



- PATH 1: Critically Discerning
- PATH 2: Health Contented
- PATH 3: Wisely Frugal
- PATH 4: Traditionalist
- PATH 5: Family Centered
- PATH 6: Family Driven
- PATH 7: Healthcare Driven
- PATH 8: Independently Healthy
- PATH 9: Naturalist
- PATH 0: No Pattern



Jump to Rapid Navigation



Jump to beginning of specific PATH Section

How to Navigate

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Persona Summary
Demographics
Socioeconomics
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Self-Reported Health Status, Chronic Conditions & Disease
Health Care Demand
Medical Claims & Expenditures
Alternative Care
Health Care Decisions
Digital Behavior
Health Plan Advertising
Hospital Advertising
Member/Patient Health Care Satisfaction



Jump to specific topics within each PATH Section



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Rapid Navigation

Quick Access	<u>PATH 1</u>	<u>PATH 2</u>	<u>PATH 3</u>	<u>PATH 4</u>	<u>PATH 5</u>	<u>PATH 6</u>	<u>PATH 7</u>	<u>PATH 8</u>	<u>PATH 9</u>	<u>No Pattern</u>
Graphic Profile	●	●	●	●	●	●	●	●	●	●
Persona Summary	●	●	●	●	●	●	●	●	●	
Demographics	●	●	●	●	●	●	●	●	●	●
Socioeconomics	●	●	●	●	●	●	●	●	●	●
Health-Related Behavior	●	●	●	●	●	●	●	●	●	
Self-Reported Health Status, Chronic Conditions & Disease	●	●	●	●	●	●	●	●	●	
Health Care Demand	●	●	●	●	●	●	●	●	●	
Medical Claims & Expenditures	●	●	●	●	●	●	●	●	●	
Alternative Care	●	●	●	●	●	●	●	●	●	
Health Care Decisions	●	●	●	●	●	●	●	●	●	
Digital Behavior	●	●	●	●	●	●	●	●	●	
Health Plan Advertising	●	●	●	●	●	●	●	●	●	
Hospital Advertising	●	●	●	●	●	●	●	●	●	
Member/Patient Health Care Satisfaction	●	●	●	●	●	●	●	●	●	



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PATH 1: Critically Discerning

PATH 1 Summary

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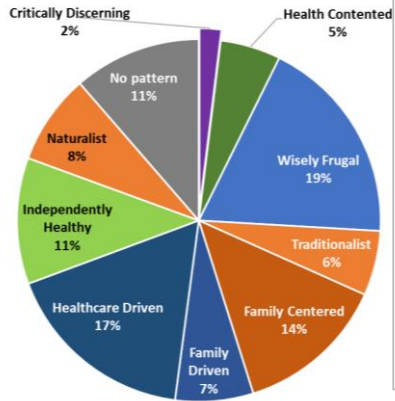
[Hospital Advertising](#)

[Member/Patient Health Care Satisfaction](#)

PATH 1: Critically Discerning



National Research Distribution



Critically Discerning

Healthcare Seeking. Delays seeking health care except for serious illness or injury; tends to be indifferent to the cost of health care as factor influencing this delay.

Health Care Cost Concern. Leans towards being less likely to select a doctor or hospital based on price and only moderately unlikely to compare care providers in order to save money.

Trust in Medical Professionals. Indifference to believing in the competence of medical professionals, but a tendency to believe that medical professionals often prescribe treatments without knowledge of all the side effects.

Family Health Decisions. Somewhat strong internal locus of control around family health care decisions associated with a disliking of being in charge of health care decisions.

Family Health Responsibility. Tends to take responsibility for family health along with indifference to accepting average health for family members.

Physical Fitness. Somewhat low level of participation in regular vigorous physical activity, but somewhat higher level of aspiring to higher physical fitness.

Nutritional Focus. Indifference to attention to nutritional fitness.

Health Information Seeking. Indifferent to seeking health information to understand treatment options and to compare health care providers prior to use.

Health Proactive. Firmly leans towards being health reactive and dealing with health issues when they arise.

Locus of Control. Leans toward an internal locus of control around health care decisions for self. Tends to moderately follow health practices learned from parents.

Quality Focus. Strong belief that the quality care is associated with higher cost.



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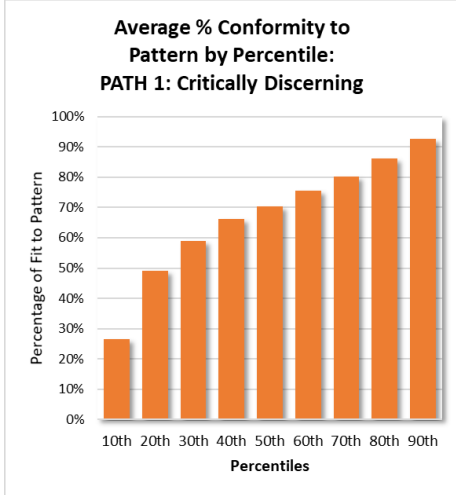
PATH 7: Healthcare Driven

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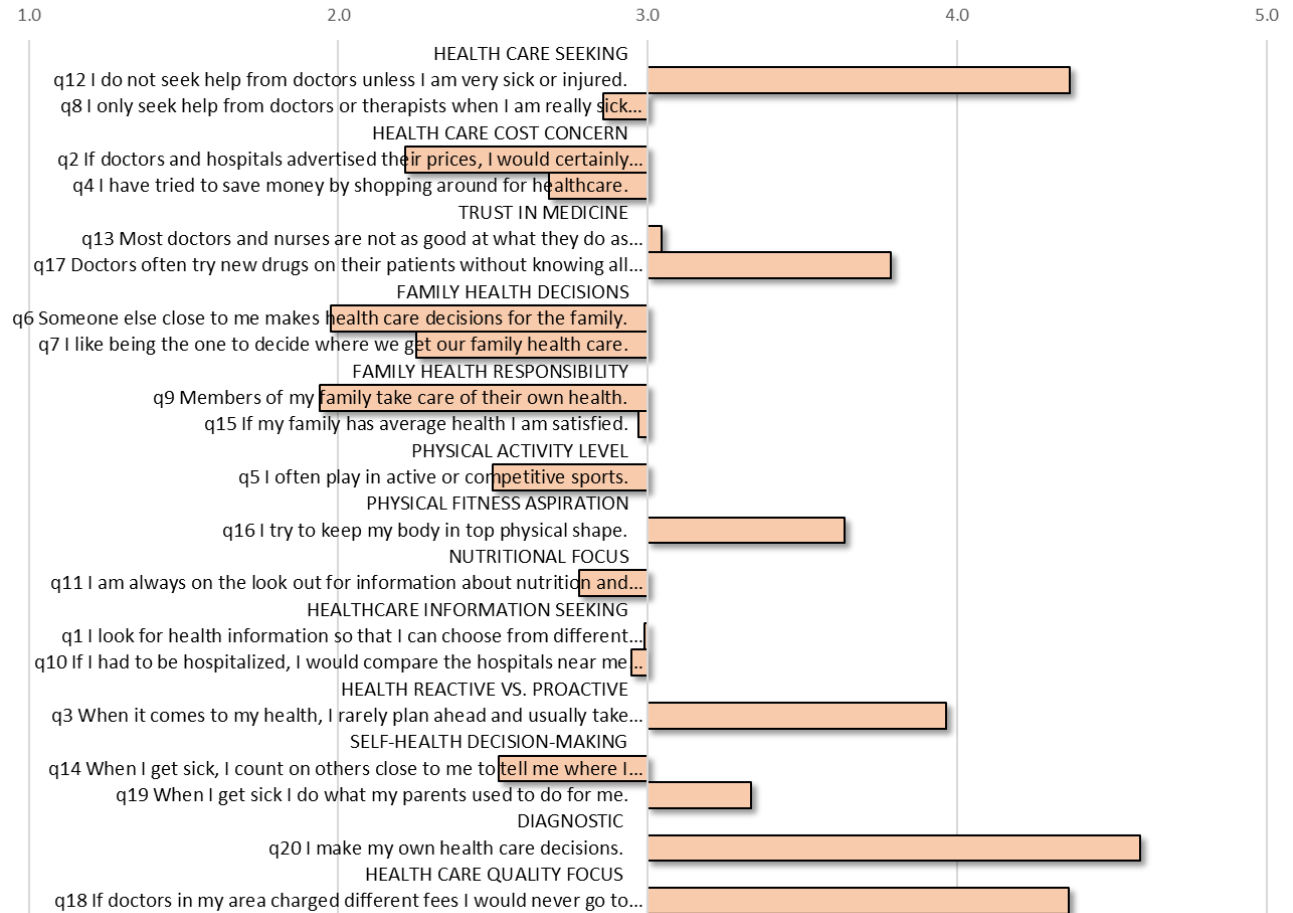
PATH 1: Critically Discerning



Adults conform to their dominant PATH to different degrees. Sorting adults dominated by the **Critically Discerning** pattern from the lowest percentage conformity to highest percentage conformity, the above graph illustrates the average conformity across ten percentiles. The majority of adults dominated by the Critically Discerning PATH 1 adhere to it at greater than 60% conformity, indicating that the majority “pool” close to this pattern.

Pattern 1: Critically Discerning

1=strongly disagree, 2 = somewhat disagree, 3 = neutral, 4 = somewhat agree, 5 = strongly agree





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PATH 1: Critically Discerning Persona Summary – Martin & Marie



Martin and Marie

- pay more for quality healthcare
- low receptivity to health advertising
- little healthcare information seeking
- Reacts to health problems vs. planning ahead
- Tends toward internal locus of control around health-decisions for self
- More involved in family health decisions
- Avoids healthcare unless very sick or injured
- Aspires to improved fitness
- Believes medical professionals lack competence
- Willing to pay more for perceived higher quality

Demographic/Socioeconomic Profile of Martin and Marie

- Equally female and male
- Tends to be over 40 years old
- Married, consistent with population, but higher rate of separated or widowed
- Children consistent with general population, higher rate of having four children
- Greater tendency to lower household incomes

Healthcare Decisions

- High involvement in family health decisions
- X
- X
- x

Martin and Marie (Critically Discerning) not an active information seeker.

- This persona is more likely to have **selective avoidance** of health information.
- This persona is more likely to be responsive to
- X
- X
- X
- X
- X
- X
- X
- X

Digital Behavior

- x

Awareness of Healthcare Advertising in Media

- x
- X

Evaluation of Healthcare

- X
- X
- X

Health-Related Behavior

- 1) 2 days per week of exercise
- 2) X
- 3) X
- 4) X
- 5) X
- 6) x

Rx Adherence/Compliance

- X
- X

Alternative Care Demand

- x

Self-Reported Health Status

- x

Chronic Conditions, Mental Health, and Disease

- X
- X
- X
- X

Medical Demand/Expenditures

- X
- X
- X
- X



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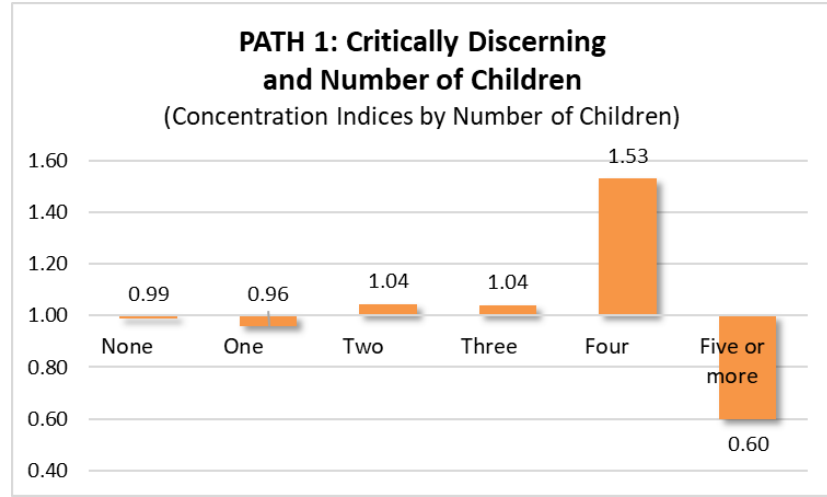
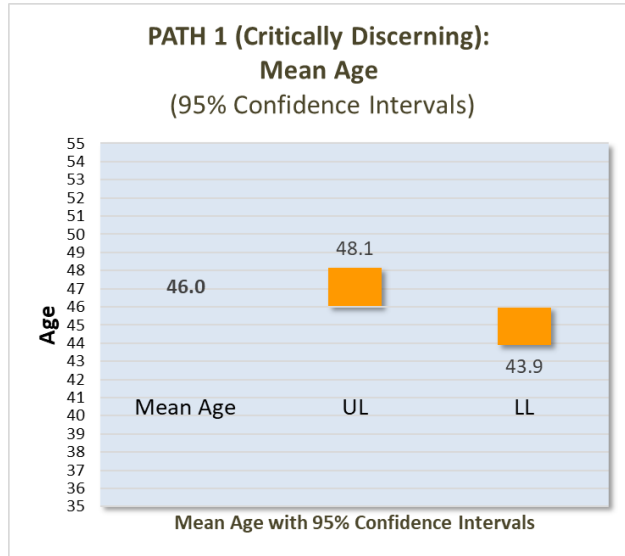
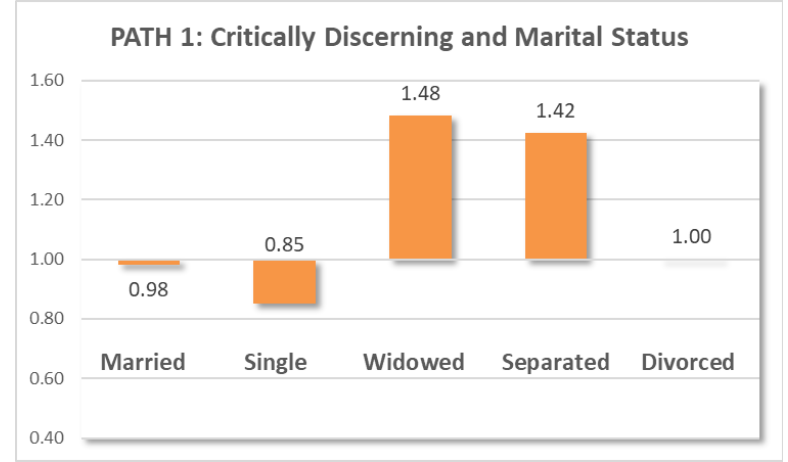
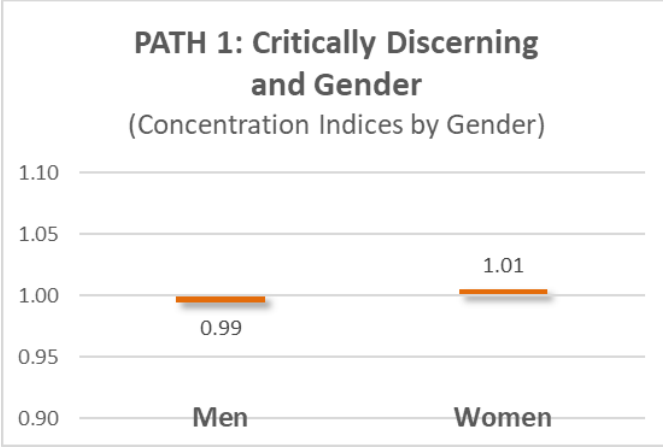
PATH 0:
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PATH 1: Critically Discerning Demographics



1.00 = population average

- Relative to population
- Equal gender split
 - Between 44 and 48 years old
 - Higher rates of being separated or widowed
 - More likely to have multiple children





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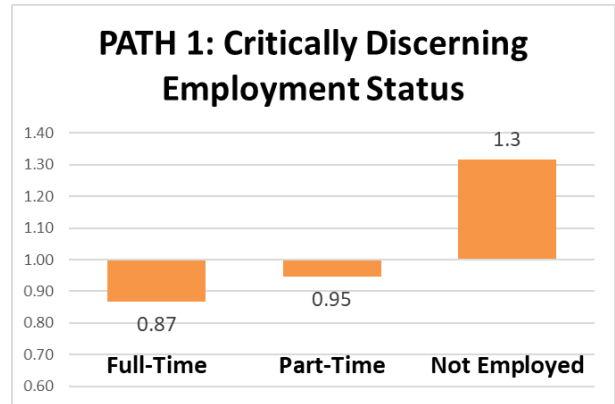
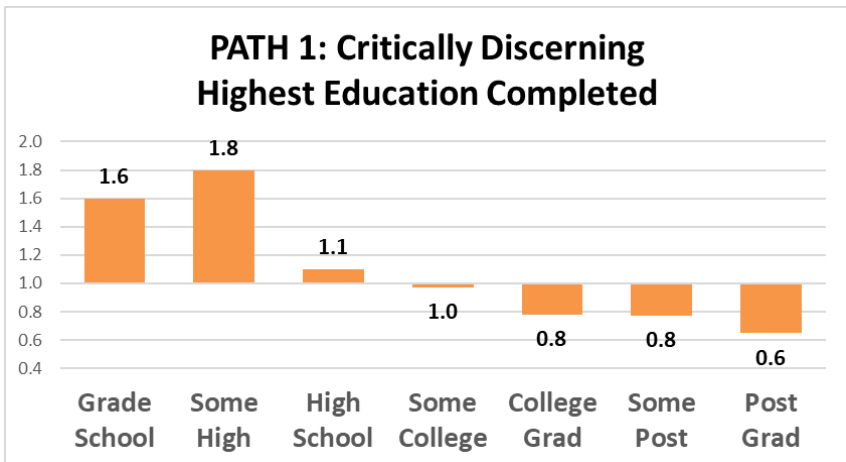
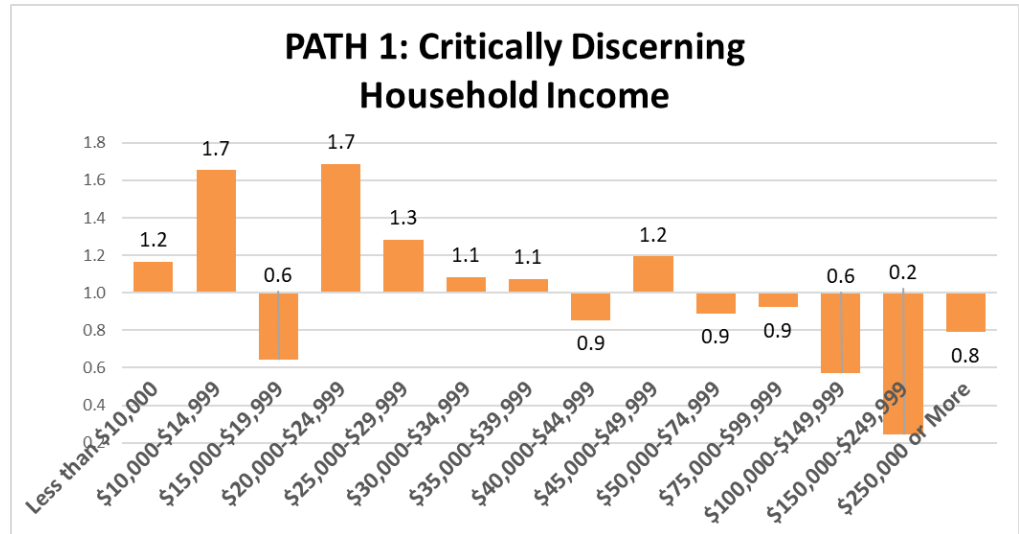
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PATH 1: Critically Discerning Socioeconomics



1.00 = population average

- Tends to occupy lower income households
- Higher rates of below college graduation
- Higher rates of unemployment





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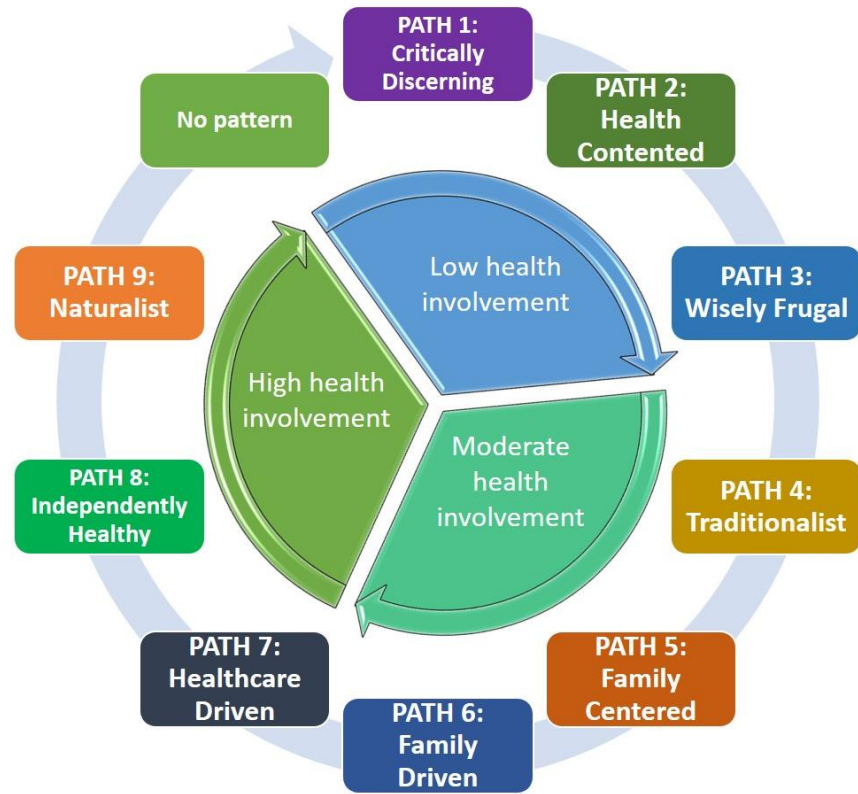
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The **PATH Deep Dive** provides licensed users of the PATH detailed information about the make-up of each “pattern of adapting to health” and each pattern’s relationship with a variety of critical health issues:

- **Health-related behaviors**
- **Health status**
- **Health decision-making**
- **Digital “online” behavior**
- **Evaluation of healthcare**
- **Awareness of healthcare advertising**
- **Chronic conditions and disease**
- **Demand and medical expenditures**
- **Alternative care demand**
- **Rx adherence and compliance**

These critical health issues are relevant to *health care marketers, health behavior researchers, health psychologists, population health management professionals, health policy makers, and health practitioners.*

Patterns of Adapting to Health (PATH)



PATTERNS OF ADAPTING TO HEALTH (PATH) LICENSING