



Women's Health **Research**

Total US Adults Analysis

July 2022



For questions about this research, please
reach out to PR@healthgrades.com

RESEARCH OBJECTIVE

Research was conducted on behalf of Healthgrades in partnership with Suzy.

The goal was understand women's interactions with healthcare over the last 12 months to determine whether women have been keeping up with preventative care and health screenings recommended for their age and sex and if applicable, identify reasons women are delaying care



METHODOLOGY

US Consumer Survey

Survey conducted on Suzy among a sample of US consumers and weighted to be nationally representative based on age, gender, ethnicity, and region. US consumers were asked about their role in their household's healthcare management, their recent healthcare visits, their attitudes and perceptions regarding preventative healthcare, their trust in health institutions, and their outlook on telehealth services.

Total survey completes: 1217

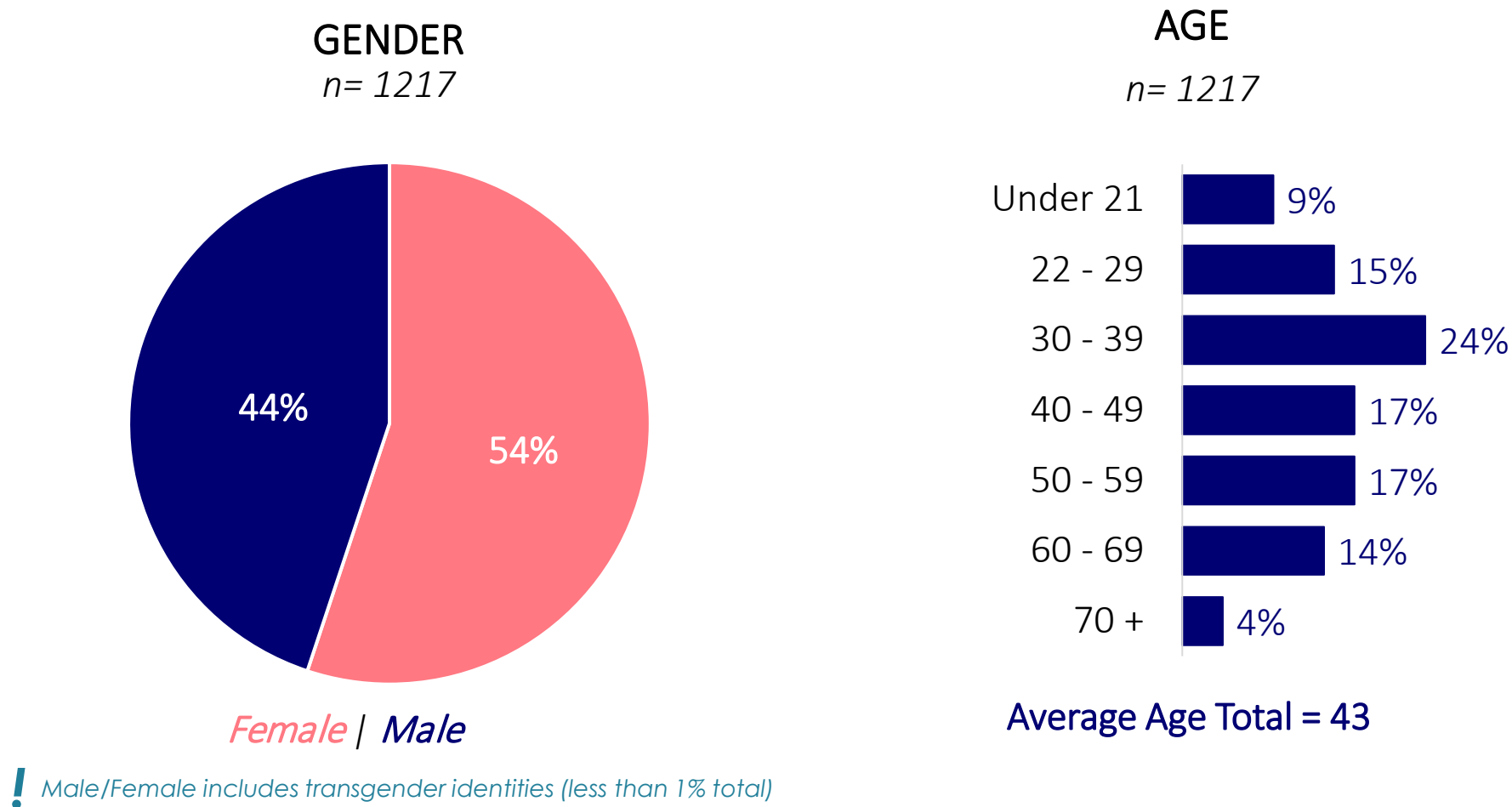
Timeframe

July 29– July 30, 2022



Respondent Profile

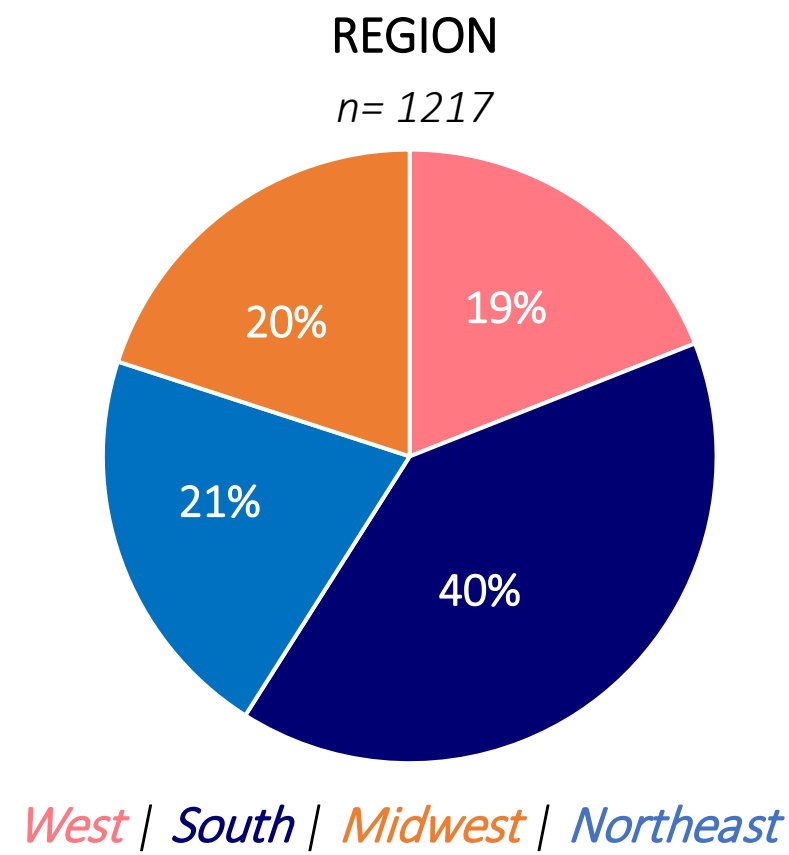
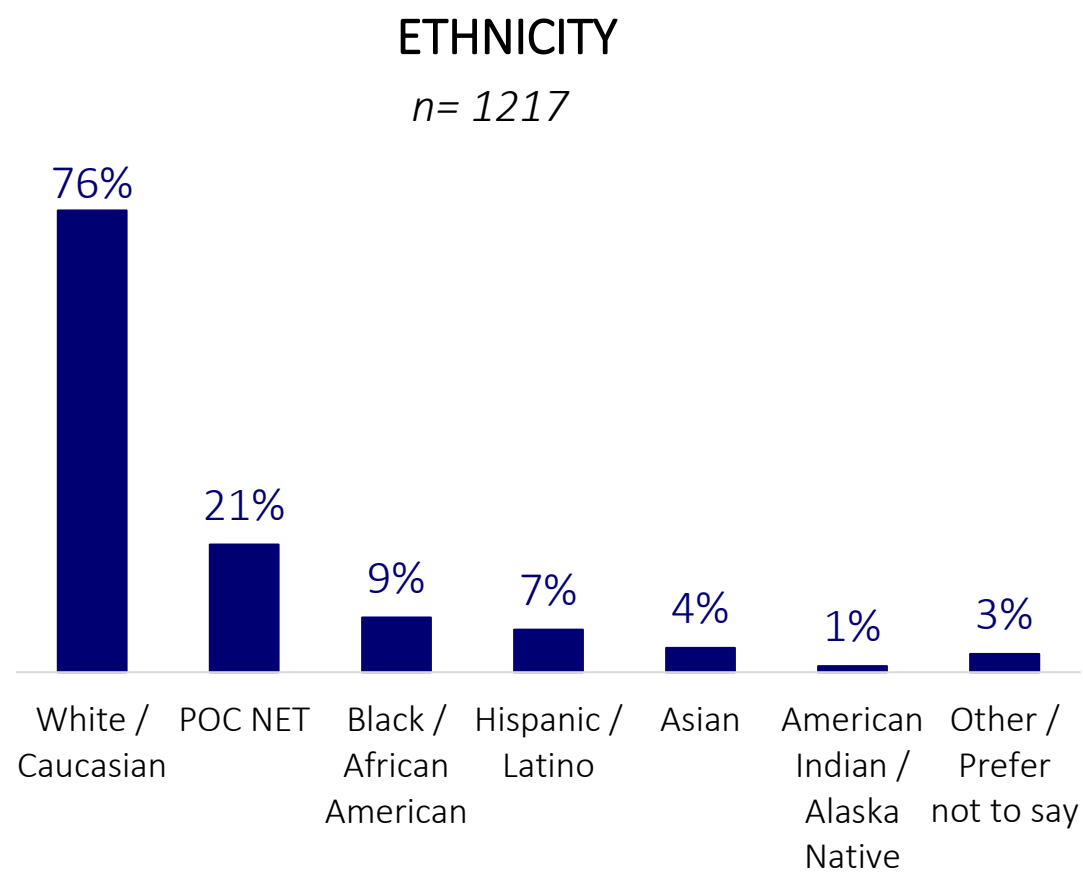
Respondents reflect a nationally representative audience based on gender and age



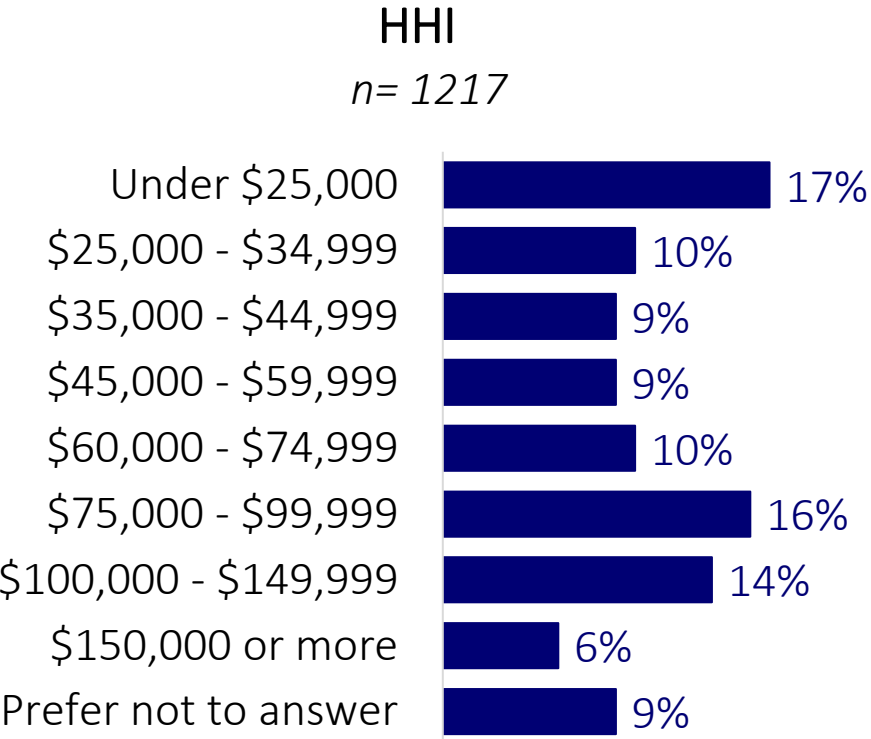
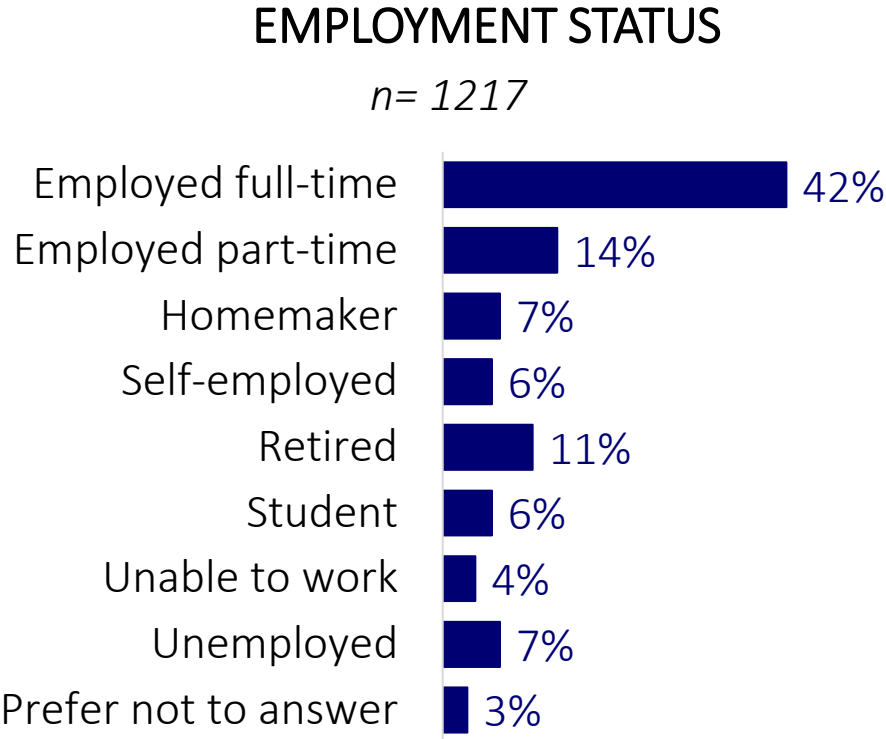
Note: Inclusive gender identity options were given, but less than 1% identified as other than “male” or “female”
Source: Healthgrades Women’s Health Research, July 2022



Respondents reflect a nationally representative audience based on ethnicity & region



3 in 5 respondents are employed in some capacity, HHI is evenly distributed



Respondent Median HHI = \$67,500
National Median HHI = \$67,521

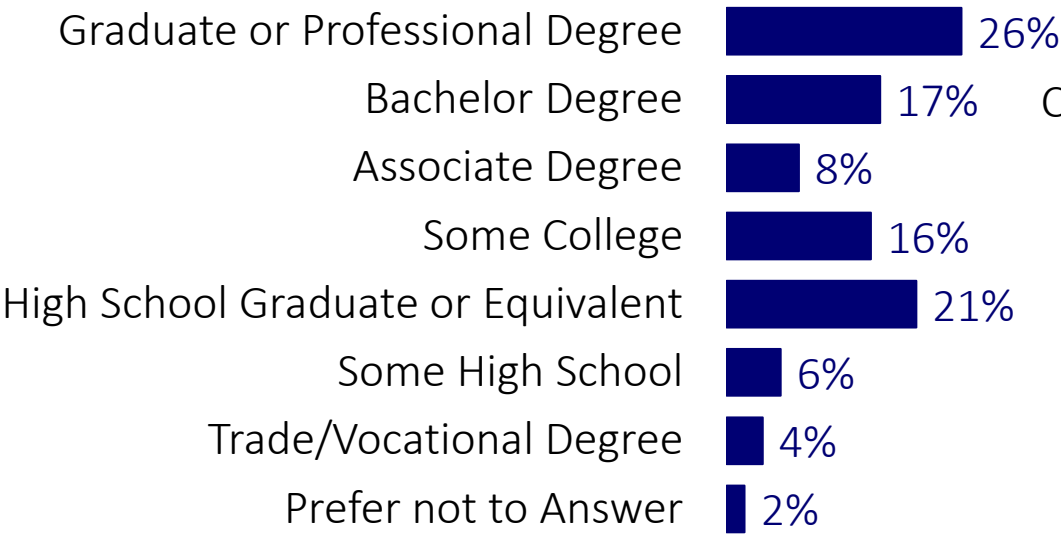
Note: National median HHI source is Census 2020
Source: Healthgrades Women’s Health Research, July 2022



3 in 4 respondents have a post-secondary level of education, 3 in 5 are married or in a domestic partnership

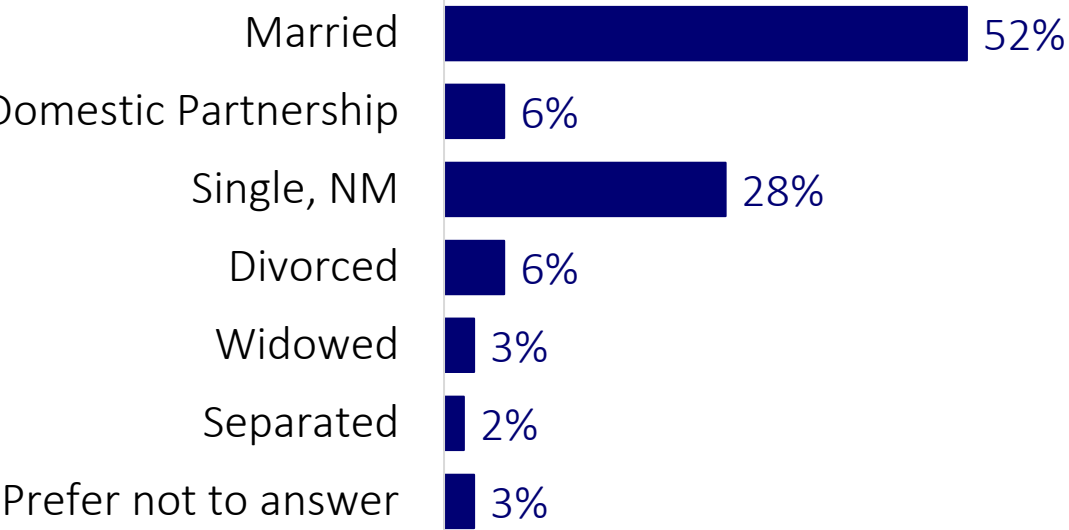
EDUCATION LEVEL

n= 1217

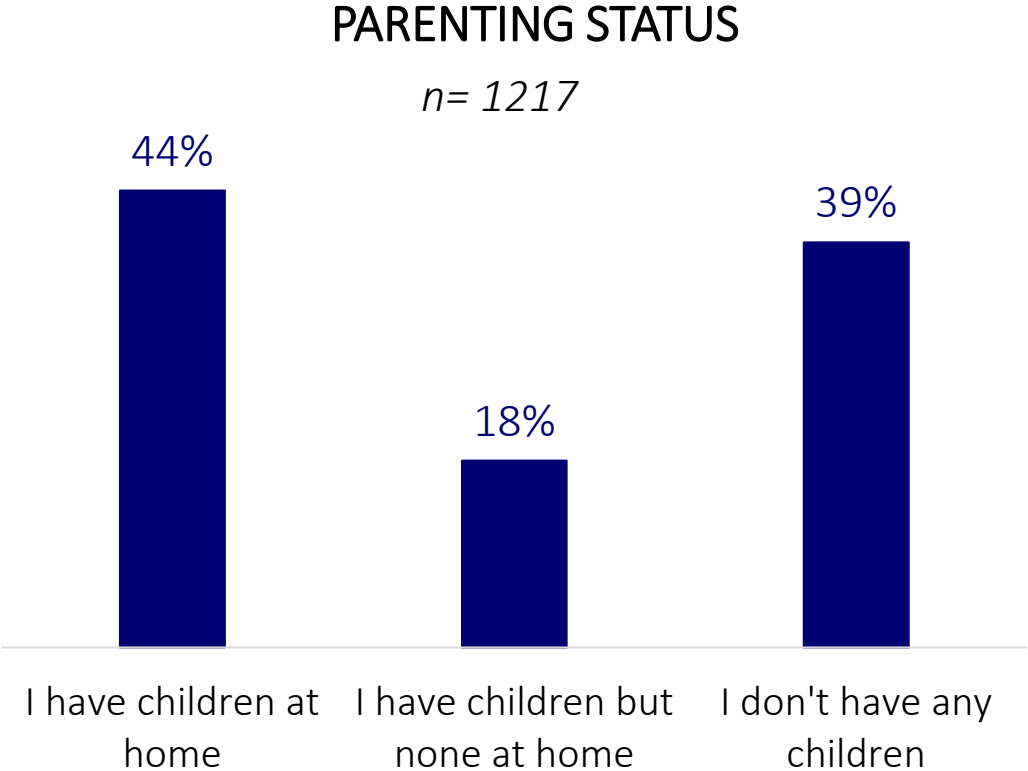
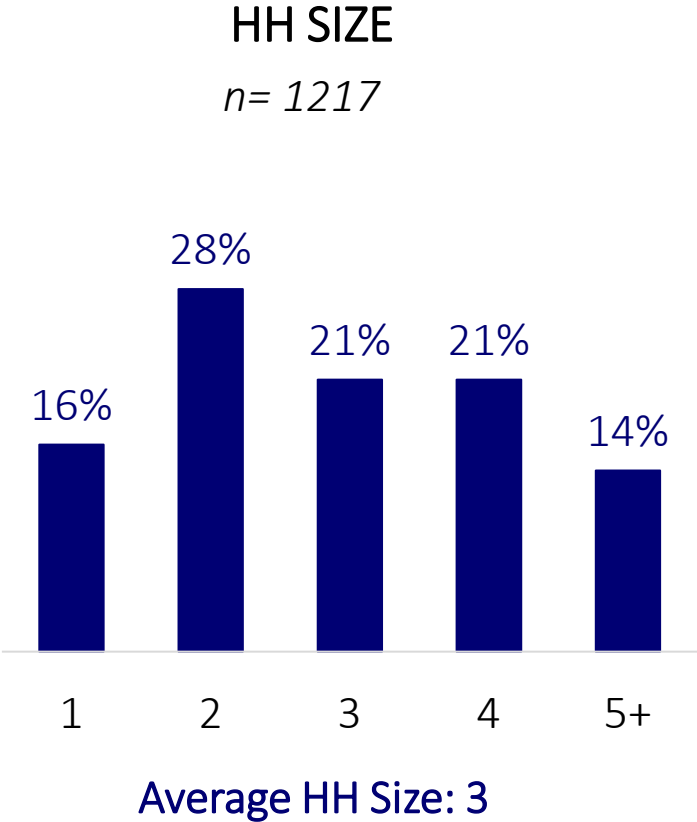


RELATIONSHIP STATUS

n= 1217

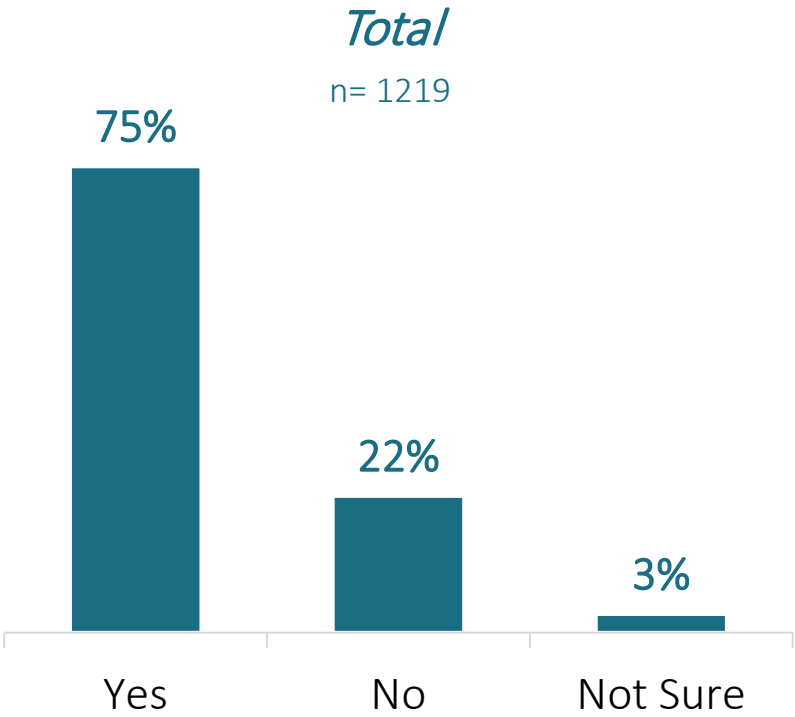


Nearly half of respondents have children living at home, average HH size is 3



3 in 4 US adults have had some form of health care visit in the last 12 months

INTERACTIONS WITH HEALTHCARE IN THE LAST 12 MONTHS



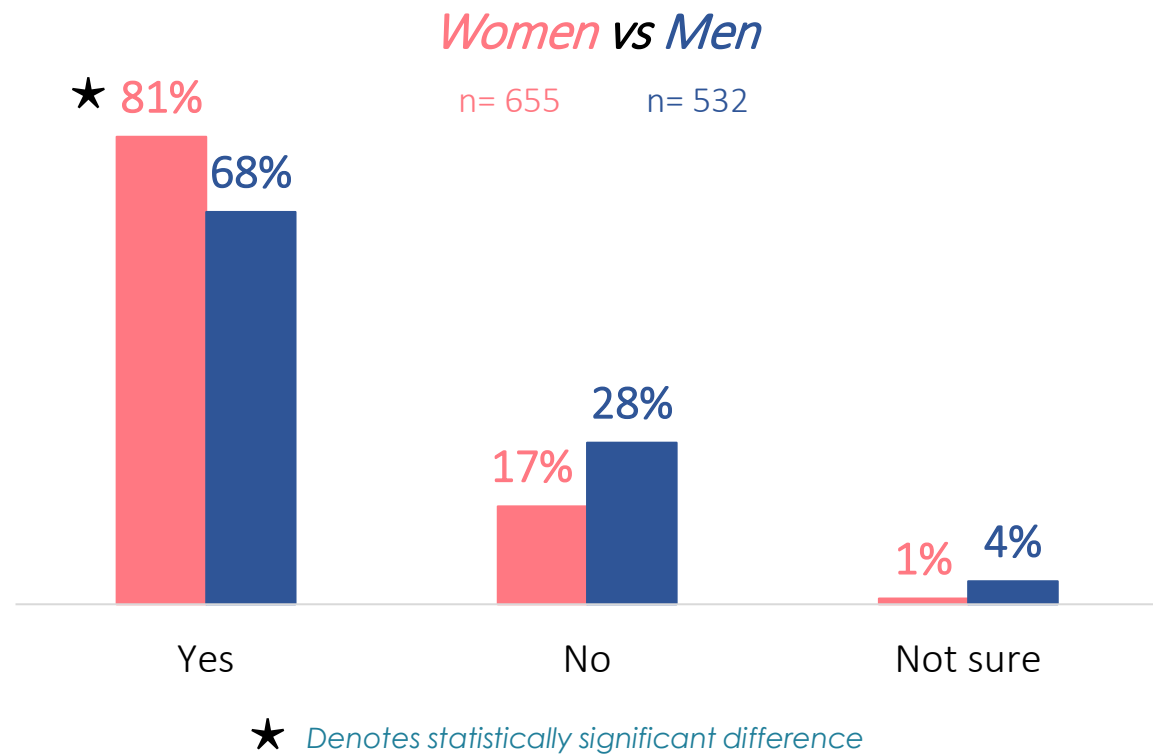
Question: In the past 12 months, have you or your family had any type of health care visits, including medical, dental or vision related care?
Source: Healthgrades Women’s Health Research, July 2022



Significantly more women have had an interaction with healthcare in the past year compared to men

- Whether on their own or their family's behalf, 4 in 5 women have had interactions with healthcare in the past 12 months compared to 2 in 3 men

INTERACTIONS WITH HEALTHCARE IN THE LAST 12 MONTHS



Preventative Healthcare: Are Americans Keeping Up?

*Health care visits, knowledge
of recommended care &
breaking down delayed care*



Only half of Americans are getting basic health screenings such as physical exams or dental cleanings

HEALTH SCREENINGS, TREATMENTS, & PROCEDURE TYPES RECEIVED LAST YEAR*	TOTAL n= 541
Any NET	91%
Dental exam/cleaning	51%
Physical exam	50%
Eye exam	43%
Cholesterol check	28%
Specialist visit if recommended by doctor (e.g., cardiologist, endocrinologist, etc.)	25%
Gynecological exam or well-woman exam	21%
Mammogram	19%
Breast exam	17%
Pap smear	15%
Outpatient procedure	13%
Skin screening or mole check	12%
Colonoscopy	9%
Bone density test	7%
Inpatient procedure	7%
Prostate exam	5%
Testicular exam	4%
Prenatal checkup	3%
Other	6%
I'm not sure	9%

*Note: Showing results among US female-identifying adults who had interactions with healthcare in the *past 12 months to July 2022*

Question: Which of the following health screenings, treatments or procedures did you receive in the past 12 months?

Source: Healthgrades Women's Health Research, July 2022



Both women and men are neglecting gender-specific health screenings

HEALTH SCREENINGS, TREATMENTS, & PROCEDURE TYPES RECEIVED LAST YEAR*	Women n= 541	Men n= 384	
Any NET	96%	86%	★
Dental exam/cleaning	54%	47%	
Physical exam	53%	48%	
Eye exam	48%	37%	★
Cholesterol check	31%	25%	
Specialist visit if recommended by doctor (e.g., cardiologist, endocrinologist, etc.)	27%	22%	
Gynecological exam or well-woman exam	35%	1%	
Mammogram	32%	2%	
Breast exam	29%	2%	
Pap smear	26%	2%	
Outpatient procedure	13%	12%	
Skin screening or mole check	13%	10%	
Colonoscopy	9%	8%	
Bone density test	11%	3%	
Inpatient procedure	7%	6%	
Prostate exam	1%	11%	
Testicular exam	1%	8%	
Prenatal checkup	3%	2%	

★ Denotes statistically significant difference

Note: Showing results among US female-identifying adults who had interactions with healthcare in the *past 12 months to July 2022

Question: Which of the following health screenings, treatments or procedures did you receive in the past 12 months?

Source: Healthgrades Women’s Health Research, July 2022



Most US women did not get the preventative health screenings recommended for their sex and age in the last 12 months

- *Among women over the age of 21:*
 - Only slightly over 1 in 3 got a gynecological exam
 - 1 in 3 got a breast exam
 - 1 in 4 got a pap smear
- *Among women over the age of 40:*
 - Only half have gotten a mammogram
 - Only 1 in 10 have gotten a colonoscopy
- *Among women over the age of 50:*
 - Slightly over half have gotten a mammogram
 - Less than 1 in 5 have gotten a colonoscopy
- *Among women over the age of 60:*
 - Less than 1 in 3 have gotten a bone density test
 - Only 1 in 5 have gotten a skin screening

% of women who got health screenings by age group among total US women

HEALTH SCREENINGS, TREATMENTS, & PROCEDURE TYPES RECEIVED LAST YEAR*	Total n= 541	21+ n= 504	40+ n= 319	50+ n= 232	60+ n= 122
ANY NET	96%	96%	98%	99%	99%
Dental exam/cleaning	54%	55%	55%	56%	57%
Physical exam	53%	53%	62%	66%	66%
Eye exam	48%	49%	56%	61%	59%
Gynecological exam or well-woman exam	35%	37%	30%	31%	23%
Mammogram	32%	35%	50%	55%	56%
Cholesterol check	31%	33%	43%	48%	51%
Breast exam	29%	30%	36%	37%	38%
Specialist visit if recommended by doctor	27%	28%	32%	37%	41%
Pap smear	26%	27%	24%	22%	17%
Outpatient procedure	13%	14%	16%	18%	20%
Skin screening or mole check	13%	13%	14%	14%	19%
Bone density test	11%	11%	17%	22%	30%
Colonoscopy	9%	10%	13%	16%	16%
Inpatient procedure	7%	7%	8%	10%	13%
Prenatal checkup	3%	3%	1%	1%	1%

*Note: Showing results among US female-identifying adults who had interactions with healthcare in the *past 12 months to July 2022, "prostate exam" and "testicular exam" omitted, "other" and "not sure" options not shown*

Question: Which of the following health screenings, treatments or procedures did you receive in the past 12 months?

Source: Healthgrades Women's Health Research, July 2022



Overall, nearly half of Americans say they delayed, avoided, or skipped some form of health care visit in the last year

HEALTH SCREENINGS, TREATMENTS, & PROCEDURE TYPES AVOIDED, SKIPPED OR DELAYED LAST YEAR*	TOTAL n= 1217	Women n= 655	Men n= 532
ANY delayed NET	46%	55%	37%
Dental exam/cleaning	20%	25%	14%
Eye exam	15%	17%	12%
Physical exam	12%	14%	11%
Pap smear	10%	17%	2%
Gynecological exam or well-woman exam	10%	16%	2%
Mammogram	10%	16%	2%
Colonoscopy	10%	12%	8%
Prostate exam	4%	1%	8%
I have not delayed, avoided or skipped any health care visits	54%	45%	63%

Note: Showing results among US female-identifying adults who had interactions with healthcare in the past 12 months to July 2022, options with n<30 omitted
Question: Which of the following health screenings, treatments, or procedures have you delayed, avoided or skipped in the past 12 months?
Source: Healthgrades Women’s Health Research, July 2022



Medical exams are most often skipped due to cost and because they are not top of mind (forgot to schedule)

TOP REASONS FOR DELAYING, AVOIDING, OR SKIPPING HEALTH CARE VISITS IN THE LAST YEAR	TOTAL n= 561
Out of pocket expenses are too high	28%
Forgot to schedule	20%
Fear of receiving bad news or finding a problem	17%
Health concern/ symptoms were not serious enough	17%
Inconvenient hours or availability	16%
Feelings of personal intrusion	13%
Previous negative experience	12%
Concerned to take time away from work	12%
Pain or physical discomfort	11%
I don't have a regular primary care doctor	10%
I'm able to manage symptoms with over-the-counter treatments	10%

Question: Which of the following health screenings, treatments, or procedures have you delayed, avoided or skipped in the past 12 months?

Source: Healthgrades Women's Health Research, July 2022



Out of pocket cost is significantly more of an obstacle to women compared to men in terms of keeping up with health screenings

Reasons US adults delayed, avoided, or skipped health care visits last year among total US adults

TOP REASONS FOR DELAYING, AVOIDING, OR SKIPPING HEALTH CARE VISITS IN THE LAST YEAR	Women n= 358	
Out of pocket expenses are too high	32%	1 ★
Forgot to schedule	19%	2
Fear of receiving bad news or finding a problem	16%	3
Health concern/ symptoms were not serious enough	16%	3
Inconvenient hours or availability	16%	
Feelings of personal intrusion	13%	
Previous negative experience	14%	
Concerned to take time away from work	11%	
Pain or physical discomfort	11%	
I don't have a regular primary care doctor	11%	

TOP REASONS FOR DELAYING, AVOIDING, OR SKIPPING HEALTH CARE VISITS IN THE LAST YEAR	Men n= 195	
Forgot to schedule	22%	1
Out of pocket expenses are too high	21%	2
Fear of receiving bad news or finding a problem	18%	3
Health concern/ symptoms were not serious enough	18%	
Inconvenient hours or availability	15%	
Concerned to take time away from work	13%	
Feelings of personal intrusion	12%	
I'm able to manage symptoms with over-the-counter treatments	11%	
Location is too far	11%	
Pain or physical discomfort	10%	

! Showing top 10 reasons, consumers were asked to select their top 3 reasons for delaying, avoiding, or skipping health care visits ★ Denotes statistically significant difference

Note: Showing results among US adults who have delayed, skipped, or avoided care in the past 12 months to July 2022

Question: Which of the following, if any, are reasons you delayed, avoided, or skipped care in the past 12 months?

Source: Healthgrades Women's Health Research, July 2022



Americans are most aware of recommendations around annual physical, vision, and dental exams

- Awareness of health screening recommendations increases among older Americans who have a high awareness for age specific screenings such as a cholesterol check or colonoscopy

AWARENESS OF HEALTH SCREENING RECOMMENDATIONS BY AGE & GENDER	Total	21+	40+	50+	60+
	n= 1217	n= 1112	n= 420	n= 640	n= 220
Physical exam	55%	57%	73%	69%	76%
Eye exam	53%	55%	76%	69%	78%
Dental exam/cleaning	52%	54%	67%	62%	69%
Cholesterol check	40%	43%	71%	62%	72%
Colonoscopy	34%	37%	79%	62%	81%
Gynecological exam or well-woman exam	33%	35%	39%	37%	36%
Breast exam	33%	35%	46%	42%	45%
Mammogram	32%	34%	54%	48%	54%
Pap smear	29%	31%	34%	33%	29%
Skin screening or mole check	26%	28%	43%	38%	45%
Bone density test	20%	21%	45%	35%	53%
Prostate exam	19%	21%	36%	33%	35%
Testicular exam	13%	14%	20%	19%	19%
I'm not sure	22%	20%	7%	11%	7%

Question: Off the top of your head, do you know which of the following health screenings are recommended for people your age and gender?

Source: Healthgrades Women's Health Research, July 2022



Overall, women are highly aware of health screenings recommended for their age & gender, suggesting that awareness is not their main obstacle to preventative care

- Only half of women 21+ are aware of health recommendations around pap smears
- Awareness of health screenings seems to increase among older women; this may be due to more interactions with healthcare as women age

AWARENESS OF HEALTH SCREENING RECOMMENDATIONS BY AGE & GENDER	Under 21	21+	40+	50+	60+
	n= 50	n= 605	n= 256	n= 361	n= 130
Physical exam	38%	63%	77%	71%	82%
Eye exam	42%	62%	80%	73%	84%
Dental exam/cleaning	38%	63%	70%	66%	73%
Cholesterol check	6%	49%	75%	66%	76%
Colonoscopy	2%	40%	81%	63%	85%
Gynecological exam or well-woman exam	38%	61%	64%	63%	58%
Breast exam	22%	62%	74%	71%	73%
Mammogram	14%	60%	88%	82%	88%
Pap smear	24%	53%	56%	57%	46%
Skin screening or mole check	14%	36%	50%	45%	51%
Bone density test	4%	32%	64%	50%	75%
I'm not sure	36%	12%	6%	8%	5%

Question: Off the top of your head, do you know which of the following health screenings are recommended for people your age and gender?

Source: Healthgrades Women's Health Research, July 2022



Thank you!

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