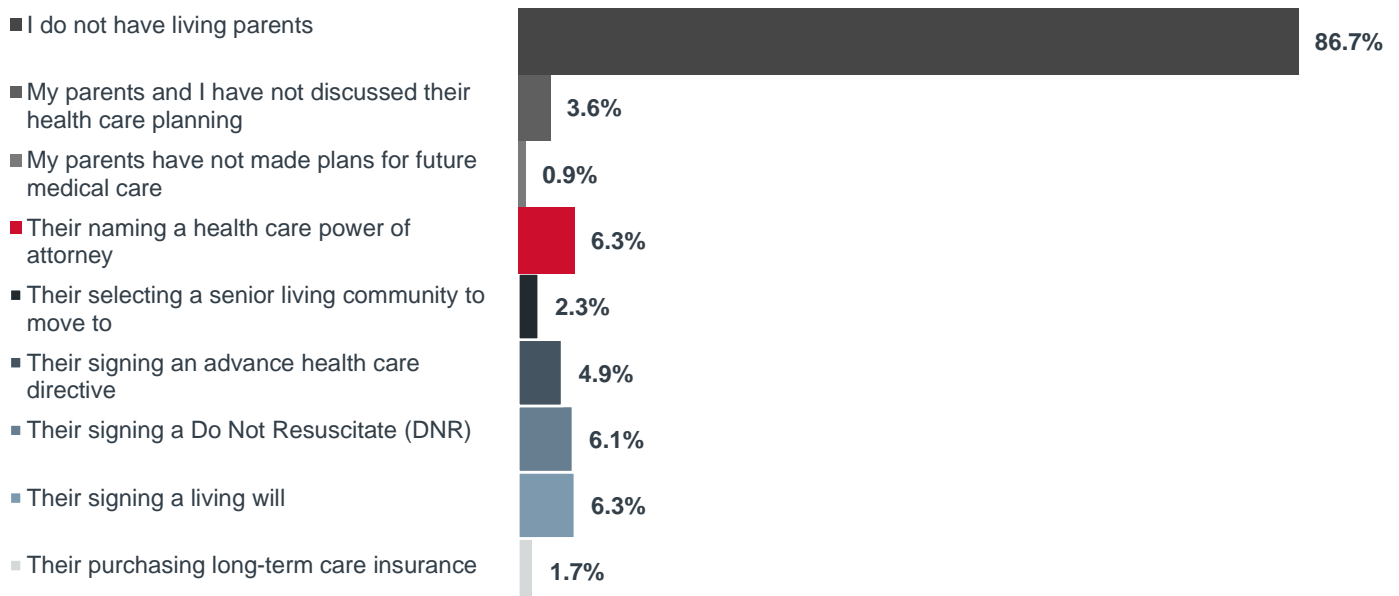
## 20. Which of the following long-term health care planning actions have you taken?

n=1,001



## 21. Have your parents discussed with you their taking any of the following health care planning actions?

n=1,001



# Consumer perception of post-acute care

## 22. How much do you agree or disagree with the following statements?

n=1,001

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
I believe most hospitals in my local area would take good care of me, or my loved ones	36.7%	46.5%	12.6%	2.9%	1.4%
I believe most nursing homes in my local area would take good care of me, or my loved ones	10.7%	42.1%	32.5%	10.8%	4%
I believe most physicians in my local area would take good care of me, or my loved one	36.1%	47.4%	13.5%	2%	1.1%
Nursing homes in my local area are safe	11.7%	38.2%	39.1%	8.1%	3%
Nursing homes and long-term care facilities in my area are clean	13.5%	38.9%	38.9%	6.3%	2.5%
Staff in nursing homes care a lot about their residents	12.8%	37.6%	38%	9.1%	2.6%
Staff in hospitals care a lot about their patients	27%	48.2%	20.8%	3%	1.1%
Nursing homes and long-term care facilities are understaffed.	25.3%	39.2%	32.2%	2.7%	0.7%
Placing a loved one in a nursing home or long-term care facility shows disrespect for that person.	3.3%	7.5%	27.7%	32.9%	28.7%
Placing a loved one in a nursing home or long-term care facility can be the best thing for that person in some circumstances	27.7%	46.6%	20.7%	2.7%	2.4%
Helping make care decisions for an elderly parent or spouse is an act of love	38.3%	41.7%	12.5%	1.2%	1.4%
It is my responsibility to help care for—or help make care decisions for—my parents as they age	26.8%	23.5%	36.8%	2.5%	10.5%
I expect at least some of the financial cost of caring for my parents as they age will fall to me	9%	15.8%	42%	8.6%	24.7%
It is important to do everything in my power to help my parents stay in their own home(s) as long as possible	23.4%	26.4%	36.5%	3%	10.8%

Source: PACC 2021 Consumer Survey and analysis.

# Consumer perception of post-acute care

## 22 (cont). How much do you agree or disagree with the following statements?

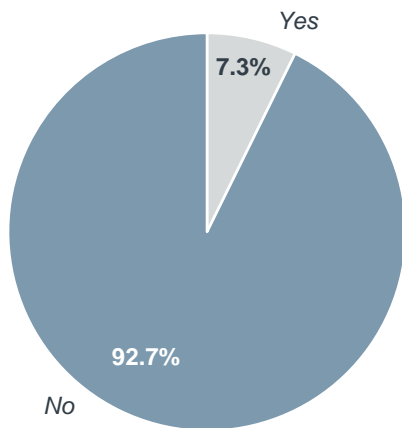
n=1,001

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree or disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>
<b>I would never place my parent or spouse in a long-term care facility</b>	6.7%	8.4%	36.1%	22.8%	26.1%
<b>I would never be willing to live in a long-term care facility</b>	11.8%	15.9%	38.3%	20.6%	13.5%
<b>Living in a nursing home long-term care facility is demeaning</b>	6.7%	12.6%	35.8%	27%	18%
<b>Nursing homes are safer now than they were before Covid-19</b>	6.9%	27.6%	48.5%	12.6%	4.5%
<b>Nursing homes are less safe now than they were before Covid-19</b>	4.3%	12.6%	50.8%	24.3%	8%
<b>Covid-19 outbreaks in nursing homes are the fault of poor care in those facilities</b>	8.1%	19.1%	44.8%	19.9%	8.2%
<b>Moving to an assisted living community would be a good option for me as I age</b>	7.3%	25.7%	44%	14.9%	8.2%

# Personal experiences with post-acute care

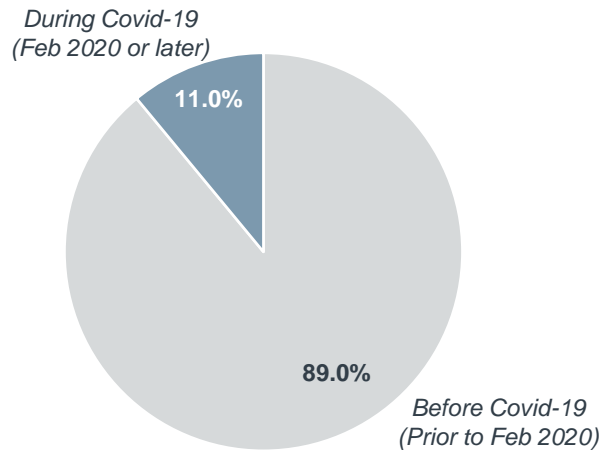
**23. Have you personally ever received care in a rehabilitation facility or nursing home after hospitalization for an illness or injury?**

n=1,001



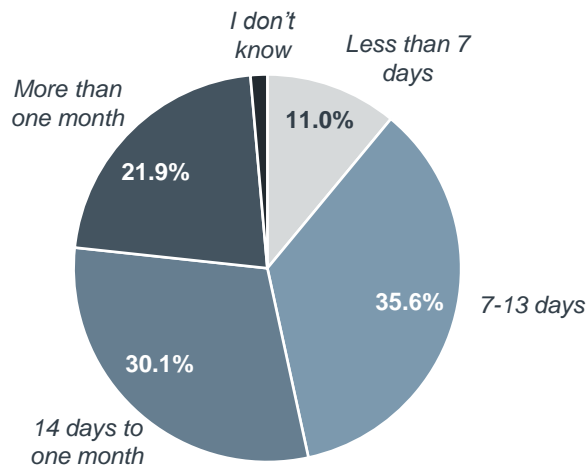
**24. When did you receive this care? If you have had more than one experience receiving care in one of these facilities, please consider only the most recent.**

n=73



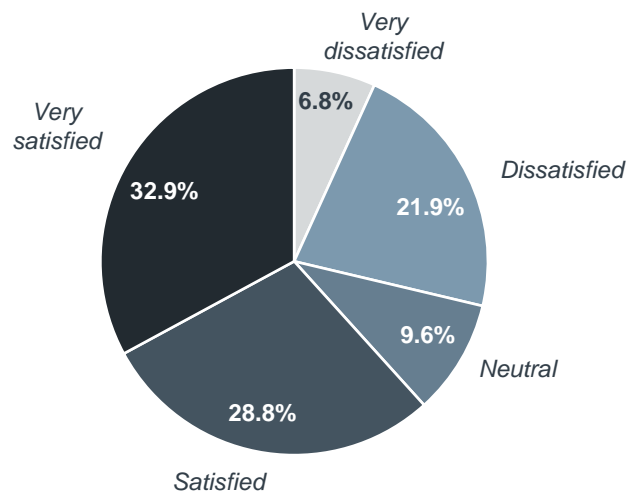
**25. How long did you stay in the facility?**

n=73



**26. How satisfied were you with your experience?**

n=73

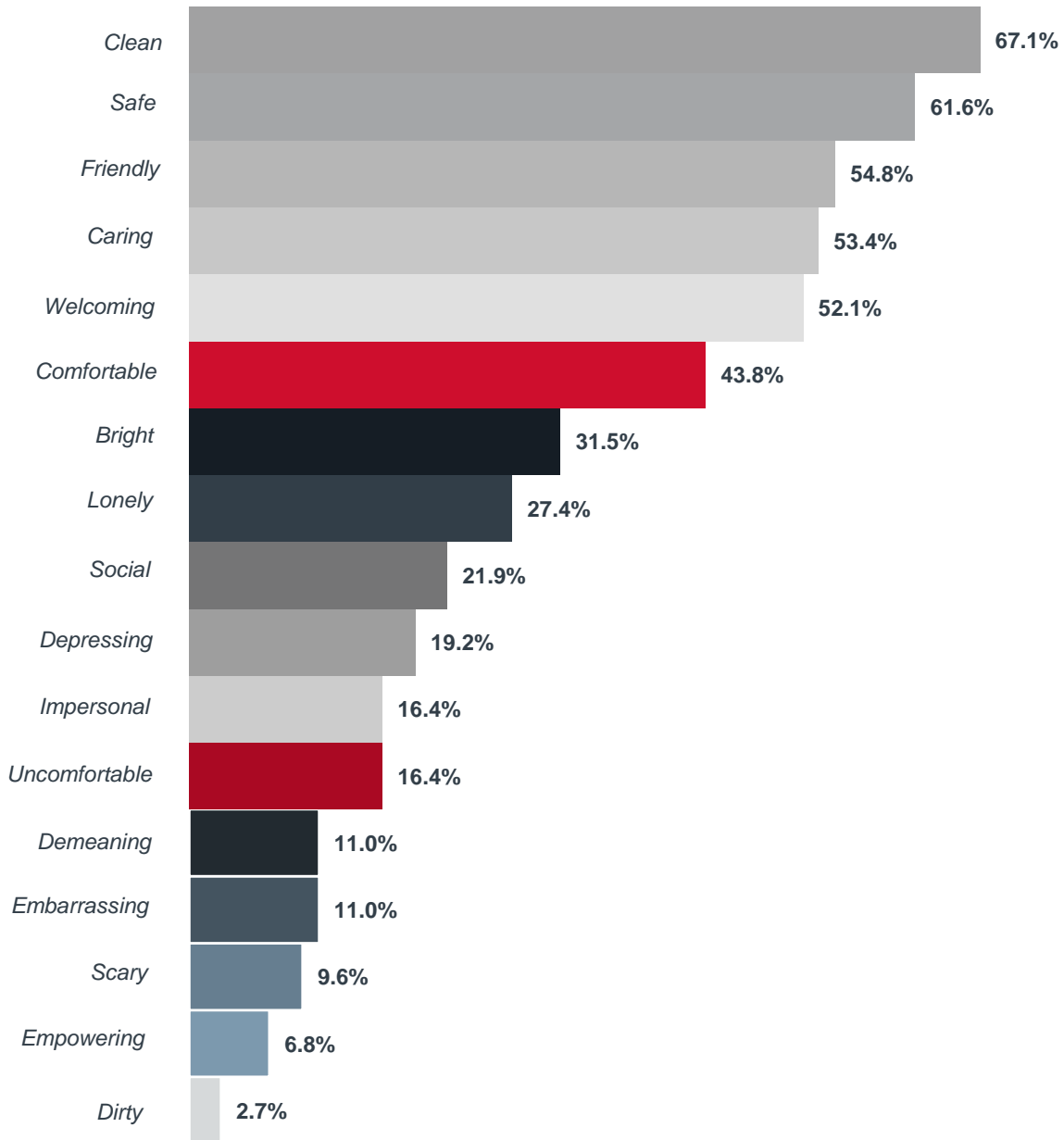


# Personal experiences with post-acute care

## 27. Which of the following words would you use to describe the facility and the care you received?

Personally stayed at SNF for short-term rehab after hospitalization for an illness or injury

n=73

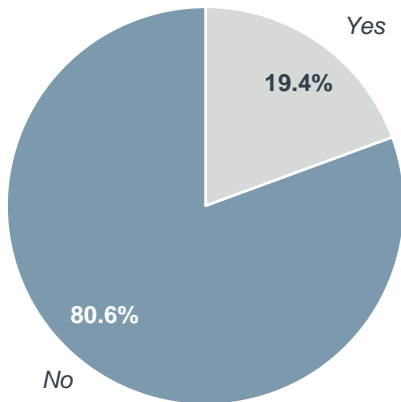




# Personal experiences with post-acute care

**28. Has a loved one received care in a nursing home, rehabilitation facility, or long-term care facility in the last 3 years?**

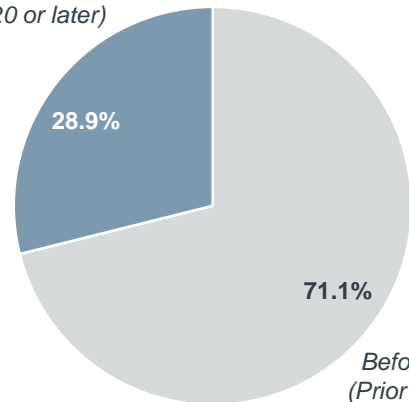
n=1,001



**29. When did they receive this care? If you have had more than one experience with a loved one receiving care in one of these facilities, please consider only the most recent one.**

n=194

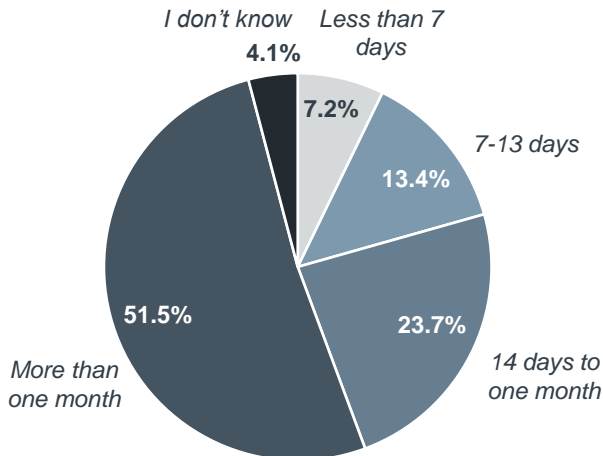
*During Covid-19 (Feb 2020 or later)*



*Before Covid-19 (Prior to Feb 2020)*

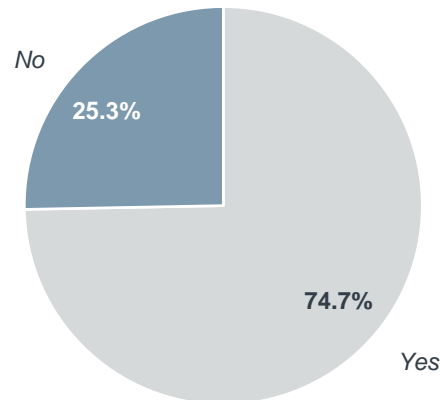
**30. How long did they stay in the facility?**

n=194



**31. Did you physically visit your loved one at the nursing home, rehabilitation facility, or long-term care facility during that time?**

n=194

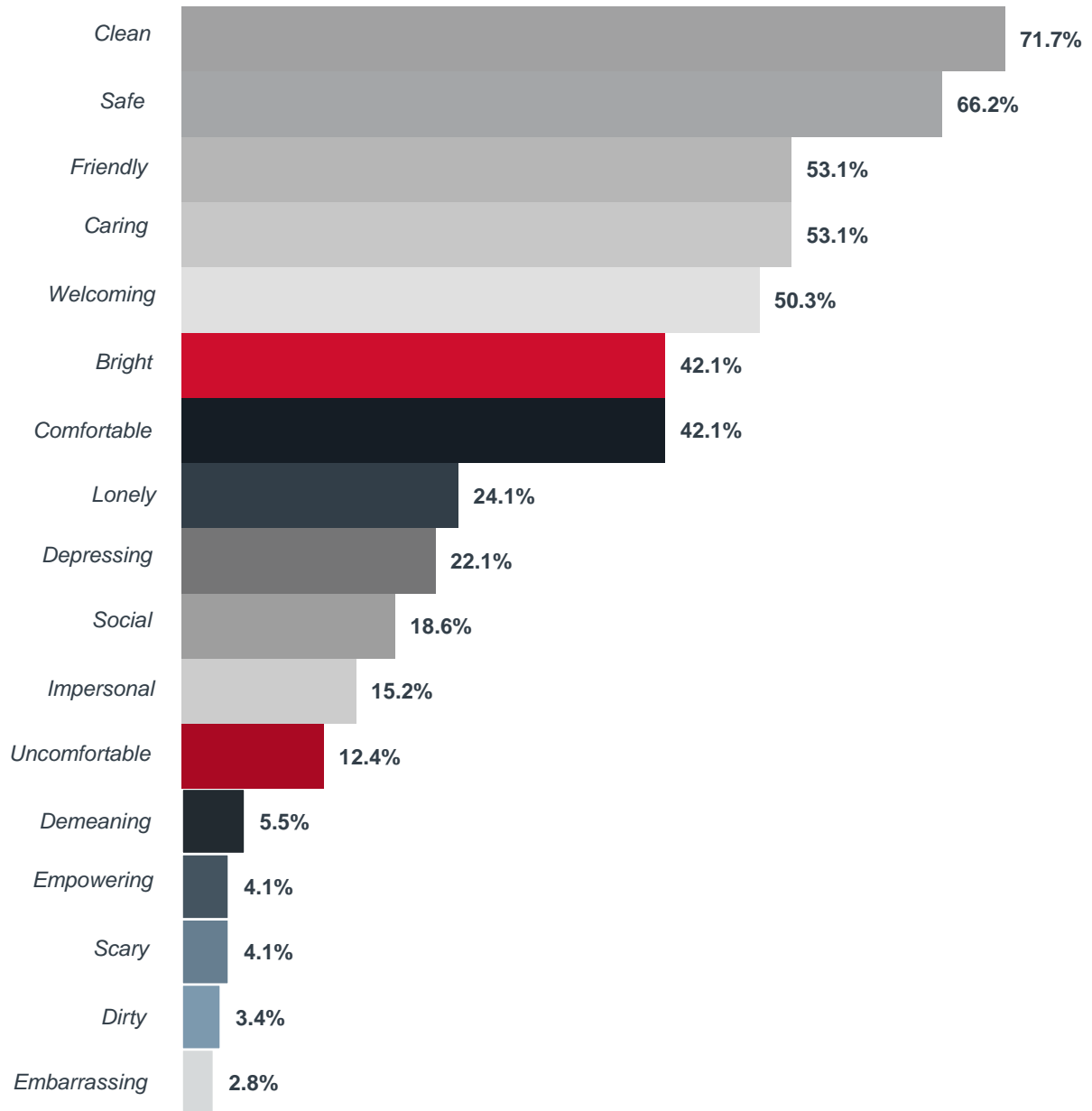


# Personal experiences with post-acute care

## 32. Which of the following words would you use to describe the facility and the care they received?

Visited a loved one at a SNF for short-term rehab or long-term care

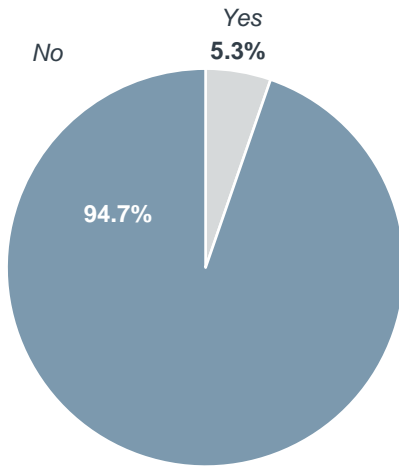
n=145



# Personal experiences with post-acute care

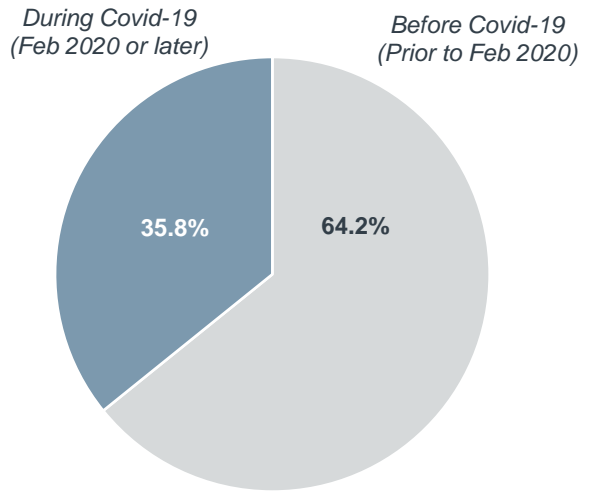
**33. Have you personally received skilled nursing or rehabilitative care from a licensed home health agency or provider in your home in the last 3 years?**

n=1,001



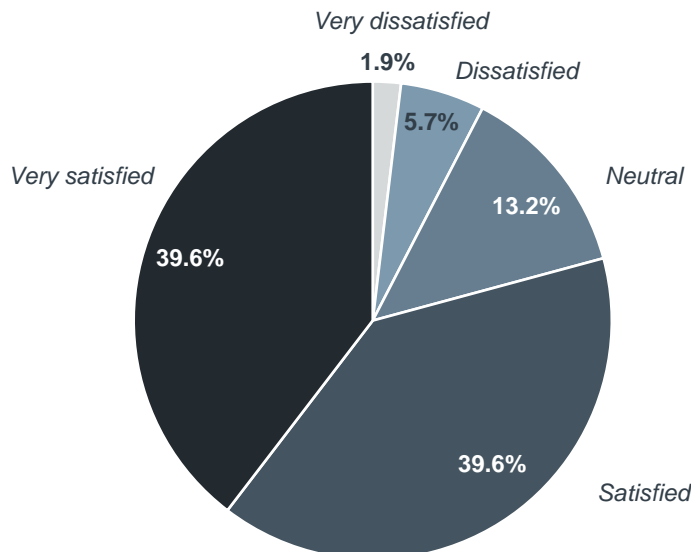
**34. When did you receive this care? If you have had more than one experience receiving care in one of these facilities, please consider only the most recent one.**

n=53



**35. How satisfied were you with your experience?**

n=53

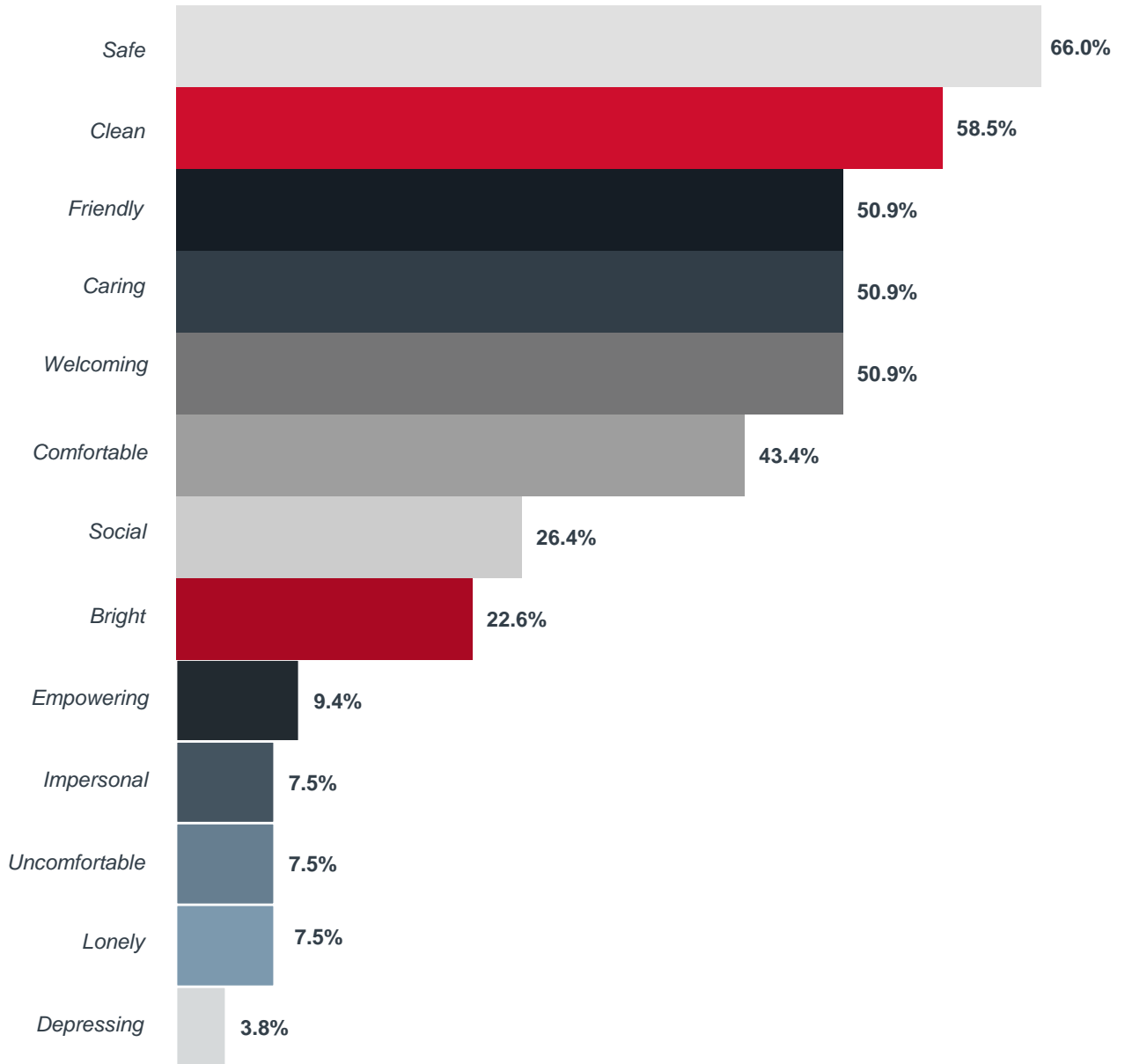


# Personal experiences with post-acute care

## 36. Which of the following words would you use to describe the facility and the care you received?

*Personally recieved home health care*

n=53

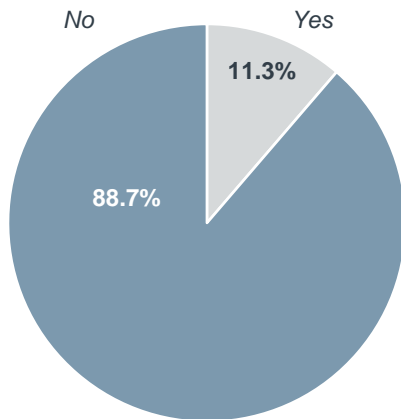


Source: PACC 2021 Consumer Survey and analysis.

# Personal experiences with post-acute care

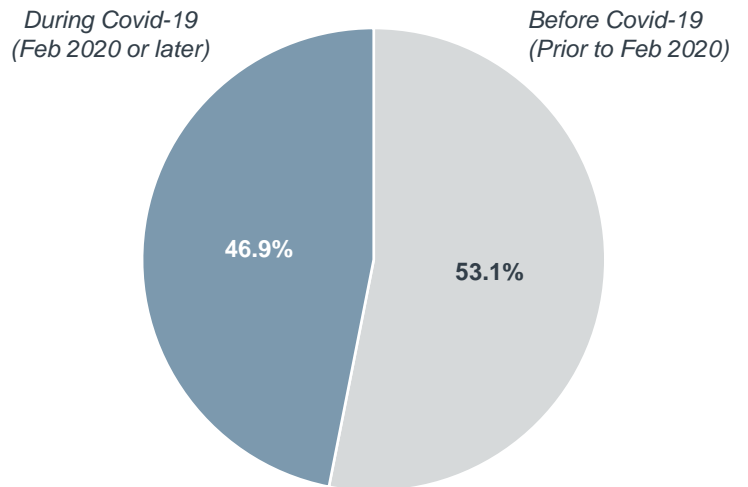
**37. Has a loved one received care from a licensed home health agency or provider in their home in the last 3 years?**

n=1,001



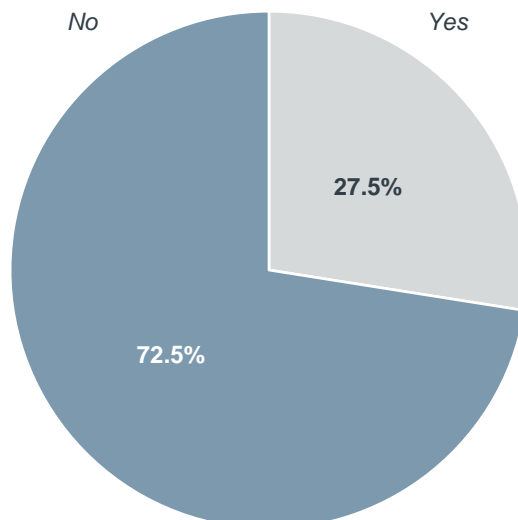
**38. When did they receive this care? If you have had more than one experience with a loved one receiving care in one of these facilities, please consider only the most recent one.**

n=113



**39. Have you received inpatient care in a hospital, or visited a loved one receiving inpatient care in the hospital in the last 3 years?**

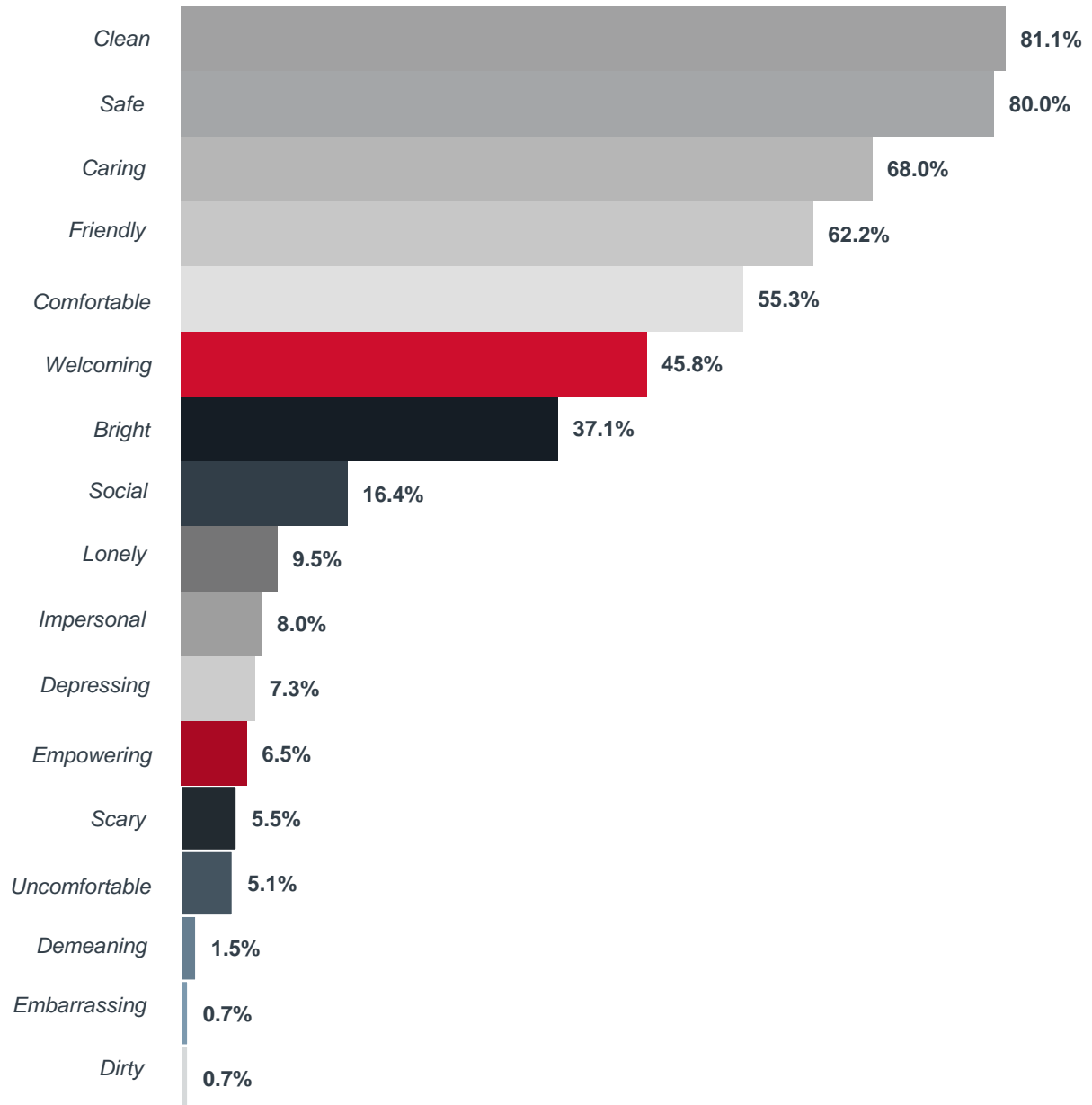
n=1,001



# Personal experiences with post-acute care

## 40. Which of the following words would you use to describe the experience and the care you or your loved one received?

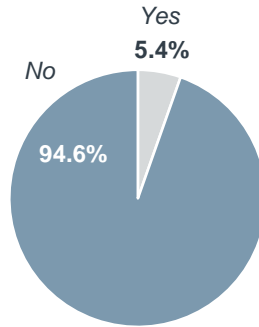
Personally recieved care at or visited a loved one at an inpatient hospital  
n=275



# Personal experiences with post-acute care

## 41. Have you been a resident in an assisted living community, or visited a loved one living in an assisted living community in the last 3 years?

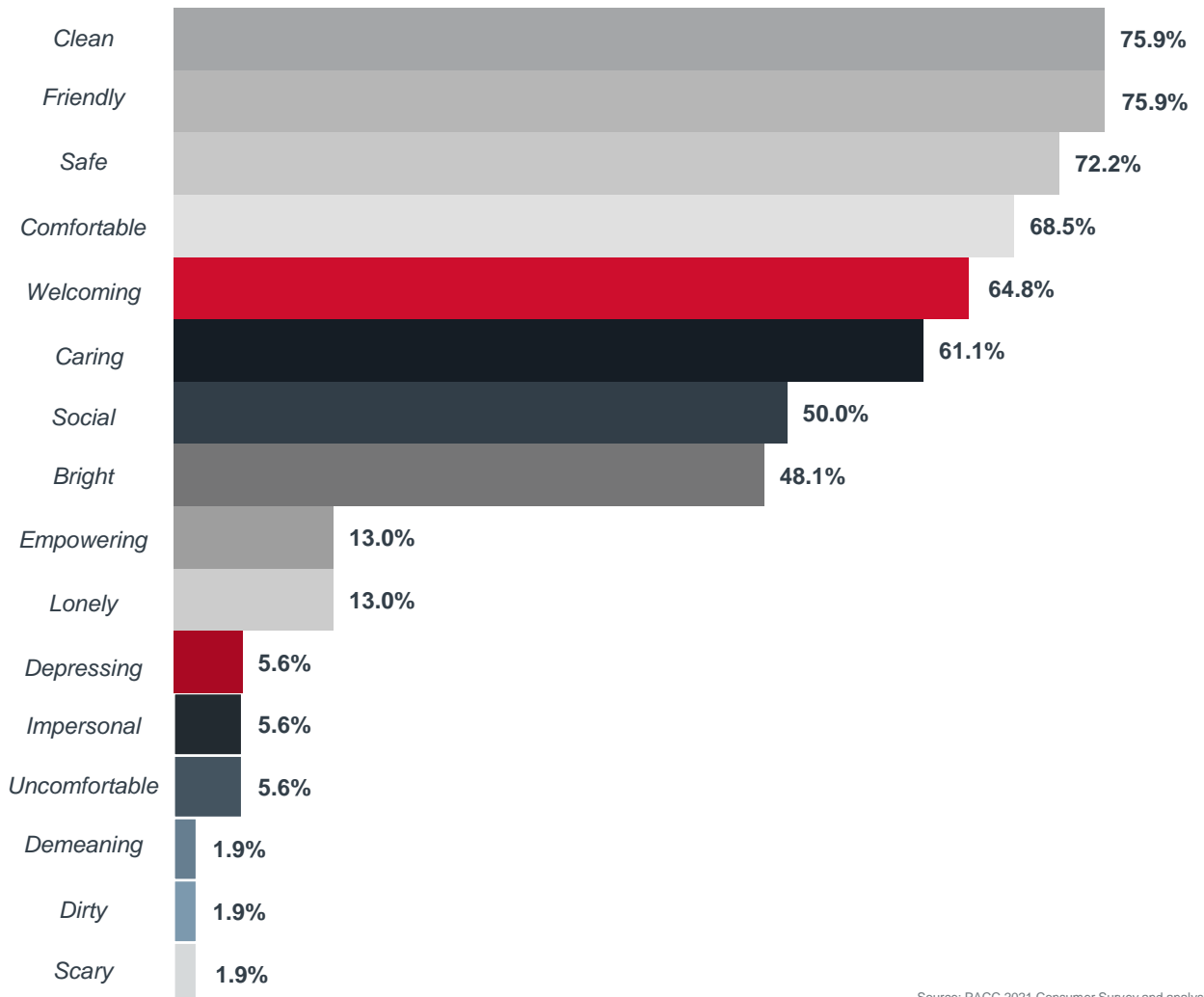
n=1,001



## 42. Which of the following words would you use to describe the experience and the care you or your loved one received?

*Personally lived at or visited a loved one at an assisted living community*

n=54



Source: PACC 2021 Consumer Survey and analysis.

# Home vs. facility-based care

## 43. Please indicate where you would prefer to receive the following care.

n=1,001

	In my home	In a healthcare facility	No preference	I don't know
Short-term rehabilitation to recover from an injury or surgery	71.5%	13.2%	9.3%	6%
Long-term care due to dementia or other cognitive impairment	33.1%	36.9%	9.4%	20.7%

## 44. In the previous question, you indicated you would prefer to receive short-term and/or long-term care in the home. How much would each of the following convince you to receive that care in a facility?

n=757

	Would not change my mind at all	Would change my mind somewhat	Would change my mind completely
Care in the facility is much less expensive, or is covered by insurance	35.1%	54.2%	10.7%
My physician recommended that care be delivered in a facility	23.2%	62%	14.8%
The facility has excellent clinical quality ratings	26%	58.8%	15.2%
Family members may visit at any time	33.7%	47.3%	19%
The facility has all private rooms	22.3%	49.8%	27.9%
The facility has more nursing and clinical staff than average	25.4%	51.9%	22.7%
The facility looks modern and new	29.6%	51%	19.4%
Nursing and clinical staff working at the facility have special certifications in delivering the type of care I or my loved one's needs	24.3%	53.5%	22.2%
I personally know someone who had a good experience at the facility	30.5%	51.8%	17.7%
Many of the facility's residents are from racial or ethnic backgrounds similar to myself or my loved one	59.4%	32.8%	7.8%
The facility has staff from racial or ethnic backgrounds similar to myself or my loved one	61.2%	31.7%	7.1%
The facility is aligned with my religious background	62%	28.3%	9.8%
The facility is LGBTQ+ affirming	76%	18.2%	5.8%

Source: PACC 2021 Consumer Survey and analysis.



# Home vs. facility-based care

45. In the previous question, you indicated you would prefer to receive short-term and/or long-term care in a healthcare facility. Which of the following would convince you to receive that care at home?

n=419

	Would not change my mind at all	Would change my mind somewhat	Would change my mind completely
Care at home is much less expensive, or is covered by insurance	20.3%	49.4%	30.3%
Someone would be available to help me with basic life tasks like laundry and meal preparation while I was recovering	17.2%	53%	29.8%
Clinicians or nurses would come check on me in my home daily	16.2%	49.9%	33.9%
I would have access to tele-monitoring and 24/7 support if I needed it	22.4%	48.2%	29.4%
My physician recommended that care be delivered at home	13.6%	40.1%	46.3%
The home care provider has excellent clinical quality ratings	15.3%	48.2%	36.5%
Nursing and clinical staff working at the facility have special certifications in delivering the type of care I or my loved one's needs	19.1%	49.9%	31%
I personally know someone who had a good experience receiving care at home	24.6%	50.4%	25.1%
The home health agency has staff from racial or ethnic backgrounds similar to myself or my loved one	54.9%	34.8%	10.3%
The home health agency is aligned with my religious background	60.9%	29.4%	9.8%
The home health agency is LGBT +affirming	76.6%	16.7%	6.7%

# Home vs. facility-based care

**46. How likely would you or your spouse be to make the following investments/lifestyle changes to accommodate you or your spouse receiving care in your home if needed instead of in a health care facility in the short term (care lasting up to 3 months)?**

n=1,001

	Would not do	Would consider doing	Would do
Ask a grown child, family member, or friend to move into my home to help care for me or my spouse	52.8%	40.5%	6.7%
Move geographically closer to family (but not into their home) so they could come over periodically and help care for me or my spouse	43.9%	46.7%	9.5%
Move into a family member's home so they could help care for me or my spouse	55.3%	38.4%	6.3%
Make physical modifications to my home (such as adding wheelchair ramps or a chair lift) to accommodate aging in place	14.0%	52.9%	33.1%
Move to a new home (for example, a single-story home) to accommodate aging in place	32.0%	49.3%	18.8%
Hire and pay for a full-time nurse or care aide, if needed	21.4%	60.3%	23.6%
Hire and pay for part-time non-clinical support, such as grocery delivery or a house-cleaning service	16.1%	60.3%	23.6%
Pay for monitoring equipment, such as Life Alert	13.5%	56.6%	29.9%
Quit paid employment to care for my spouse full-time at home (assuming I am able-bodied and capable of doing so)	30.6%	41.5%	28.0%

# Home vs. facility-based care

**47. How likely would you or your spouse be to make the following investments/lifestyle changes to accommodate you or your spouse receiving care in your home if needed instead of in a health care facility over the long-term (for care lasting the rest of your, or your spouse’s life)?**

n=1,001

	Would not do	Would consider doing	Would do
Ask a grown child, family member, or friend to move into my home to help care for me or my spouse	61.6%	32.9%	5.5%
Move geographically closer to family (but not into their home) so they could come over periodically and help care for me or my spouse	40.6%	48.9%	10.6%
Move into a family member's home so they could help care for me or my spouse	58.2%	36.4%	5.4%
Make physical modifications to my home (such as adding wheelchair ramps or a chair lift) to accommodate aging in place	15.4%	48.7%	36.0%
Move to a new home (for example, a single-story home) to accommodate aging in place	31.4%	47.9%	20.8%
Hire and pay for a full-time nurse or care aide, if needed	21.1%	57.0%	21.9%
Hire and pay for part-time non-clinical support, such as grocery delivery or a house-cleaning service	16.1%	57.4%	26.5%
Pay for monitoring equipment, such as Life Alert	14.5%	51.6%	33.9%
Quit paid employment to care for my spouse full-time at home (assuming I am able-bodied and capable of doing so)	28.9%	41.5%	29.7%

# Home vs. facility-based care

**48. How likely would you be to make the following investments/lifestyle changes to accommodate a loved one (such as a parent) receiving care in the home setting if needed instead of in a health care facility in the short-term (for care lasting up to 3 months)?**

n=1,001

	Would not do	Would consider doing	Would do
<b>Move elderly parents into my home to care for them</b>	39.8%	40.6%	19.7%
<b>Move into my elderly parents' home to care for them</b>	48.9%	38.6%	12.6%
<b>Move geographically closer to family (but not into their home) to care for them</b>	42.0%	46.2%	11.9%
<b>Make physical modifications to their home (such as adding wheelchair ramps or a chair lift) to accommodate aging in place</b>	19.9%	49.4%	30.8%
<b>Encourage them to move into a new home (for example, a single-story home) to accommodate aging in place</b>	28.3%	49.7%	22.1%
<b>Hire and pay for a full-time nurse or care aide, if needed</b>	24.5%	54.4%	21.1%
<b>Hire and pay for part-time non-clinical support, such as grocery delivery or a house-cleaning service</b>	23.0%	51.2%	25.8%
<b>Pay for monitoring equipment for them, such as Life Alert</b>	19.8%	45.0%	35.3%
<b>Quit paid employment to care for my loved one full-time at home (assuming I am able-bodied and capable of doing so)</b>	38.6%	42.8%	18.7%

# Home vs. facility-based care

**49. How likely would you be to make the following investments/lifestyle changes to accommodate a loved one (such as a parent) receiving care in the home setting if needed instead of in a health care facility over the long term (for care lasting for the rest of your loved one's life)?**

n=1,001

	Would not do	Would consider doing	Would do
<b>Move elderly parents into my home to care for them</b>	43.4%	40.3%	16.4%
<b>Move into my elderly parents' home to care for them</b>	53.5%	36.0%	10.5%
<b>Move geographically closer to family (but not into their home) to care for them</b>	40.5%	47.7%	11.9%
<b>Make physical modifications to their home (such as adding wheelchair ramps or a chair lift) to accommodate aging in place</b>	21.0%	45.9%	33.2%
<b>Encourage them to move into a new home (for example, a single-story home) to accommodate aging in place</b>	29.2%	46.9%	24.0%
<b>Hire and pay for a full-time nurse or care aide, if needed</b>	24.8%	50.8%	24.4%
<b>Hire and pay for part-time non-clinical support, such as grocery delivery or a house-cleaning service</b>	23.1%	49.5%	27.5%
<b>Pay for monitoring equipment for them, such as Life Alert</b>	19.9%	45.0%	35.2%
<b>Quit paid employment to care for my loved one full-time at home (assuming I am able-bodied and capable of doing so)</b>	39.1%	43.1%	17.9%

# Choosing a specific provider

50. For the next set of questions, please imagine you need to have a hip replacement procedure and will need rehabilitation. You will receive that care at a rehab facility, and you will stay less than two weeks. How much would each of these potential investments or modifications impact your willingness to receive care at that facility if you need this care in the next six months?

n=1,001

	Much more willing	Somewhat more willing	No impact	Somewhat less willing	Much less willing
Weekly Covid-19 testing of all staff members	35.8%	34.2%	28.3%	0.9%	0.9%
Daily temperature and symptom screenings of all staff members	36.7%	33.5%	28.4%	0.8%	0.7%
Temperature and symptom screenings of all visitors	41.5%	31.5%	25.8%	0.6%	0.7%
Limited visitation policy (such as visitors being allowed outdoors only)	27.6%	31.8%	30.0%	7.3%	3.4%
No visitation permitted for safety reasons	16.4%	22.5%	29.2%	19.5%	12.5%
Required Covid-19 testing for all visitors	30.8%	30.6%	29.4%	5.4%	3.9%
Required Covid-19 vaccination for all staff members	49.5%	26.4%	21.1%	0.7%	2.4%
Required Covid-19 vaccination for all visitors	36.7%	30.1%	26.0%	3.4%	3.9%
Employed a director of infection control	22.4%	29.4%	45.4%	1.5%	1.4%
Social activities offered outdoors only	16.0%	31.6%	44.6%	4.0%	0.8%
No shared rooms (each patient or resident has their own room)	49.8%	27.8%	20.3%	1.4%	0.8%
Electrostatic cleaning machines, which provide the most complete disinfection possible, used throughout the facility	42.4%	32.7%	23.5%	0.5%	1.0%
An increased ratio of nursing staff per patient or resident	38.6%	33.1%	26.8%	0.8%	0.8%
Air filtration devices used throughout the facility	44.5%	32.5%	22.0%	0.6%	0.5%

Source: PACC 2021 Consumer Survey and analysis.

# Choosing a specific provider

**51. How much would each of these potential investments or modifications impact your willingness to receive care at that facility if you won't need this care until after Covid-19 is no longer a pandemic?**

*Short-term rehab in a facility for self*

n=1,001

	<b>Much more willing</b>	<b>Somewhat more willing</b>	<b>No impact</b>	<b>Somewhat less willing</b>	<b>Much less willing</b>
<b>Daily temperature and symptom screenings of all staff members</b>	25.2%	31.7%	41.8%	0.9%	0.5%
<b>Temperature and symptom screenings of all visitors</b>	25.3%	31.2%	41.8%	1.0%	0.8%
<b>Limited visitation policy (such as visitors being allowed outdoors only)</b>	16.8%	25.6%	43.3%	8.5%	5.9%
<b>No visitation permitted for safety reasons</b>	11.7%	18.9%	37.4%	15.9%	16.2%
<b>Required Covid-19 and flu vaccination for all staff members</b>	38.5%	26.4%	32.1%	1.2%	1.9%
<b>Required Covid-19 vaccination for all visitors</b>	29.8%	26.9%	35.9%	3.1%	4.3%
<b>Employed a director of infection control</b>	20.9%	27.4%	49.8%	0.7%	1.3%
<b>No shared rooms (each patient or resident has their own room)</b>	41.3%	30.2%	26.6%	1.0%	1.0%
<b>Electrostatic cleaning machines, which provide the most complete disinfection possible, used throughout the facility</b>	35.4%	32.5%	31.0%	0.7%	0.5%
<b>An increased ratio of nursing staff per patient or resident</b>	32.2%	35.6%	31.0%	0.7%	0.6%
<b>Air filtration devices used throughout the facility</b>	36.1%	34.1%	28.9%	0.5%	0.5%

# Choosing a specific provider

**52. For the next set of questions, please imagine you need to have a hip replacement procedure and will need rehabilitation. You will receive that care in your home. Nurses and therapists will visit your home periodically to provide care across the following month. How much would each of these potential investments or modifications impact your willingness to receive care from that home health agency if you need this care in the next six months?**

n=1,001

	<b>Much more willing</b>	<b>Somewhat more willing</b>	<b>No impact</b>	<b>Somewhat less willing</b>	<b>Much less willing</b>
<b>Weekly Covid-19 testing of all staff members</b>	40.4%	34.1%	24.5%	0.4%	0.7%
<b>Daily temperature and symptom screenings of all staff members</b>	40.6%	32.7%	25.7%	0.3%	0.8%
<b>Required Covid-19 vaccination for all staff members</b>	50.0%	26.0%	21.8%	0.7%	1.6%
<b>Required Covid-19 vaccination for all patients receiving home health services from that agency (when the patient is able to take vaccines)</b>	44.3%	26.8%	24.3%	1.5%	2.2%
<b>Electrostatic cleaning machines, which provide the most complete disinfection possible, used on all equipment staff bring into the home</b>	39.0%	33.3%	26.5%	0.6%	0.7%
<b>Dedicated staff members caring only for patients who have—or don't have—Covid-19</b>	38.5%	33.1%	26.1%	1.1%	1.3%
<b>A decreased number of different patients each staff member visits in a single day</b>	33.2%	35.2%	30.4%	0.6%	0.7%



# Choosing a specific provider

**53. How much would each of these potential investments or modifications impact your willingness to receive care from that home health agency if you won't need this care until after Covid-19 is no longer a pandemic?**

*Short-term rehab at home for self*

n=1,001

	<b>Much more willing</b>	<b>Somewhat more willing</b>	<b>No impact</b>	<b>Somewhat less willing</b>	<b>Much less willing</b>
<b>Daily temperature and symptom screenings of all staff members</b>	26.8%	29.3%	41.9%	0.9%	1.2%
<b>Required Covid-19 and flu vaccination for all staff members</b>	38.0%	26.7%	32.8%	0.9%	1.7%
<b>Required Covid-19 and flu vaccination for all patients receiving home health services from that agency (when the patient is able to take vaccines)</b>	34.1%	27.8%	34.5%	1.3%	2.4%
<b>Electrostatic cleaning machines, which provide the most complete disinfection possible, used on all equipment staff bring into the home</b>	32.3%	31.6%	34.7%	0.8%	0.7%
<b>Dedicated staff members caring only for patients who have—or don't have—Covid-19</b>	32.2%	32.4%	33.6%	1.1%	0.8%
<b>A decreased number of different patients each staff member visits in a single day</b>	28.5%	34.3%	35.8%	0.6%	0.9%

# Choosing a specific provider

**54. For the next set of questions, please imagine your spouse or parent is suffering from dementia and will need to receive long-term care in a facility. Your loved one will live in that facility for the rest of their life. How much would each of these potential investments or modifications impact your level of comfort with having a loved one in that facility if they need this care in the next six months?**

*Long-term care in a facility for loved one*

n=1,001

	<b>Much more willing</b>	<b>Somewhat more willing</b>	<b>No impact</b>	<b>Somewhat less willing</b>	<b>Much less willing</b>
<b>Weekly Covid-19 testing of all staff members</b>	44.7%	28.1%	25.4%	1.1%	0.8%
<b>Daily temperature and symptom screenings of all staff members</b>	43.1%	28.9%	26.2%	1.4%	0.5%
<b>Temperature and symptom screenings of all visitors</b>	43.5%	28.5%	25.7%	1.5%	0.9%
<b>Limited visitation policy (such as visitors being allowed outdoors only)</b>	28.8%	31.1%	27.8%	5.2%	7.2%
<b>No visitation permitted for safety reasons</b>	19.4%	22.2%	29.7%	10.2%	18.6%
<b>Required Covid-19 testing for all visitors</b>	34.6%	27.4%	30.3%	3.5%	4.3%
<b>Required Covid-19 vaccination for all staff members</b>	50.1%	23.2%	23.2%	1.5%	2.0%
<b>Required Covid-19 vaccination for all visitors</b>	39.5%	26.9%	27.3%	2.5%	3.9%
<b>Social activities offered outdoors only</b>	2.3%	29.0%	36.4%	6.0%	6.4%
<b>No shared rooms (each patient or resident has their own room)</b>	50.0%	24.7%	23.1%	1.4%	0.8%
<b>Electrostatic cleaning machines, which provide the most complete disinfection possible, used throughout the facility</b>	44.7%	27.9%	25.6%	1.4%	0.5%
<b>An increased ratio of nursing staff per patient or resident</b>	42.6%	30.0%	25.4%	1.3%	0.8%
<b>Air filtration devices used throughout the facility</b>	45.7%	28.9%	23.4%	1.7%	0.4%
<b>Dedicated staff members caring only for patients who have—or don't have—Covid-19</b>	42.0%	28.5%	26.8%	1.7%	1.1%

Source: PACC 2021 Consumer Survey and analysis.

# Choosing a specific provider

**55. How much would each of these potential investments or modifications impact your level of comfort with having a loved one in that facility if they won't need this care until after Covid-19 is no longer a pandemic?**

*Long-term care in a facility for loved one*

n=1,001

	<b>Much more willing</b>	<b>Somewhat more willing</b>	<b>No impact</b>	<b>Somewhat less willing</b>	<b>Much less willing</b>
<b>Daily temperature and symptom screenings of all staff members</b>	27.7%	29.6%	41.4%	0.5%	0.8%
<b>Temperature screenings of all visitors</b>	27.6%	29.9%	41.1%	0.7%	0.8%
<b>Limited visitation policy (such as visitors being allowed outdoors only)</b>	17.8%	26.8%	40.5%	6.6%	8.4%
<b>No visitation permitted for safety reasons</b>	13.1%	19.6%	36.9%	12.6%	17.9%
<b>Required Covid-19 and flu vaccinations for all staff members</b>	39.8%	24.5%	32.2%	0.5%	2.4%
<b>Required Covid-19 and flu vaccinations for all visitors</b>	32.2%	25.8%	35.6%	2.6%	3.9%
<b>No shared rooms (each patient or resident has their own room)</b>	43.8%	27.3%	27.6%	0.5%	0.9%
<b>Electrostatic cleaning machines, which provide the most complete disinfection possible, used throughout the facility</b>	38.4%	28.6%	32.1%	0.5%	0.5%
<b>An increased ratio of nursing staff per patient or resident</b>	37.4%	30.2%	31.3%	0.7%	0.5%
<b>Air filtration devices used throughout the facility</b>	39.1%	29.4%	30.5%	0.5%	0.6%
<b>Dedicated staff members caring only for patients who have—or don't have—Covid-19</b>	35.8%	29.0%	33.7%	0.9%	0.7%

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