

American College of Radiology National Survey Results

1,000 Voters: August 31-September 6, 2011



American College of Radiology

The American College of Radiology (ACR), one of the world's largest and most influential medical specialty associations, is committed to making medical imaging and radiation oncology safe, effective and accessible. ACR programs advance radiology science and improve patient care. Its 34,000 members include leading diagnostic radiologists, radiation oncologists, medical physicists, interventional radiologists and nuclear medicine physicians.

Absolutely Essential

80% of voters who have had medical imaging exams during the past five years believe they were

ABSOLUTELY ESSENTIAL

to the proper diagnosis and treatment of the medical issues for which they were being evaluated.

SURVEY WAS CONDUCTED BETWEEN
AUGUST 31 AND SEPTEMBER 6, 2011 BY:

MARTTILA
STRATEGIES

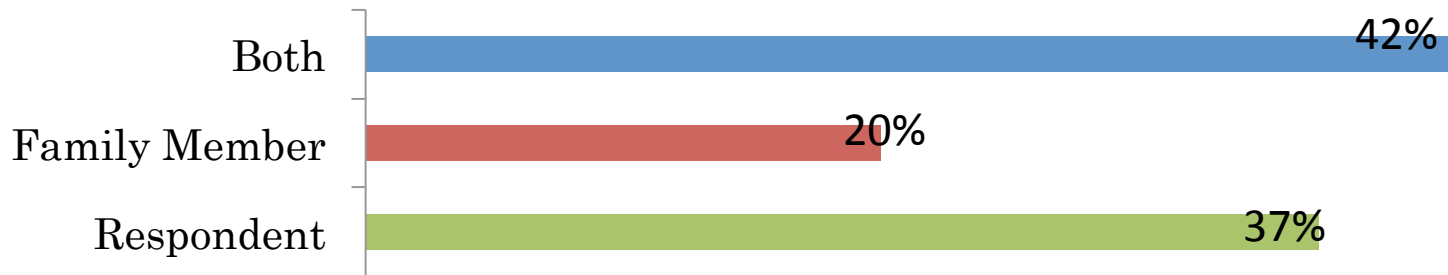
Methodology

- On behalf of the [American College of Radiology](#), Marttila Strategies, in consultation with Amplify Public Affairs, conducted a national telephone survey of 1,000 voters between August 31 and September 6, 2011. A representative sample of cell phone users was included.
- For those questions that were answered by 1,000 respondents, the survey results have a margin of error of +/- 3.09 percent.
- Occasionally, split samples of 500 voters were used. For those questions that were answered by 500 respondents, the survey results have a margin of error of +/-4.38 percent.

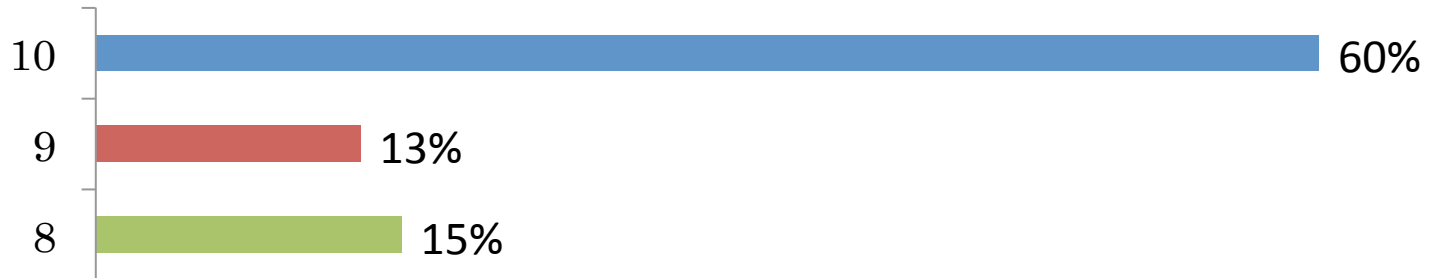
Medical imaging exams are widely used and highly valued.

Have you or another family member received medical imaging exams during the past five years?

Yes 76% **No 23%**

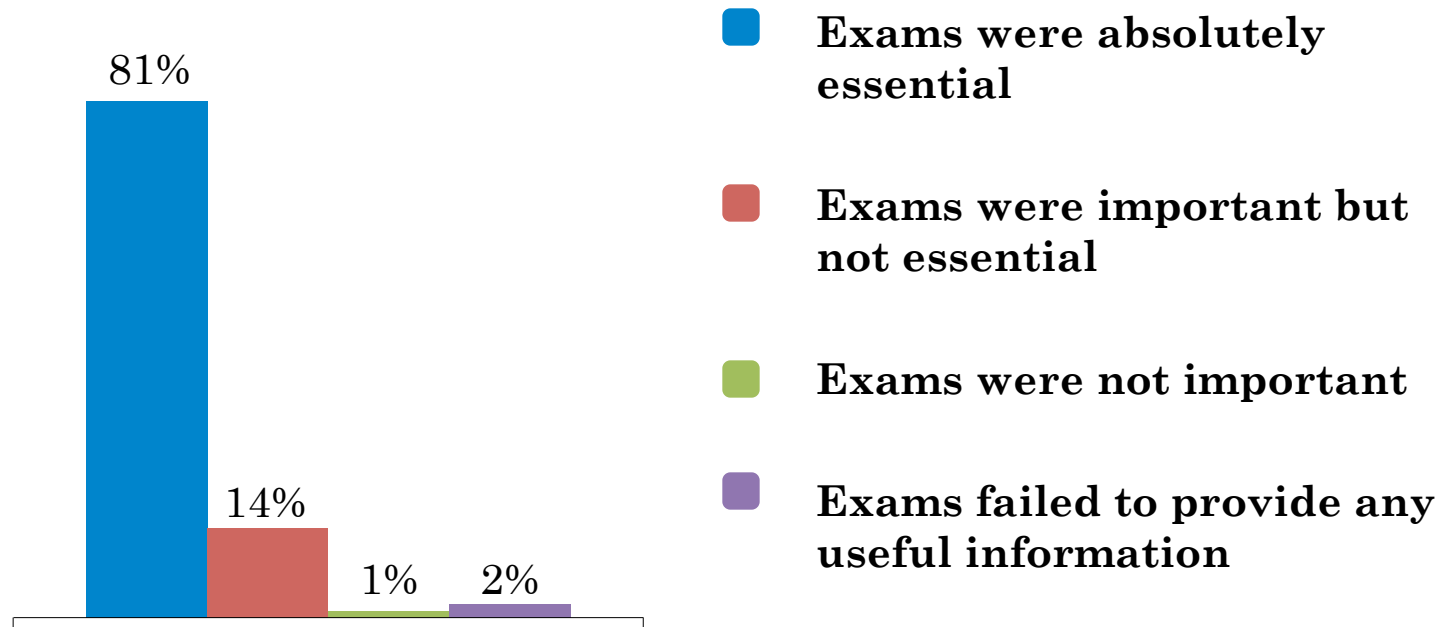


88% rate the value of medical imaging 8, 9, & 10 on a 10-point scale.



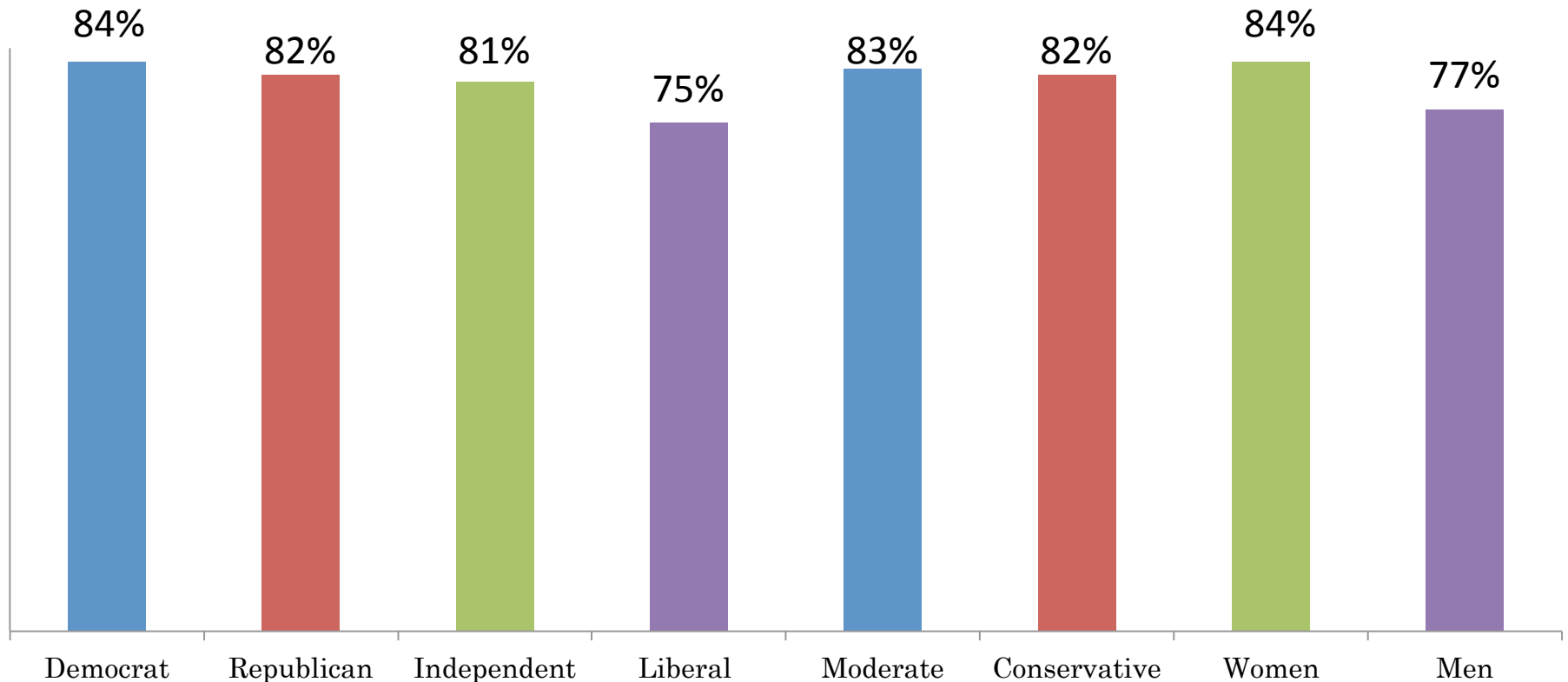
81% say their medical imaging exams were absolutely essential to proper diagnosis or treatment of medical conditions for which they were being evaluated.

Based upon your own experience with imaging exams, which of the following statements is closer to your own views:



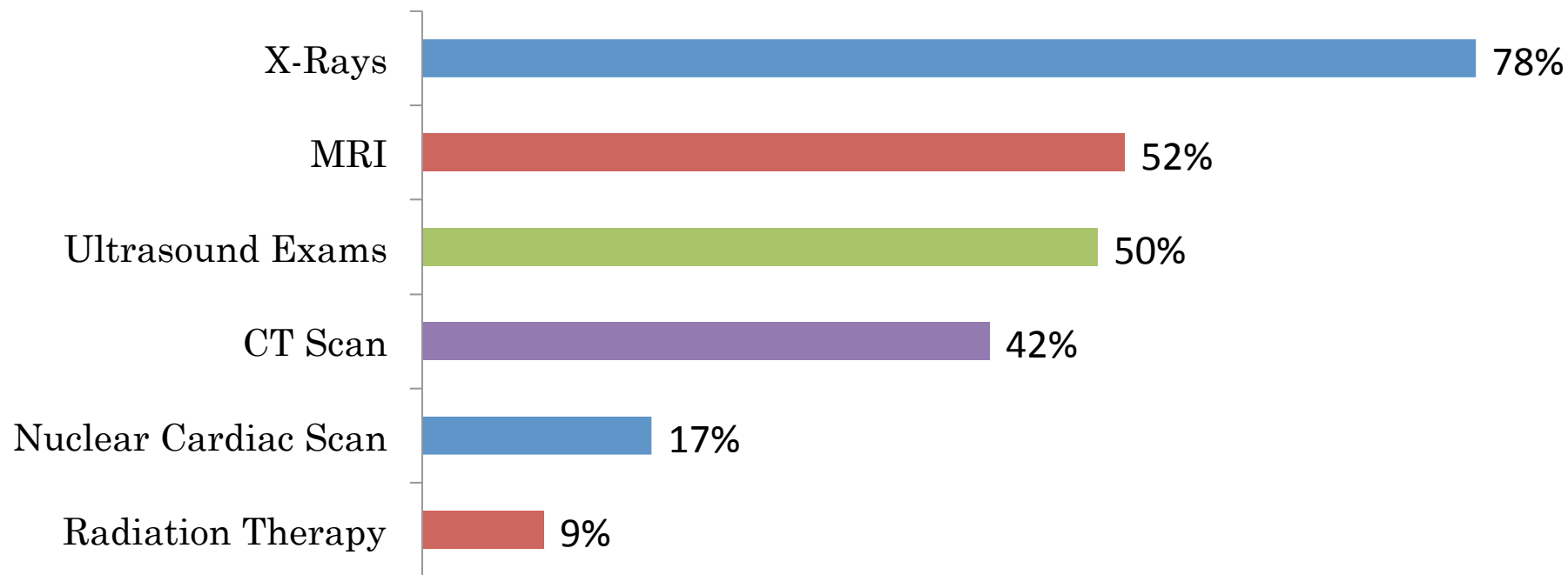
81% say their medical imaging exams were absolutely essential to proper diagnosis or treatment of medical conditions for which they were being evaluated.

In an era where bipartisan differences affect the public's view of virtually every public policy issue, there is a consensus about the vital importance of medical imaging exams: (% -- absolutely essential).



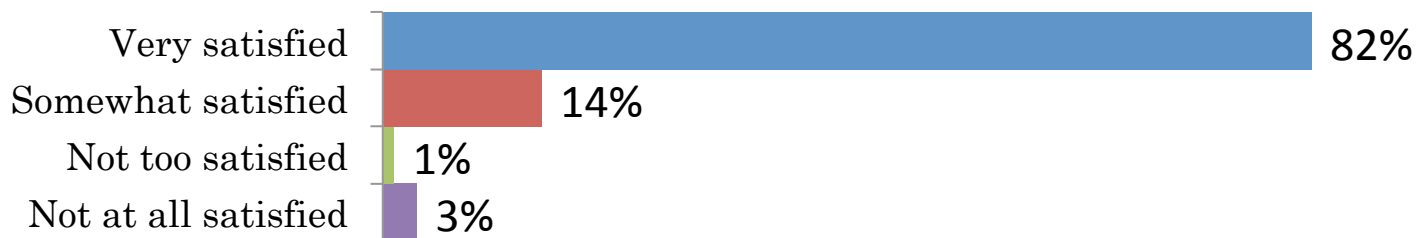
Medical imaging exams are a critical component of modern medicine.

During the past five years, have you or a family member received any of the following services? (All those saying yes.)



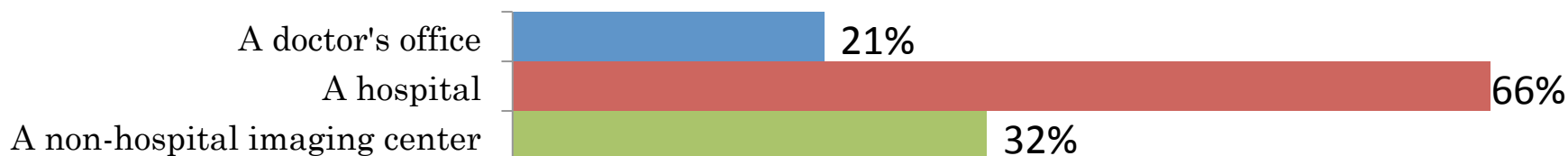
Americans are also highly satisfied with the entire experience of receiving a medical imaging exam. More than **80%** say they were **very satisfied**.

And thinking about your entire experience with your medical imaging exams, how satisfied were you with the services you received? (Choose all that apply)

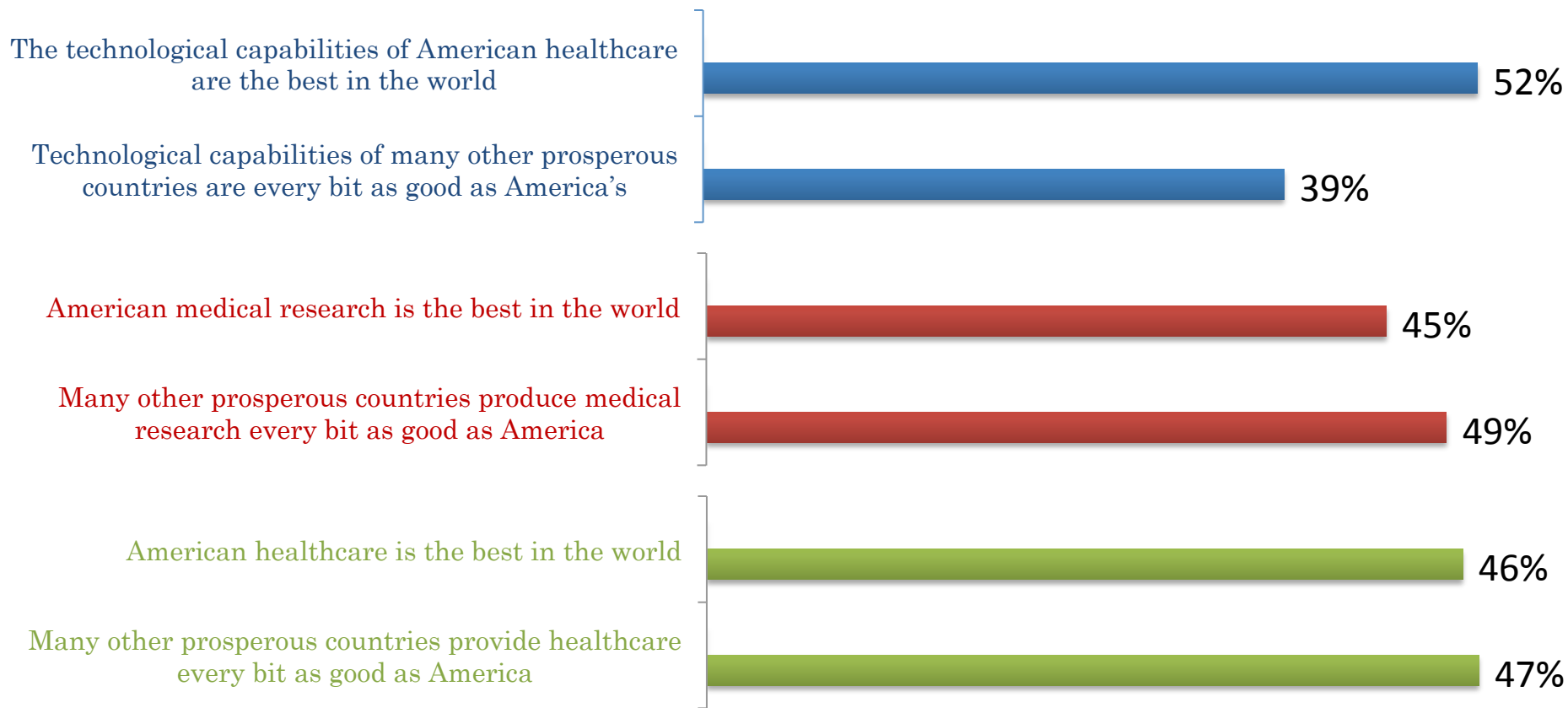


Most Americans receive their medical imaging exam at a hospital.

Where did you—or your family member—receive your imaging exam? (Choose all that apply)

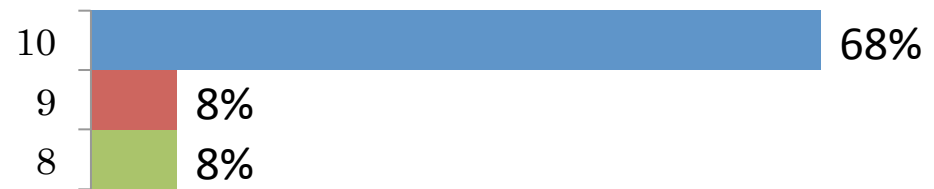


Americans believe U.S. healthcare technology is the best in the world. But a belief in the supremacy of American healthcare and medical research has declined during past decade.

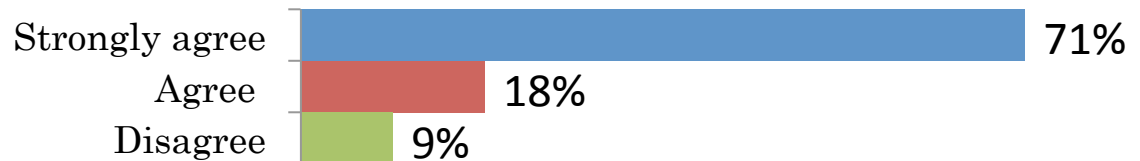


Mammograms are highly valued by the women who have received them; more than **80%** rate their value 8, 9, or 10 on a 10-point scale.

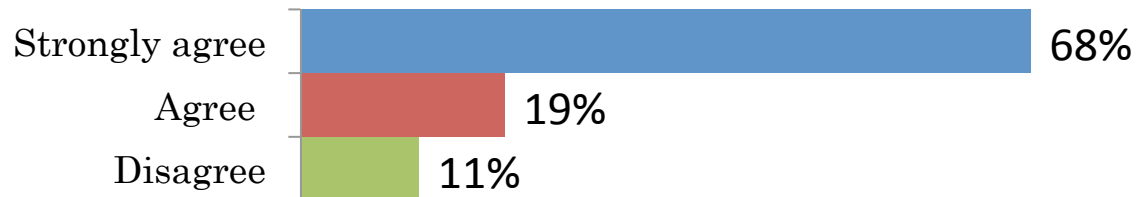
How valuable are mammograms to you— with 10 indicating maximum importance:



Having a mammogram every year or two gives me a feeling of control over my health:

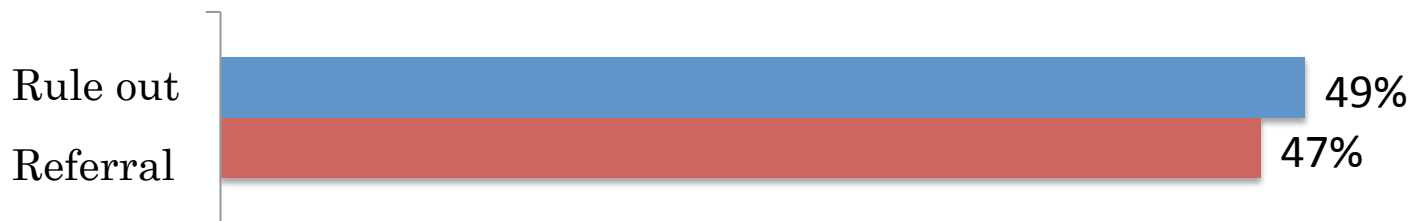


Having a mammogram will help me find a lump before it can be felt by health professional:



Imaging exams made a vital contribution to those who received them: **49%** were able to rule out a prospective medical condition, while **47%** were referred for other medical tests or services.

Did your diagnostic test results rule out a medical condition or lead to a referral for other medical tests or services?



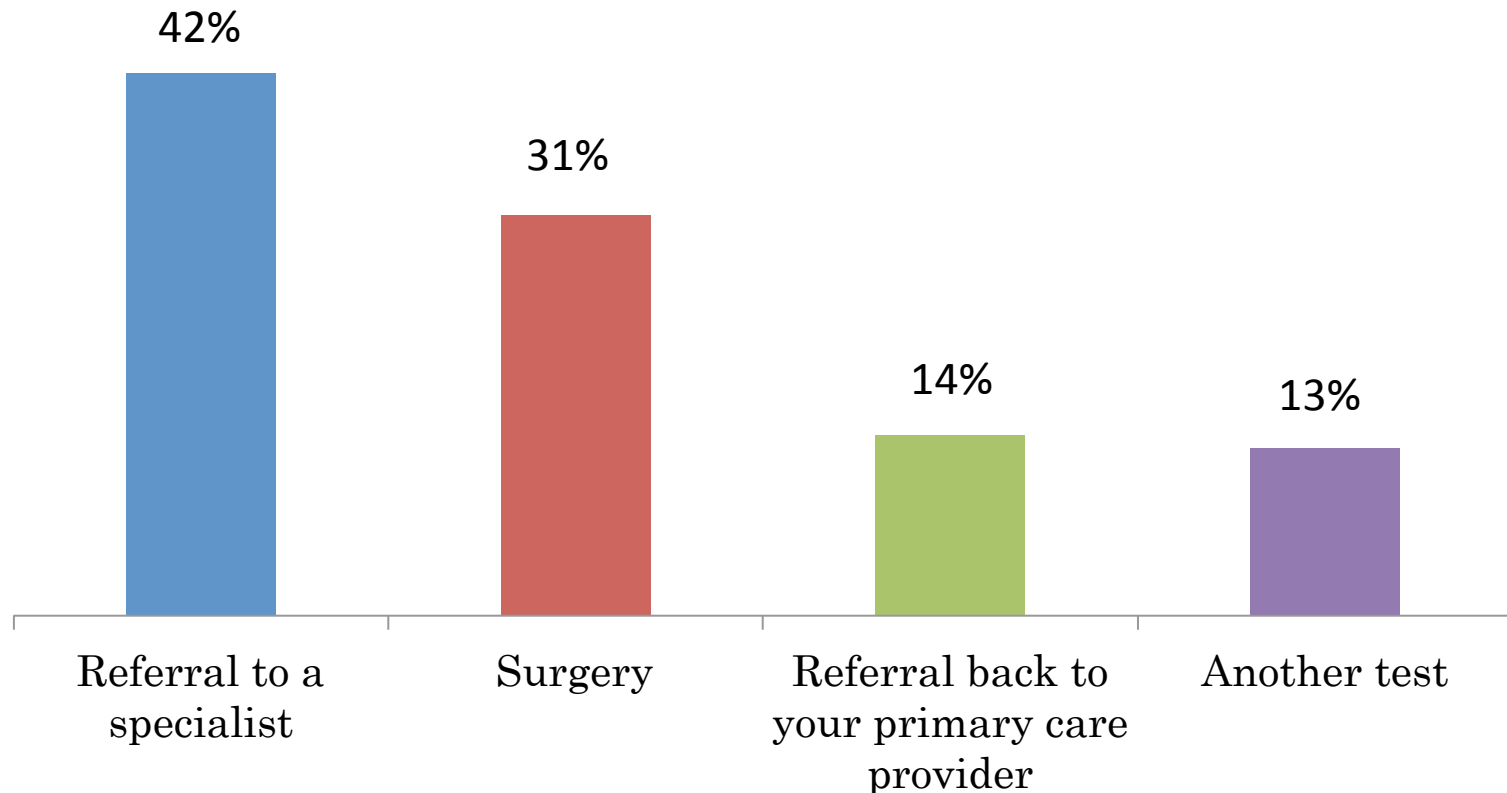
The exam that ruled out a medical condition was seen to be an overwhelming success.

If ruled out, does that mean you thought your diagnostic exam was a success, inconclusive, or a failure?



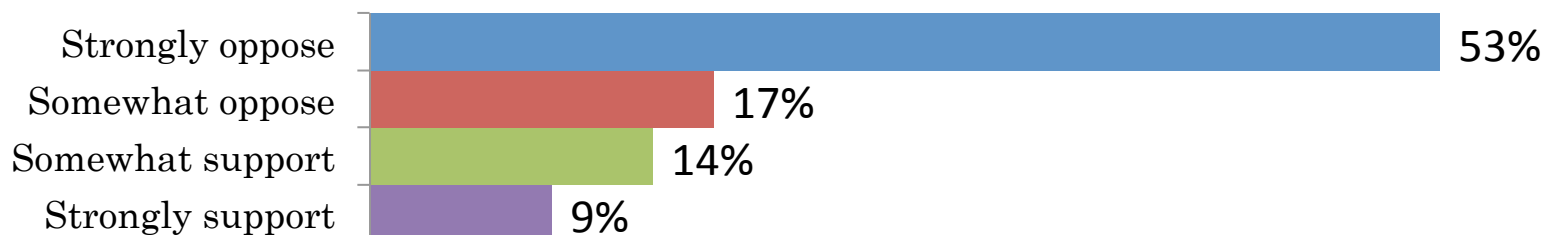
Imaging exams made a vital contribution to those who received them: **49%** were able to rule out a prospective medical condition, while **47%** were referred for other medical tests or services.

If yes to referral, was the referral for:

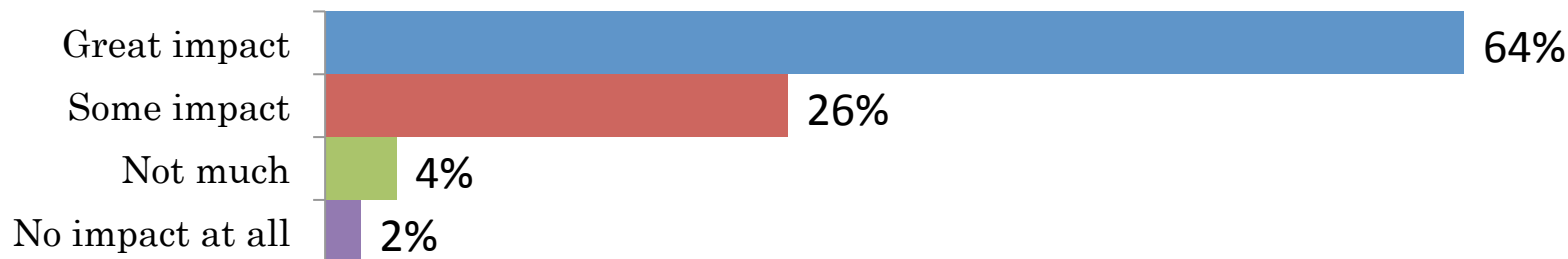


Voters do not support Medicare payment cuts for medical imaging tests. They believe such cuts would have a huge impact on the early detection of disease.

As the super Congressional committee considers way to reduce the federal debt do you support or oppose Congress making Medicare payment cuts for medical imaging tests:



If Congress makes these Medicare payment cuts, how much of an impact do you think these medical imaging cuts would make to the early detection of disease:



Even when given hard hitting information about reasons to cut Medicare reimbursement for imaging, voters still oppose cuts by huge margins: (Which statement is closer to your own view?)

MEDICARE SHOULD CONTINUE TO CUT REIMBURSEMENTS FOR MEDICAL IMAGING

because the amount of money spent on medical imaging tests is excessive – particularly for people on Medicare. Many imaging tests are unnecessary and over utilization of imaging is a primary driver of rising medical costs. Imaging tests are seen as new profit centers by many hospitals and doctors -- who buy this incredibly expensive imaging equipment -- and then compensate for their investment by ordering tests for patients who do not really need them. Therefore, reducing payment for these exams will reduce unnecessary utilization -- saving money and healthcare resources. And some medical experts believe many of these scans are unnecessary when measured against national medical guidelines -- potentially exposing patients to additional radiation.

22%

MEDICARE SHOULD STOP CUTTING REIMBURSEMENTS FOR MEDICAL IMAGING

because imaging scans save and extend lives every day. Scans cut costs by reducing exploratory surgeries, unnecessary hospital admissions, and by detecting disease and injury early. Reimbursement for scans has already been cut more than any other medical profession or service – forcing many providers, particularly in rural areas, to cut services or close. If imaging is cut further, many Americans may not get tests they need. More lives may be lost and Medicare costs will increase, as diseases are not found until at an advanced stage. Finally, dramatic improvements have been made in the safety of imaging machines -- and the medical benefits of these new machines easily outweigh the minimal risk of their use.

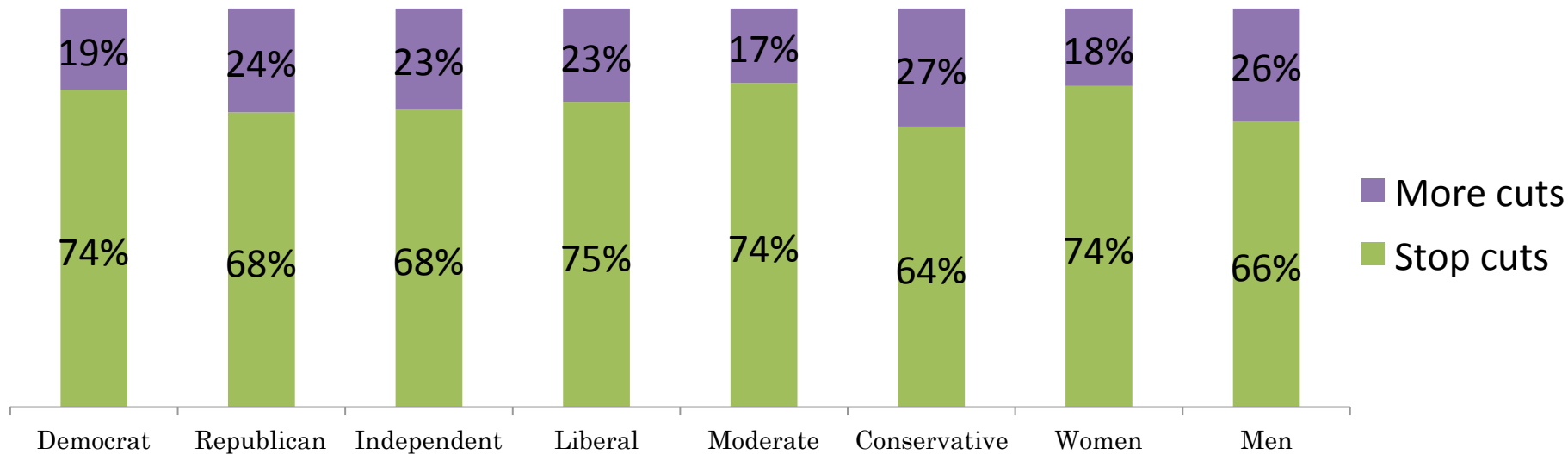
70%

(statements were rotated)

Even when given hard hitting information about reasons to cut Medicare reimbursement for imaging, voters still oppose cuts by huge margins: (Which statement is closer to your own view?)

In an era where bipartisan differences affect the public's view of virtually every public policy issue, there is a consensus about the importance of stopping further cuts in Medicare reimbursements for medical imaging cuts.

Total: **70-22% STOP** further cuts in imaging reimbursements.



70% of Americans believe the health insurance coverage provided by Medicare is about right—and that seniors pay a fair amount for their coverage.

Does Medicare make it too easy for people to get coverage, too difficult, or is it about right?

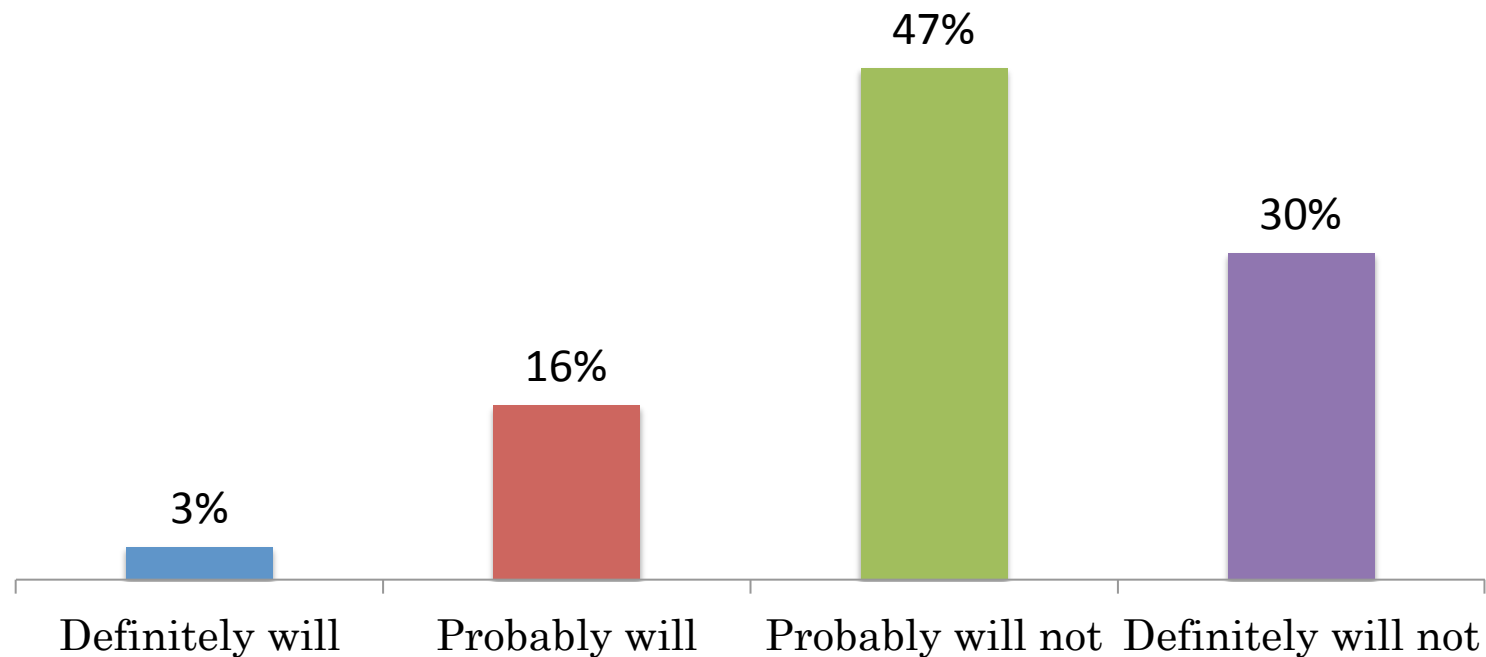


Americans believe seniors already pay enough for their healthcare.



As much as Americans support Medicare today, **75%** have little belief it will provide the same healthcare benefits for the next generation of seniors as it does for the current generation of seniors.

Likelihood that Medicare will provide same coverage for future seniors as it does for those today.



American voters are in a foul mood about the direction of the country and about the leadership provided by the Congressional leaders of both political parties.

By decisive margins, Americans believe the country is heading in the wrong direction.

Right direction **18%**

Wrong track **74%**

Low ratings for the Congressional leaders of both parties:



Voters doubt the Congressional super committee will reach an agreement, much less reach an agreement that is good for average Americans.

Likelihood of the super committee reaching an agreement about reducing federal spending and lowering the national debt:



Likelihood that the super committee will reach in the 10 agreements about federal spending and the national debt that is good for average Americans.



By 2 to 1 margins, Americans reject across-the-board cuts in Medicare if the super Congressional committee does not come to an agreement.

No across-the-board cuts.

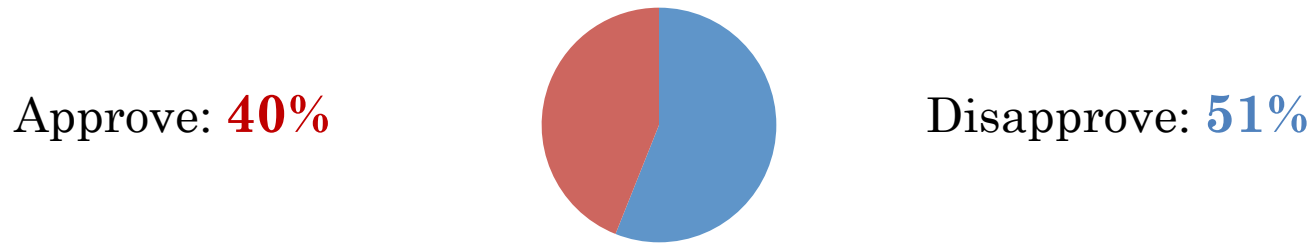
The federal budget is out of control. If the bipartisan committee cannot reach an agreement then across-the-board cuts in federal spending, including Medicare, are necessary.

Across-the-board cuts are no way to modify the benefits of a program as important as Medicare.



51% of voters disapprove of the job President Obama is doing. But a plurality believe he was more reasonable than Republicans in debt ceiling negotiations.

President Obama's Approval Rating



Who was more reasonable during debt ceiling negotiations?

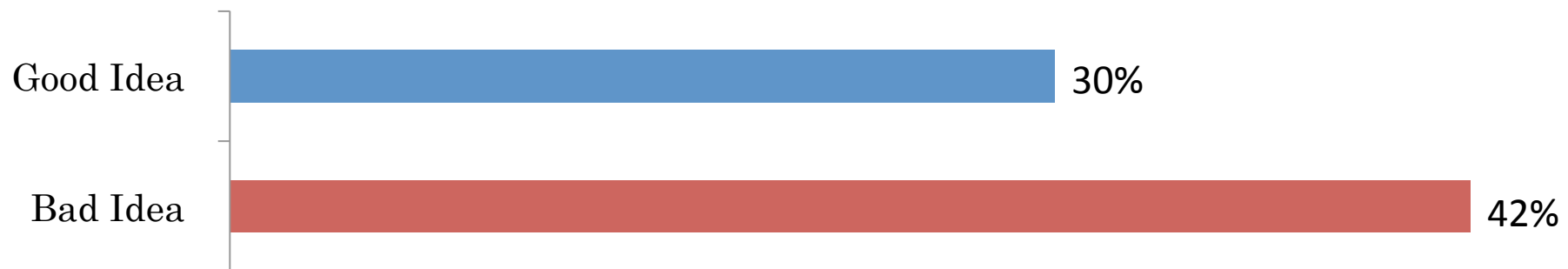


Among Independents:

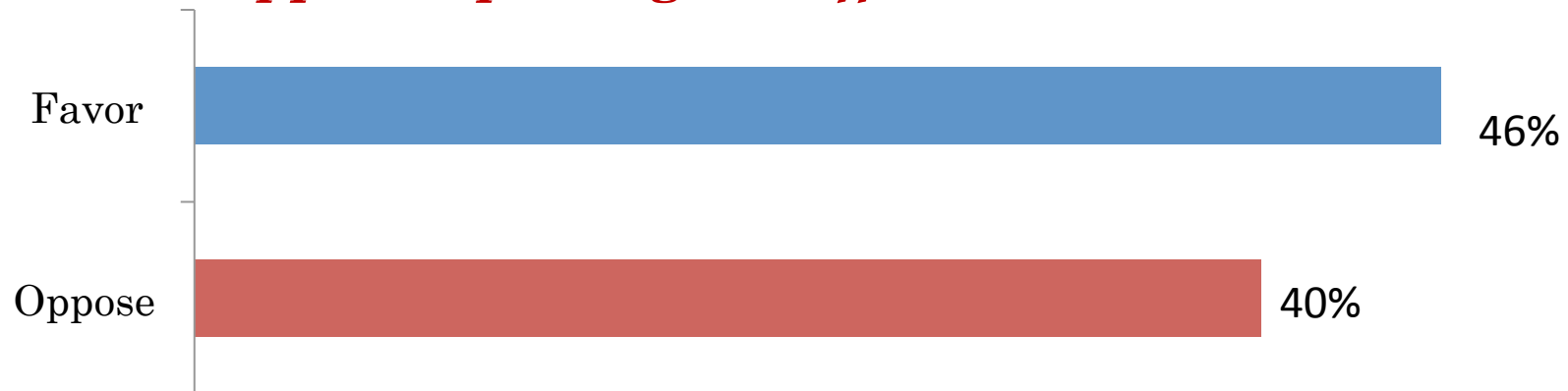


The President's healthcare reform legislation, the Affordable Care Act, is unpopular. However, voters are less certain about whether it should be repealed.

Is the Affordable Care Act a good idea or bad idea?



Favor or oppose repealing the Affordable Care Act?

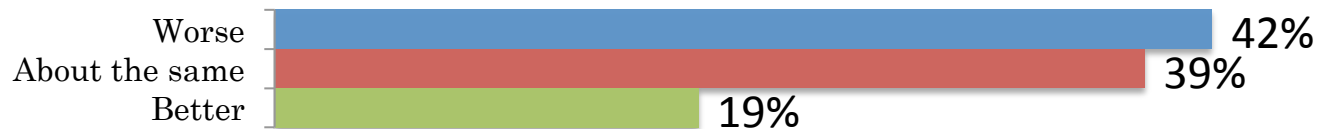


American voters are profoundly concerned about the economy. By decisive margins, they believe creating jobs is a higher priority for the nation than cutting government spending.

Which should be a higher priority for the nation right now?



Are you better off/worse off financially than five years ago?



Looking ahead, will you have enough money in the future to live the kind of life you want?



How much do you worry that someone in your family will lose their job?



Marttila Strategies Amplify Public Affairs

Marttila Strategies

Marttila Strategies has been conducting public opinion research about American views on health care for more than 20 years. During the past few years alone, the company has conducted five in-depth national surveys measuring public reaction to the debate about health care reform and other related issues. This quantitative research has been supported by multiple focus groups in different regions of the country.

In addition to the American College of Radiology, healthcare clients have included the Schwartz Center for Compassionate Healthcare, Steward Healthcare, IMS Health, PhRMA, The American Cancer Society and the Robert Wood Johnson Foundation.

Amplify Public Affairs