



GS STRATEGY GROUP

PRESENTED BY:

Robert Jones, Partner

PROJECT MANAGER:

Brad Wing, Principal

PROJECT DETAILS

Conducted February 8-11, 2021

N=600 Likely Voters, Statewide

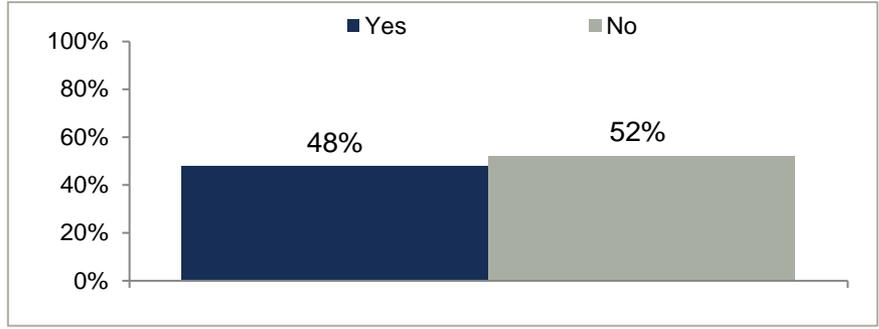
(+) 200 Non-white Likely Voters, Statewide

Margin of Error: +/- 4.0%

- Health care has been transformed rapidly during the course of the pandemic – already nearly half (48%) of Kansans say they have used telehealth and they are using it for a wide variety of reasons and types of care.
- 86% of Kansans say they support expanding or maintaining telehealth options in Kansas.
- Additionally, a majority of voters say that telehealth can help to drive down health care costs and expand access to specialists, without any negative impacts on the quality of care.
- Kansans are accessing telehealth from a wide variety of places – smart phone video, computers, tablets and phone calls – and want to have the freedom to access telehealth at home and with their own devices.
- Telehealth is also seen as helping to level the playing field for health care in rural Kansas, an area where 62% of voters say health care is worse than in urban areas.
- Similarly, Kansans understand the importance of broadband internet to allowing access for telehealth expansion in rural Kansas and, 71% of voters say that rural access to high-speed internet is worse.

Personal Use of Telehealth

Have you ever used telehealth to meet with a doctor or other healthcare professional via phone call, Zoom meeting or some other video conferencing platform – yes or no?



	Overall	Area			Race		
		Urban	Suburban	Rural	White	Black	Hispanic
Yes	48%	42	57	42	47	62	38
No	52%	58	43	58	53	38	62
Net	-4%	-16	+14	-16	-5	+24	-24

Telehealth Expansion Benefits

Greatest Benefit

Based on what you know about telehealth and your own personal experience, what would you say is the greatest benefit of expanding telehealth opportunities for health care?

	Overall	Urban	Suburban	Rural	White	Black	Hispanic
It keeps patients and staff safe from spreading COVID	22%	22	23	20	22	26	30
It allows patients to access specialists more quickly and easily	21%	22	24	16	20	10	26
It eliminates the need for travel	19%	25	15	20	20	12	14
It saves time waiting in the doctor's office	12%	9	10	15	12	18	8
It requires less time off work	7%	4	7	10	7	12	9
It can save you money	4%	4	5	4	4	6	0
It results in fewer missed appointments	4%	3	4	3	3	3	5
It requires less childcare	3%	3	3	2	2	3	4

Personal Use of Telehealth

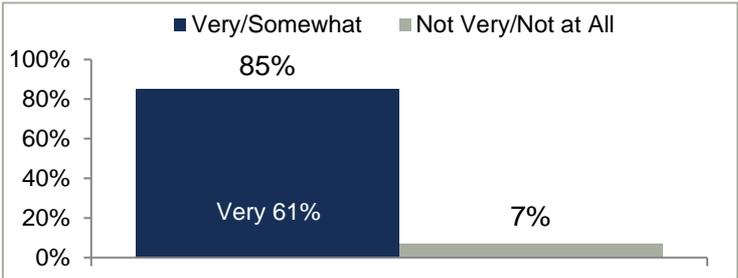
Purpose of Meeting
Specifically, what was your telehealth meeting for?

	Overall
Follow up meeting after an in-person visit	31%
Prescription or medication consultation	28%
Annual or regular check up	26%
Mental health, therapy or counseling	20%
Review lab results	14%
Second opinion for a diagnosis	11%

Technology Used
What technology did you use to conduct your telehealth visit?

	Overall
Computer video	38%
Smart phone video	37%
Telephone call	29%
Tablet video	11%
Text	4%

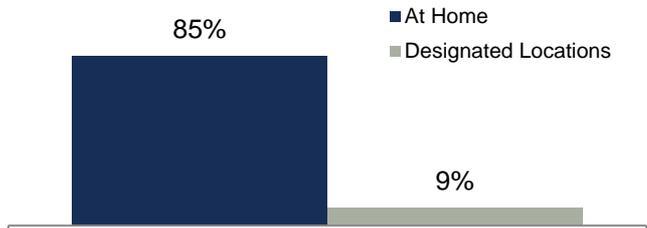
Helpfulness
How helpful have your telehealth services like virtual meetings with a health care provider during the coronavirus pandemic been —very helpful, somewhat helpful, not very helpful or not helpful at all?



	Overall	Area			Race		
		Urban	Suburban	Rural	White	Black	Hispanic
Very/Somewhat	85%	95	87	73	86	85	83
Not Very/Not at All	7%	2	7	12	7	5	5
Net	+78%	+94	+80	+60	+80	+80	+78

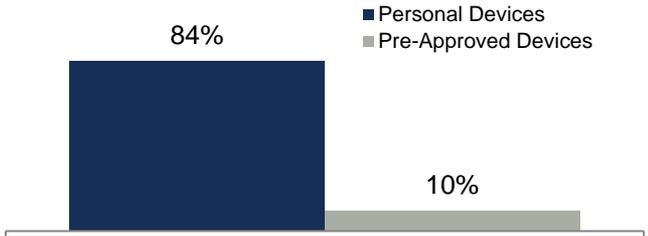
Which of the following comes closer to your opinion about telehealth?

- Kansans should be able to have telehealth appointments from the privacy of their **own home** or **personally selected location**
- Kansans should go to **designated health care provider locations** in order to speak with a health care professional at a telehealth appointment



	Overall	Area			Race		
		Urban	Sub	Rural	White	Black	Hisp.
At Home	85%	86	90	78	86	87	77
Designated	9%	8	7	11	8	5	20

- Kansans should be able to **use their own smartphone, tablet, or computer** for telehealth appointments
- Kansans should **use health care provider approved devices** and applications for telehealth appointments

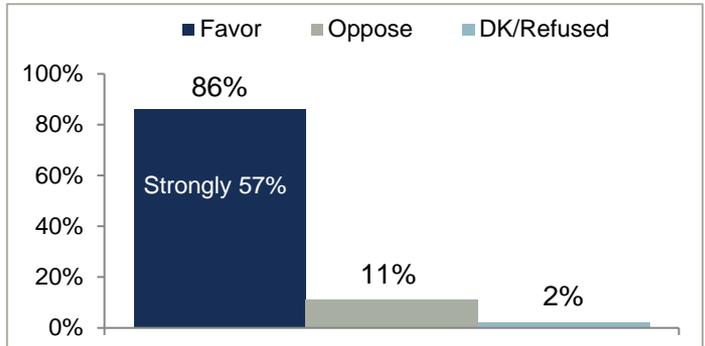


	Overall	Area			Race		
		Urban	Sub	Rural	White	Black	Hisp.
Personal	84%	86	90	77	85	83	81
Provider	10%	8	6	15	10	9	15

Telehealth Options and Expansion

Telehealth as an Option

During the course of the COVID pandemic, many doctors, nurses, psychologists, and other health care providers have expanded to offer some appointments for physical and mental health services via video conference or telephone calls, also known as telehealth. Do you favor or oppose making telehealth an option for certain types of medical appointments?

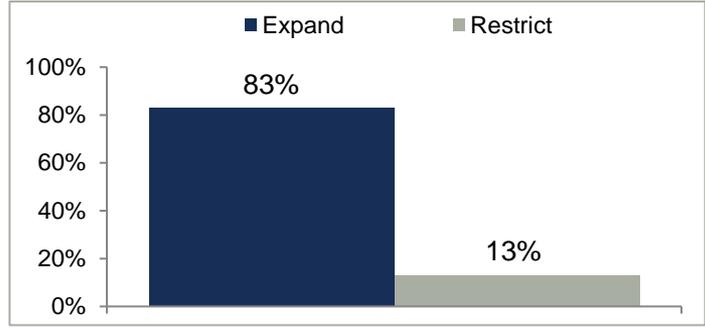


	Overall	Area			Race		
		Urban	Sub	Rural	White	Black	Hisp
Favor	86%	88	91	79	87	89	80
Oppose	11%	11	7	17	11	3	18
Net	+75%	+77	+84	+62	+76	+86	+62

Expanding Telehealth

Moving forward, which of the following comes closer to your opinion?

- The Kansas legislature should maintain and expand options for telehealth in Kansas
- The Kansas legislature should restrict and rollback options for telehealth in Kansas



	Overall	Area			Race		
		Urban	Sub	Rural	White	Black	Hisp
Expand Options	83%	86	88	75	83	90	79
Restrict	13%	12	8	18	13	3	18
Net	+70%	+74	+79	+57	+70	+87	+61



What is the one main reason you favor telehealth?
Asked only of those who Favor

	Overall	Rural	Non-white
Accessibility/improved access to medical care	14%	12	15
Convenience/more convenient	12%	11	7
COVID protection/distancing/spread/less exposure to the virus	11%	13	15
No travel/no waiting in office/can stay home/saves time	7%	9	11
Good for people who can't travel/have compromised health/disability/the homebound	6%	6	7
Easier/ease of access	5%	5	5
Some issues can be resolved over phone/not always necessary to go in person	5%	2	3
More accessible for people in rural areas/people who live far away	4%	4	5
Faster/quicker doctor appointments/scheduling/efficient/don't need to miss work	4%	6	3
Good idea/like the idea/helpful	4%	5	2

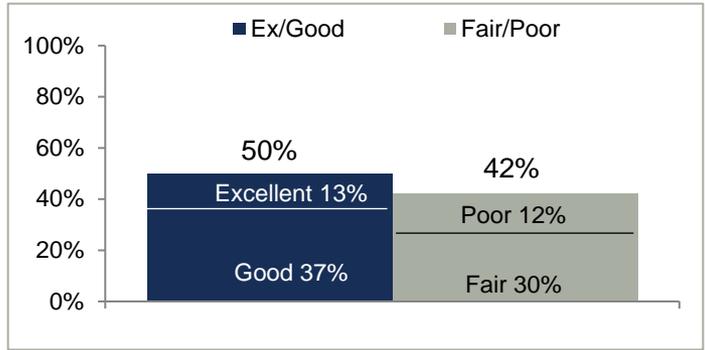
What is the one main reason you oppose telehealth?
Asked only of those who Oppose

	Overall	Rural	Non-white
Better quality care in person/prefer in person/one on one care with doctor	39%	31	30
Face to face interaction is better	8%	6	11
Don't see how they can make an assessment over phone/video	7%	9	0
Cost is unfair for what you get	7%	9	0
Don't like the internet	5%	4	7
Some people don't have/use the internet/have poor internet connectivity	5%	10	11
Don't get a full/thorough visit with telehealth	4%	3	11
Impersonal	4%	4	0
Want to see my doctor, not someone else	3%	3	0
Don't like it/not helpful	3%	3	11
Don't know enough about it	3%	5	7

Kansas Healthcare

Quality of Healthcare

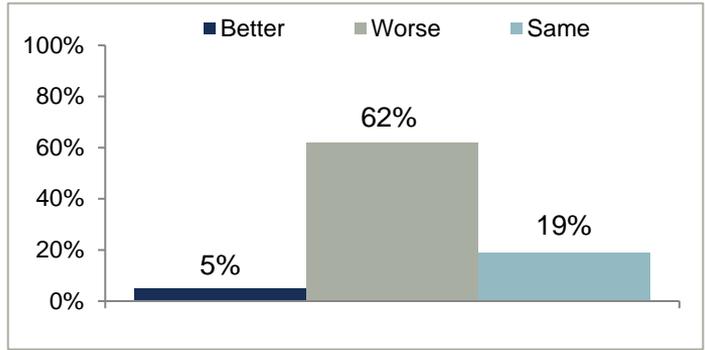
Compared to other states, how would you rate the access to and quality of healthcare in Kansas – excellent, good, fair, or poor?



	Overall	Area			Race		
		Urban	Suburban	Rural	White	Black	Hispanic
Ex/Good	50%	47	52	50	50	38	52
Fair/Poor	42%	45	42	41	42	44	45
Net	+8%	+3	+9	+9	+7	-6	+7

Rural Access

Generally speaking, does rural Kansas have better, worse, or the same level of access to and quality of healthcare as urban centers in the state like Wichita and Kansas City?

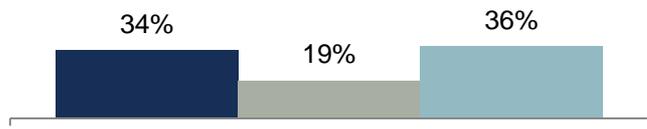


	Overall	Area			Race		
		Urban	Suburban	Rural	White	Black	Hispanic
Better	5%	5	2	9	6	4	8
Worse	62%	62	68	57	63	46	54
Same	19%	17	13	27	19	23	17

Quality

Generally speaking, do you think moving some in-person visits to telehealth will increase, decrease or have no impact on the quality of care patients receive?

■ Increase ■ Decrease ■ No Impact

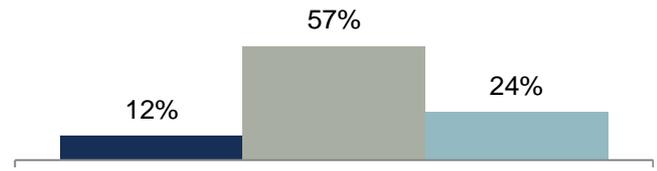


	Overall	Area			Race		
		Urban	Sub	Rural	White	Black	Hisp.
Increase	34%	35	39	29	34	49	38
Decrease	19%	18	16	25	19	12	17
No Impact	36%	40	37	33	37	24	36

Cost

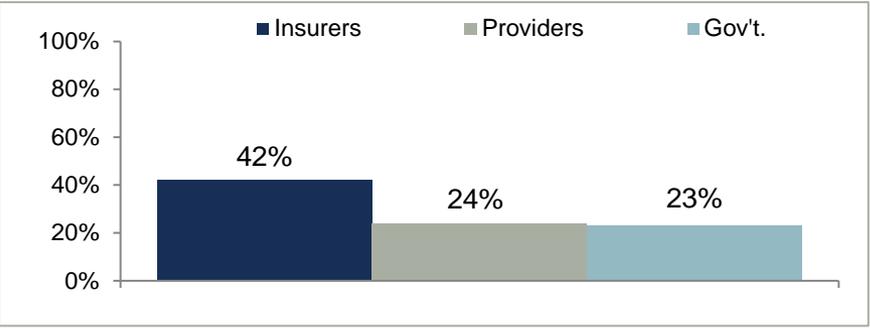
And generally speaking, what impact do you think moving some in-person visits to telehealth will have on cost?

■ Increase Cost ■ Decrease Cost ■ No Impact



	Overall	Area			Race		
		Urban	Sub	Rural	White	Black	Hisp.
Increase	12%	12	9	15	12	17	21
Decrease	57%	56	62	54	58	52	51
No Impact	24%	23	25	24	24	25	27

Based on what you know, who has the most responsibility to pay to keep those services available for Kansans in the future – Health insurance companies, providers and hospitals, or state and federal government?

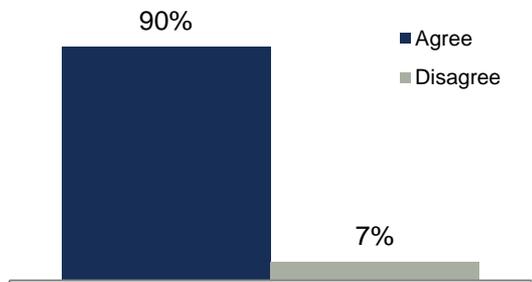


	Overall	Area			Race		
		Urban	Suburban	Rural	White	Black	Hispanic
Insurers	42%	43	42	41	42	45	48
Providers	24%	25	23	24	24	17	13
Government	23%	22	26	19	22	35	25

Expanding Broadband and Rural Access

Telehealth Access

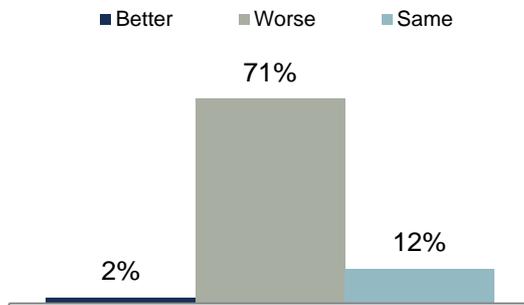
Please tell me whether you agree or disagree with the following statement: Expanding broadband in Kansas will allow patients to communicate more easily with their doctors using telehealth services.



	Overall	Area			Race		
		Urb	Sub	Rur	White	Black	Hisp.
Agree	90%	90	91	88	89	98	94
Disagree	7%	8	6	9	8	0	5
Net	+82%	+82	+86	+78	+82	+98	+89

Rural Access to Broadband

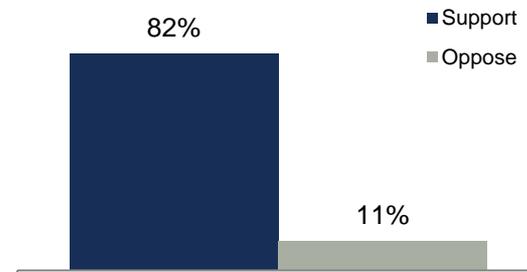
Generally speaking, does rural Kansas have better, worse, or the same amount of access to and quality of broadband internet access as urban centers in the state like Wichita and Kansas City?



	Overall	Area			Race		
		Urb	Sub	Rur	White	Black	Hisp.
Better	2%	1	1	3	2	5	4
Worse	71%	71	72	73	71	63	70
Same	12%	13	9	13	12	21	12

Legislature Focus

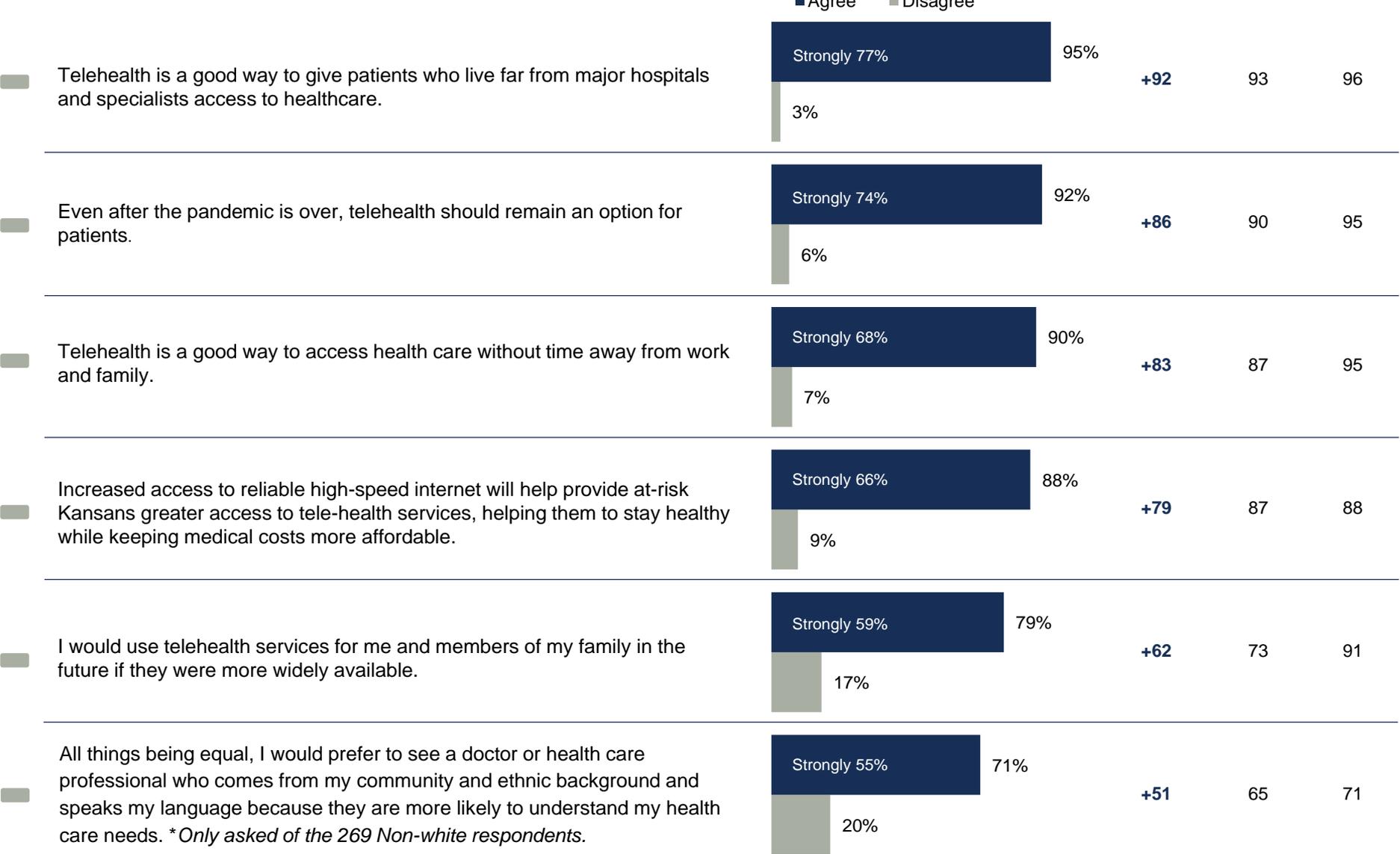
Do you support or oppose the Kansas legislature focusing more effort on expanding high-speed broadband internet in Kansas?



	Overall	Area			Race		
		Urb	Sub	Rur	White	Black	Hisp.
Support	82%	85	80	81	82	88	94
Oppose	11%	9	12	12	11	8	5
Net	+71%	+76	+68	+70	+71	+80	+89

Telehealth Preferences

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



THANK YOU!



GS STRATEGY GROUP

REACH
healthcare foundation

 United Methodist
HealthMinistry**Fund**