

Palliative Care Research: Key Findings

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PUBLIC OPINION STRATEGIES

Elizabeth Harrington, Partner

#19234, 19235 & #19236

Methodology:

Public Opinion Strategies conducted three national surveys in June 2019 on behalf of CAPC (Note: The Physician survey results are not included in this deck) :

- **National telephone survey** among N=800 adults ages 25+ with an oversample of adults ages 65+ to reach an N=347 of this audience (June 8-13, 2019)
- **National online survey** among N=252 patients with serious illness and N=262 family caregivers of patients with serious illness (June 12-24, 2019)
- **National online survey** among N=317 physicians who treat patients with serious illness (N=207 hospital-based physicians/N=110 non-hospital-based physicians) (June 18-27, 2019)

Trend data is shown among adults ages 25+ and ages 65+ from a national telephone survey conducted in April 2011 on behalf of CAPC.

Key Findings: Consumer Populations

Palliative care is still relatively unknown among the general public.

| | Adults Ages 25+ | | Adults Ages 65+ | |
|--|-----------------|-------------|-----------------|-------------|
| PALLIATIVE CARE IMAGE RATING (Scale: 1=very unfavorable, 50=neutral, 100=very favorable) | Palliative Care | | Palliative Care | |
| | <u>2011</u> | <u>2019</u> | <u>2011</u> | <u>2019</u> |
| Mean | 57 | 60 | 62 | 62 |
| Not Able to Rate | 42% | 38% | 50% | 42% |

For each term, please rate your overall impression using a scale of zero to one hundred, where zero means you have a very unfavorable opinion of it and one hundred means you have a very favorable opinion of it and fifty is neutral.



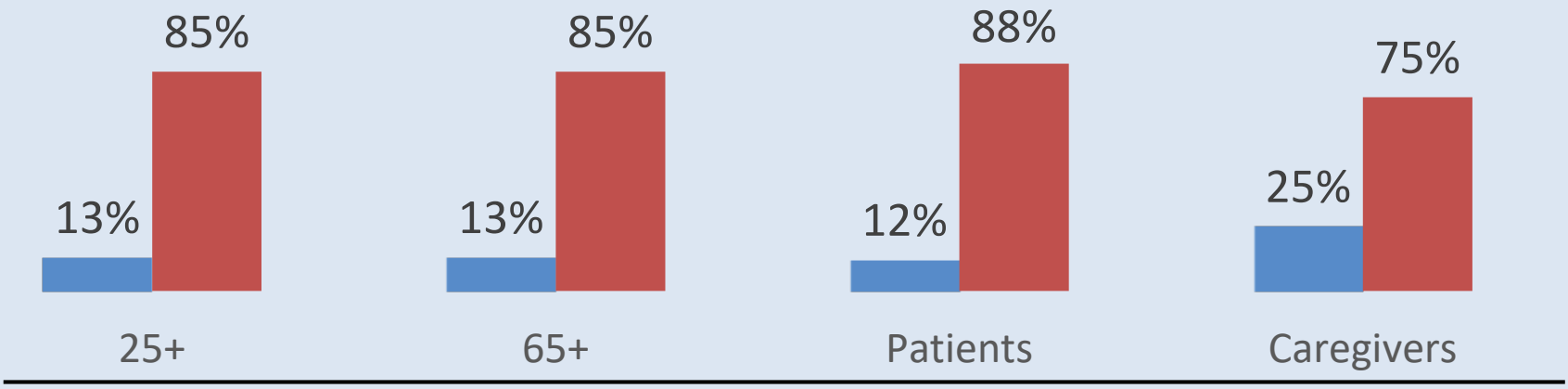
Overall initial impressions of palliative care are positive to neutral. Patients and caregivers report higher levels of familiarity than the general public audiences.

| PALLIATIVE CARE IMAGE RATING (Scale: 1=very unfavorable, 50=neutral, 100=very favorable) | Adults Ages 25+ | Adults Ages 65+ | Patients | Caregivers |
|--|------------------------|------------------------|-----------------|-------------------|
| Mean | 60 | 62 | 59 | 57 |
| % Rating 80-100 | 19% | 21% | 29% | 24% |
| Not Able to Rate | 38% | 42% | 9% | 10% |

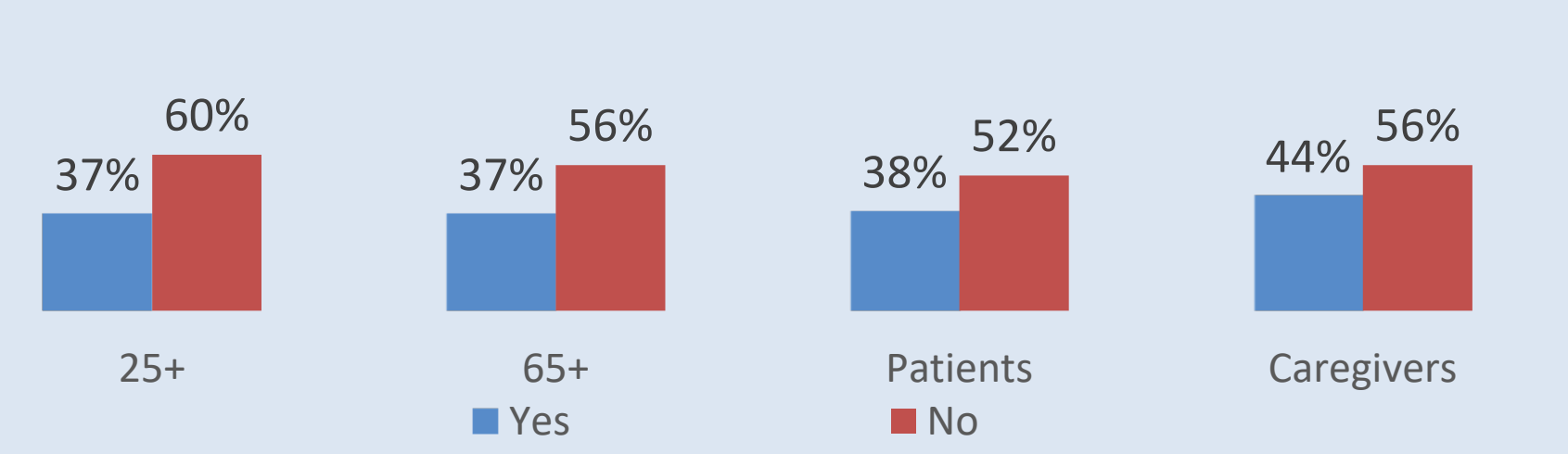
For each term, please rate your overall impression using a scale of zero to one hundred, where zero means you have a very unfavorable opinion of it and one hundred means you have a very favorable opinion of it and fifty is neutral.

Language still makes a difference. This data continues to show that palliative care should be positioned as care for patients with serious illness but NOT advanced illness. Advanced illness is perceived to be more closely aligned with terminal illness.

Serious Illness



Advanced Illness



When you hear the phrase serious/advanced illness, do you think this generally has the same meaning as terminal illness?

We provided respondents with the following definition of palliative care:

“Palliative care is specialized medical care for people living with a serious illness. This type of care is focused on providing relief from the symptoms and stress of a serious illness. The goal is to improve quality of life for both the patient and the family.

Palliative care is provided by a specially-trained team of doctors, nurses and other specialists who work together with a patient’s other doctors to provide an extra layer of support. Palliative care is based on the needs of the patient, not on the patient’s prognosis. This care is appropriate at any age and at any stage in a serious illness, and it can be provided along with curative treatment.”

Defining palliative care in this way has a big positive impact on how people feel about palliative care. Consumers are very favorable toward palliative care based on this definition.

| PALLIATIVE CARE IMAGE RATING | Adults Age 25+ | | Adults Age 65+ | | Patients | | Caregivers | |
|------------------------------|----------------|------------|----------------|------------|------------|------------|------------|------------|
| | % 80-100 | Mean | % 80-100 | Mean | % 80-100 | Mean | % 80-100 | Mean |
| Initial | 19% | 60 | 21% | 62 | 29% | 59 | 24% | 57 |
| Informed | 49% | 72 | 51% | 74 | 51% | 73 | 51% | 73 |
| Net Difference | +30 | +12 | +30 | +12 | +22 | +14 | +27 | +16 |

Now thinking about your overall opinion of palliative care based on this description, please rate your overall impression using a scale of zero to one hundred, where zero means you have a very unfavorable opinion of this and one hundred means you have a very favorable opinion of this and fifty is neutral.

More than eight in ten consumers say they would be likely to consider palliative care for themselves or a loved one if they had a serious illness.

| <u>Likely to Consider Palliative Care</u> | Adults Ages 25+ | Adults Ages 65+ | Patients | Caregivers |
|---|--------------------|--------------------|----------|------------|
| Very Likely | 62% | 61% | 41% | 51% |
| Total Likely | 90% | 87% | 86% | 89% |
| Total Not Likely | 8% | 8% | 14% | 11% |

And how likely, if at all, would you be to consider palliative care for a loved one if they had a serious illness?

There is a strong belief among these consumer audiences that it is very important for palliative care services be made available at all hospitals for patients with a serious illness and their families.

| <u><i>Importance of Palliative Care Services Being Available At All Hospitals</i></u> | Adults Ages 25+ | Adults Ages 65+ | Patients | Caregivers |
|---|----------------------------|----------------------------|-----------------|-------------------|
| Very Important | 71% | 71% | 69% | 68% |
| Total Important | 94% | 94% | 94% | 95% |
| Total Not Important | 5% | 5% | 6% | 5% |

Thinking some more about palliative care...how important do you think it is that palliative care services be made available at all hospitals for patients with a serious illness and their families?



After hearing the definition of palliative care, substantial majorities of consumer audiences “strongly agree” with these premises about palliative care:

| <i>%Strongly Agree – Ranked by Patients</i> | Adults Ages 25+ | Adults Ages 65+ | Patients | Caregivers |
|--|----------------------------|----------------------------|-----------------|-------------------|
| Palliative care treatment options should be fully covered by health insurance. | 74% | 77% | 77% | 78% |
| It is important that patients with a serious illness and their families be educated that palliative care is available to them together with curative treatment. | 78% | 80% | 76% | 72% |
| Doctors who treat patients with a serious illness should refer these patients to palliative care when the patient is experiencing difficult-to-manage pain or other symptoms | 58% | 62% | 63% | 65% |
| Palliative care should be available to patients with a serious illness based on a patient’s need, not based on their prognosis. | 64% | 70% | 62% | 61% |

Now I am going to read you some statements about palliative care. For each statement please tell me whether you agree or disagree with the following statements.



Key Findings

- **All nine of the messaging and talking points we tested regarding palliative care score well as compelling statements among consumers.**
- **Those statements that focus on improving life expectancy, providing the best quality of life, appropriate at any age and providing the care alongside curative treatment, matching treatment options to patient goals, being a team approach to care, providing an extra layer of support, and providing relief for patients.**
- **There are some modest differences in how the different consumer audiences rate these messaging statements in terms of what is most compelling to them.**

Palliative Care Messages Tested - % Much More Favorable of Palliative Care

%Much More Favorable – Ranked by Patients

| | Adults Ages 25+ | Adults Ages 65+ | Patients | Caregivers |
|---|--------------------|--------------------|----------|------------|
| Recent studies, including one published in the New England Journal of Medicine, have shown that patients with a serious illness who have received palliative care lived longer than those that did not receive this care. | 56% | 57% | 69% | 61% |
| The goal of palliative care is to relieve suffering and provide the best possible quality of life for a patient and their family. | 58% | 61% | 67% | 71% |
| Palliative care provides patients with relief from the symptoms, pain, and stress of a serious illness | 49% | 53% | 67% | 65% |
| Palliative care is appropriate at any age and at any stage in a serious illness and can be provided alongside curative treatment. | 54% | 53% | 66% | 56% |
| Palliative care doctors, nurses, and other specialists work together as a team with a patient's other doctors to provide an extra layer of support. | 51% | 54% | 64% | 58% |
| Palliative care helps patients and family members coordinate a patient's care among health care providers and navigate the medical system. | 48% | 52% | 63% | 56% |
| Palliative care is available to patients with a serious illness regardless of their prognosis. | 47% | 52% | 61% | 58% |
| The palliative care team of doctors, nurses, and other specialists spends time with a patient and their family to help them match their treatment options to their goals. | 54% | 57% | 60% | 57% |
| Palliative care is about treating the patient as opposed to the disease | 45% | 47% | 57% | 56% |

Now I am going to read you some more statements about palliative care. For each statement please tell me whether the statement gives you a more favorable opinion about palliative care, a less favorable opinion about palliative care, or if it makes no difference in your opinion of palliative care one way or the other.



When asked to choose the two MOST important things to convey about palliative care, consumers choose relieving suffering, providing the best possible quality of life.

| | 25+ | 65+ | Patients | Caregivers |
|---|-----|-----|----------|------------|
| The goal of palliative care is to relieve suffering and provide the best possible quality of life | 29% | 30% | 49% | 45% |
| The palliative care team spends time with a patient and their family to help match treatment options to their goals | 23% | 25% | 17% | 26% |
| It helps coordinate a patient's care and helps them navigate the medical system | 19% | 17% | 12% | 13% |
| Studies have shown that patients who receive it live longer | 18% | 11% | 21% | 18% |
| It is appropriate at any age and at any stage in a serious illness | 18% | 17% | 15% | 15% |
| It is about treating the patient as opposed to the disease | 17% | 16% | 16% | 21% |
| It provides patients with relief from symptoms, pain, and stress | 16% | 13% | 31% | 26% |
| It is available to patients with a serious illness regardless of their prognosis | 14% | 13% | 16% | 10% |
| It is a team approach to provide an extra layer of support | 12% | 10% | 10% | 11% |
| It can be provided together with curative treatment | 9% | 10% | 10% | 10% |
| None Of These | 3% | 3% | 1% | 3% |

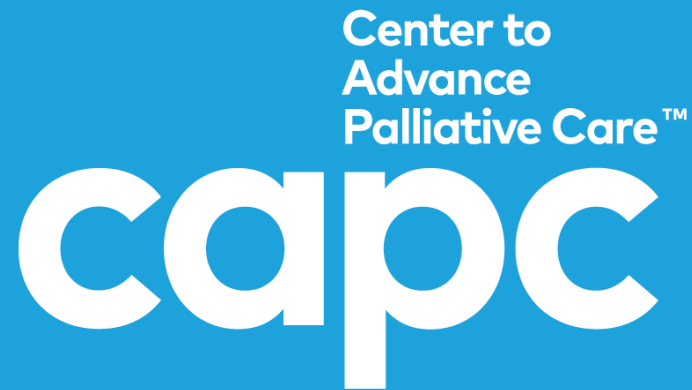
Thinking more specifically about palliative care and some of the things you have heard in the survey so far...which ONE of the following attributes do you think are most important to convey to people about palliative care?) And which is the next most important thing to convey about palliative care?

How you talk about palliative care impacts perceptions about palliative care. Attitudes about palliative care shift to become significantly more favorable throughout the course of the survey as respondents are educated about palliative care.

| PALLIATIVE CARE IMAGE RATING | Adults Ages 25+ | | Adults Ages 65+ | | Patients | | Caregivers | |
|---|--------------------|------------|--------------------|------------|--------------|------------|--------------|------------|
| | % 80- 100 | Mean | % 80- 100 | Mean | % 80- 100 | Mean | % 80- 100 | Mean |
| Initial | 19% | 60 | 21% | 62 | 29% | 59 | 24% | 57 |
| Informed | 49% | 72 | 51% | 74 | 51% | 73 | 51% | 73 |
| Post Messaging | 65% | 81 | 65% | 81 | 66% | 81 | 63% | 79 |
| Net Difference (Post Message-Initial) | +46 | +21 | +44 | +19 | +37 | +22 | +39 | +22 |

Now having heard more information about palliative care, please rate your overall impression using a scale of zero to one hundred, where zero means you have a very unfavorable opinion of this and one hundred means you have a very favorable opinion of this and fifty is neutral.





Elizabeth Harrington, Partner
elizabeth@pos.org
202.497.8257



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