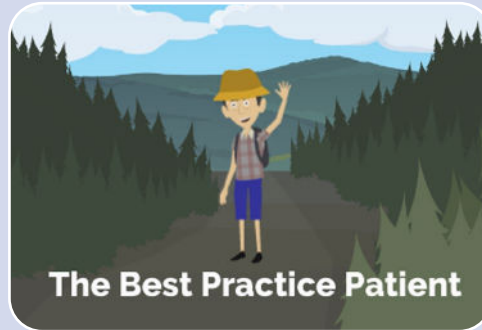


The Self-Identified Patient Perspective Tool



The Insurance Driven Patient



The Best Practice Patient



The Rogue Patient



The Experience Based Patient

Essential

- Relies heavily on insurance & financial assistance.
- Receives treatment based only on payer approval.
- Seeks care from contracted providers only.

Recommendation

- Prefers services with payer or financial assistance.
- Seeks treatment based on in-network benefits.
- May have several options with in-network providers.

Convenience

- Prefers in-network/may use out of network.
- Chooses services based on convenience & location.
- Pays cash for desired care quality.

Reputation

- Payer contracts are not consequential services.
- Prefers providers with established reputation.
- Usually pays cash for services/has limited or no insurance.

← Relies on Insurance



Usually Pays Cash →