

1998 nationwide study of alternative care

The **Landmark** Report *on* Public Perceptions *of*

*Do Americans use
alternative care?*

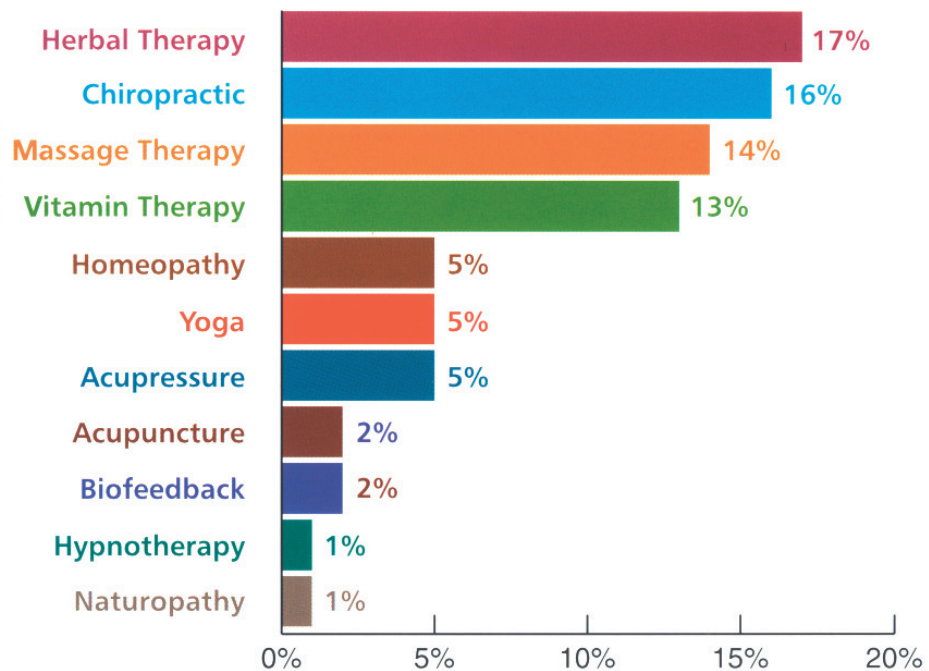
*Does it replace
traditional
medical care?*

*How important is the
availability of alternative care
in choosing a health plan?*

Alternative Care

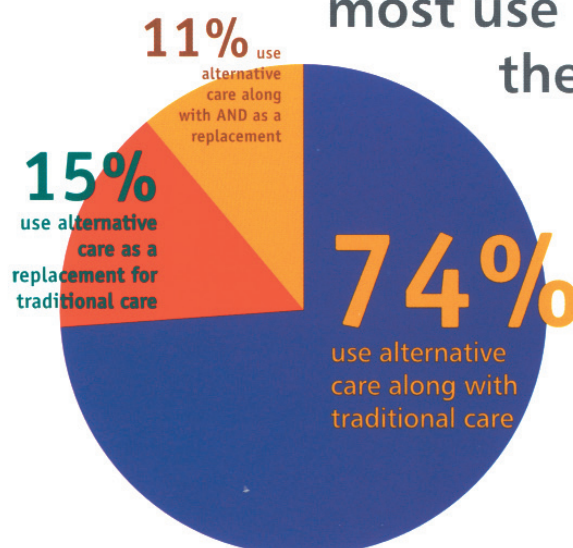
selected findings
from a nationwide public
opinion poll examining
attitudes, perceptions, and
behavior with respect to
alternative care

Usage of specific types of alternative care in the past year



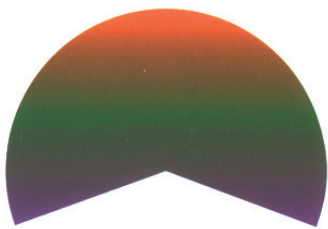
of those who use alternative care,

most use it along with their traditional medical care





Change in visits to medical doctor or specialist since starting alternative care



62%

experienced
NO CHANGE
in the number of visits



30%

experienced
A DECREASE
in the number of visits



3%

experienced
AN INCREASE
in the number of visits



6%

don't know

Likelihood of using alternative care

Massage Therapy



Vitamin Therapy



Chiropractic



Herbal Therapy



Homeopathy



Naturopathy



Acupressure



Biofeedback



Yoga



Acupuncture



Hypnotherapy

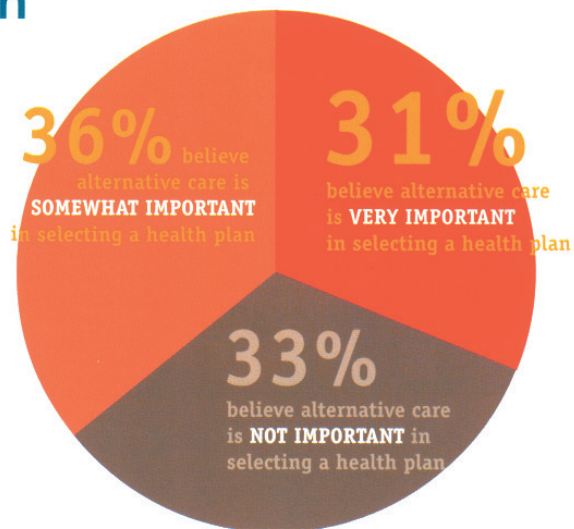


Very likely

Somewhat likely

Not likely

Importance of availability of alternative care when choosing a health plan



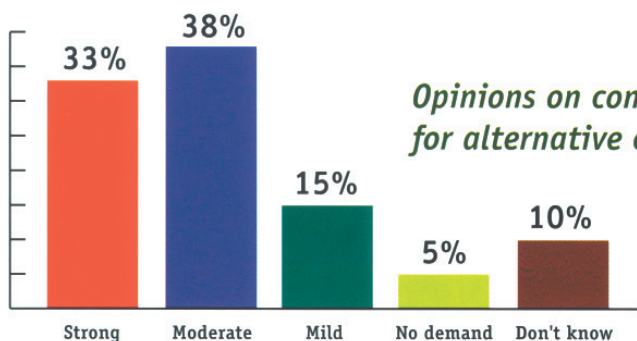
Outlook for alternative care

Changes in opinion of alternative care in the past five years

40% say their attitude toward alternative care has become more positive

58% say their opinion of alternative care has remained the same

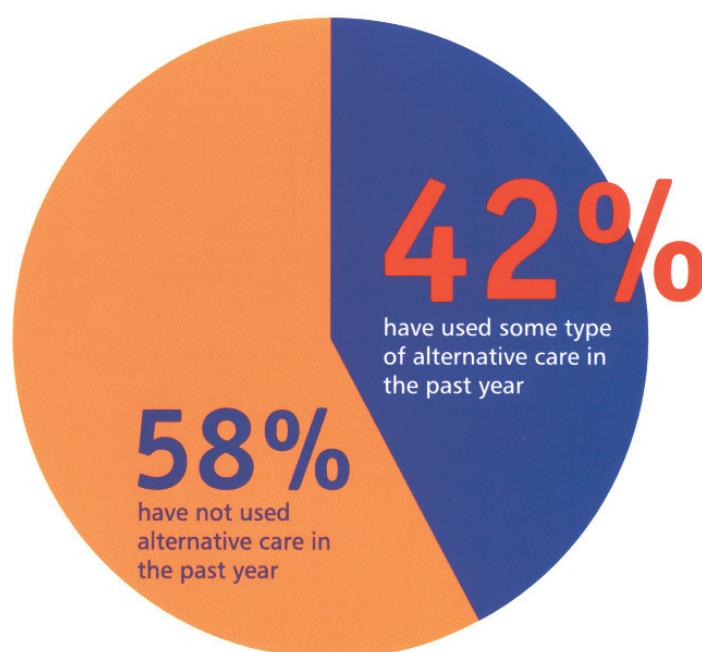
2% say their opinion of alternative care has become more negative



Opinions on consumer demand for alternative care



General usage of alternative care



about this study

Conducted in November 1997, this study surveyed a random sample of households throughout the United States to gain a more current picture of public perceptions of alternative care. A total of 1,500 interviews were completed. Respondents included adults at least 18 years of age who are currently covered by some type of health insurance or health care plan. The study was commissioned by Landmark Healthcare, Inc., a California-based managed alternative health care organization, and was conducted by InterActive Solutions, a Michigan-based consumer research firm.

A sample of this size yields an overall margin of error of +/- 2.5% at the 95% confidence level. For some questions: the base of respondents is fewer than 1,500; percentages may not total 100% due to rounding.