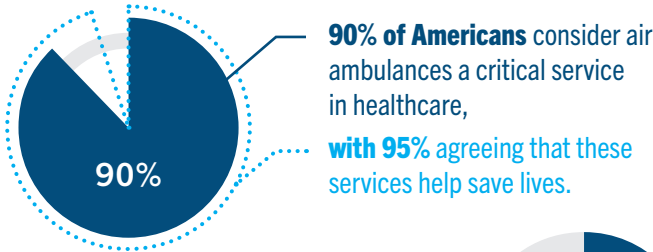
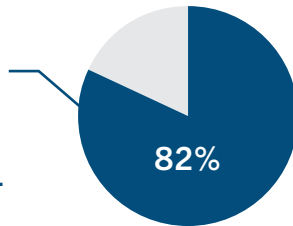


# Consumer Attitudes

## Air Ambulance Care



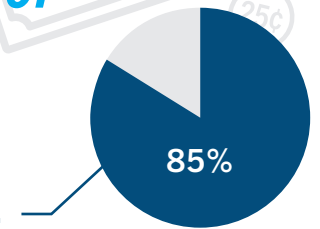
**82%** expect an air ambulance to be made available to them in case of a critical healthcare crisis requiring urgent treatment at a medical center.



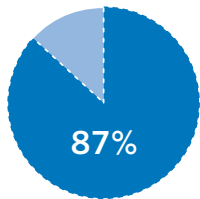
A recent report from the Sierra Health Group calculated that air medical services could be put in-network for a monthly insurance premium

**increase of \$1.70.**

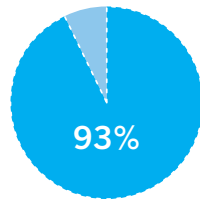
When Americans were asked if they'd be willing to pay this increase if it would guarantee access to these services at the price of their usual copay and deductible, **85% said yes.**



## Health Claims and Claim Denials



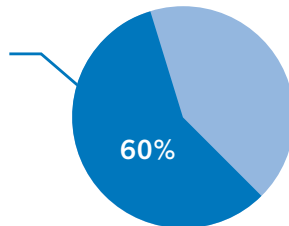
TOTAL RESPONDENTS



RURAL RESPONDENTS

**87% of respondents—93% in rural areas**—believe health insurance companies should not deny coverage for a service such as an air medical transport by pushing back on decisions from the medical professionals who deemed the service necessary.

Furthermore, **nearly 60% of Americans** expect that any balance bills (the remaining balance billed to the patient after insurance coverage is applied) should be the responsibility of the insurer.



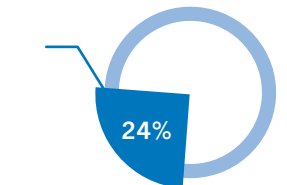
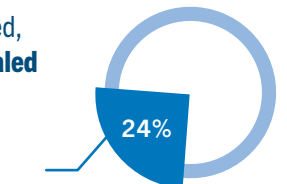
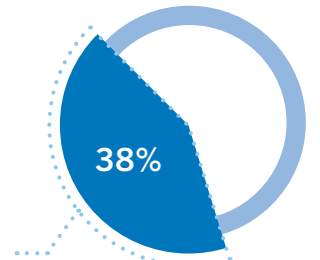
**Nearly 40% (38%) of Americans** have had a claim denied by an insurance company.



Among the 38% who have been denied, **four in ten have successfully appealed** and the insurance company paid.

Almost **one quarter more** appealed and lost,

while another **24% simply 'gave up'** and paid as they felt the insurer was not going to change its mind.



## Voter Inclination

If a representative or senator backed legislation which favors insurance providers, **53% of respondents** say they would be less likely to vote for that representative.

