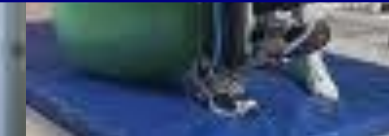




Presentation Of Findings From A National Survey



Mark Mellman • mmellman@mellmangroup.com
1023 31st Street, NW • 5th Floor • Washington, DC 20007
ph 202-625-0370 • fx 202-625-0371 • www.mellmangroup.com

Key Findings

- **Most Voters Are Overwhelmingly Favorable To Health Care Providers, Including Nursing Homes**
- **Home Health Care Is Not Preferred For Rehabilitation**
- **Voters Overwhelmingly Oppose Cuts In Reimbursement Rates And Support Federal Aid To Prevent State Cuts**
- **Voters Worry About The Impact Of Cuts On Employees And The Quality Of Care**



Methodology

- P** • 1,000 Likely 2010 General Election Voters Nationally
- O** • Interviews Conducted May 13-17, 2010
- L** • Margin Of Error +/- 3.1% Overall, Higher For Subgroups

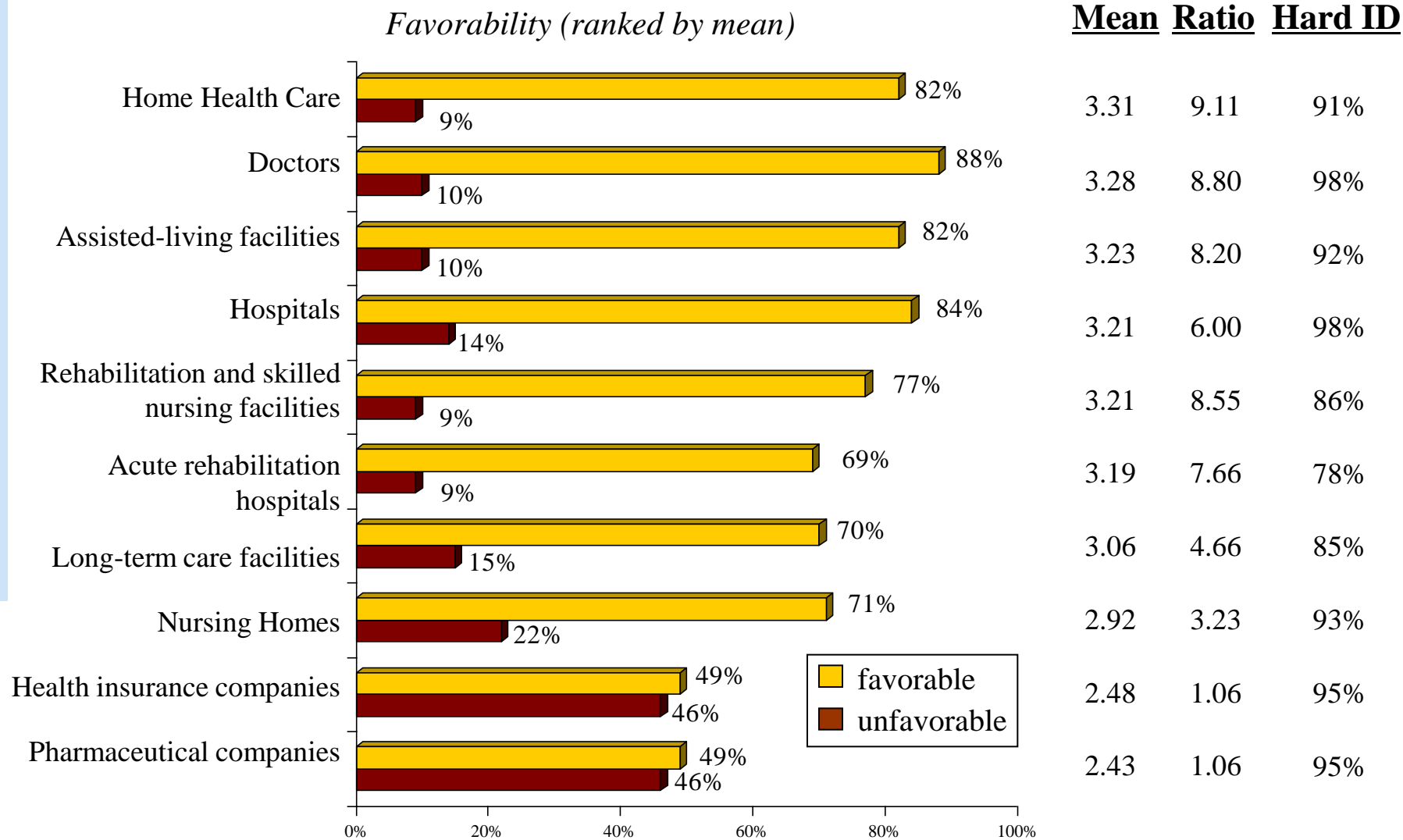




Voters Are Overwhelmingly Favorable To Health Care Providers, Including Nursing Homes



Most Health Care Actors Hold Favorable Views From Voters, With Insurance Cos and Pharmas Lagging





Home Health Care Is Not Preferred For Rehabilitation



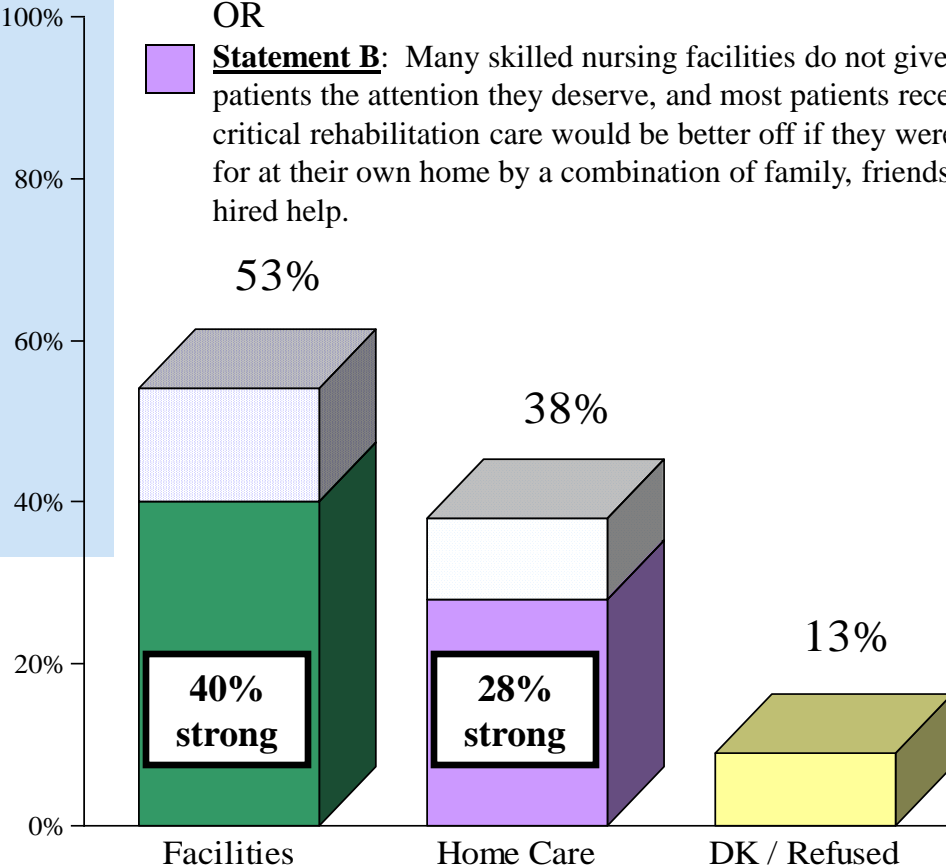
Voters Believe Skilled Nursing Facilities Are A Better Option Than Home Care For Patients With Rehabilitation Needs

Which comes closer to your point of view?

Statement A: Skilled nursing facilities are the best place for patients to receive critical rehabilitation care because these facilities have trained professionals who can provide the right kind of care around the clock, and are able to get the patient back to full health so they leave and go home.

OR

Statement B: Many skilled nursing facilities do not give their patients the attention they deserve, and most patients receiving critical rehabilitation care would be better off if they were cared for at their own home by a combination of family, friends, and hired help.



By Key Group		
	Facilities Are Best	Home Care Is Best
Democrat	53%	40%
Independent	53%	37%
Republican	54%	35%
18-39	57%	36%
40-49	55%	37%
50-59	51%	38%
60+	50%	40%
White	56%	35%
Black	40%	49%
Hispanic	53%	40%
In Facility Currently	62%	32%
In Facility Past	51%	39%
Not in Facility	52%	38%
Upper/Upper-Middle	65%	25%
College Middle	54%	36%
Non-College Middle	49%	42%
Working/Lower	51%	41%



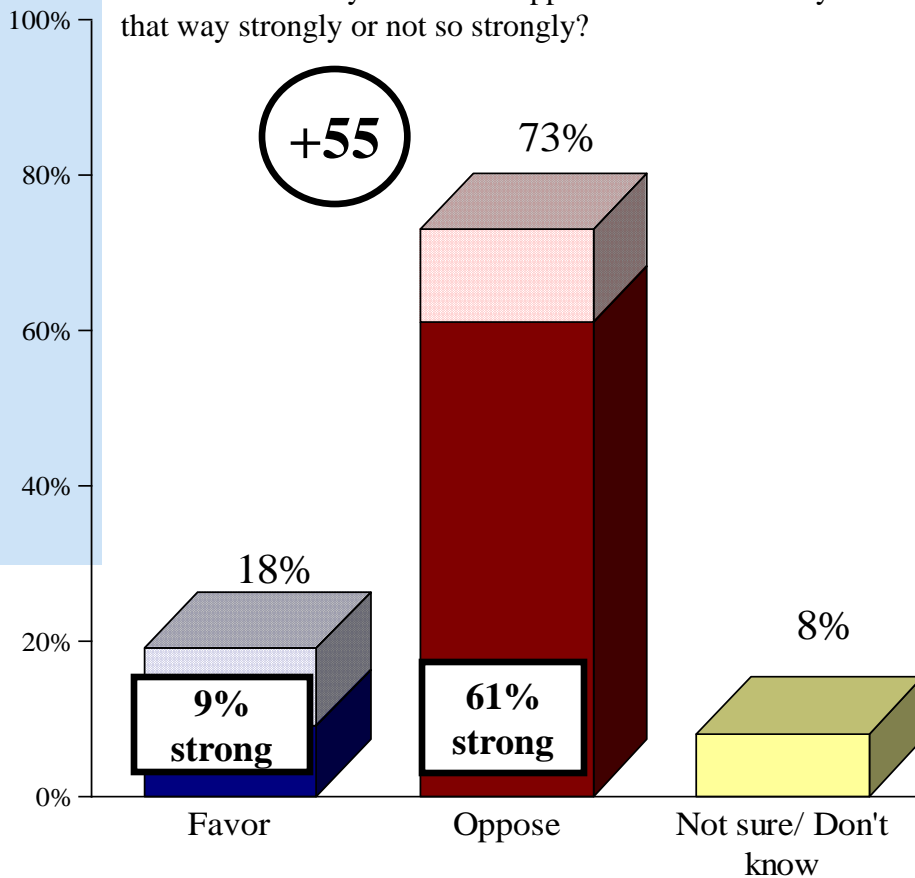


Voters Overwhelmingly Oppose Cuts In Reimbursement Rates And Support Federal Aid To Prevent State Cuts



Voters Overwhelmingly Oppose Further Cuts To Medicare Reimbursements For Skilled Nursing Facilities

The health care legislation recently passed by Congress and signed into law by the President included \$15 billion in cuts to Medicare reimbursements for care in rehabilitation and skilled nursing facilities. Congress may decide to make further cuts to Medicare payments for care in rehabilitation and skilled nursing facilities. Would you favor or oppose these cuts? Do you feel that way strongly or not so strongly?

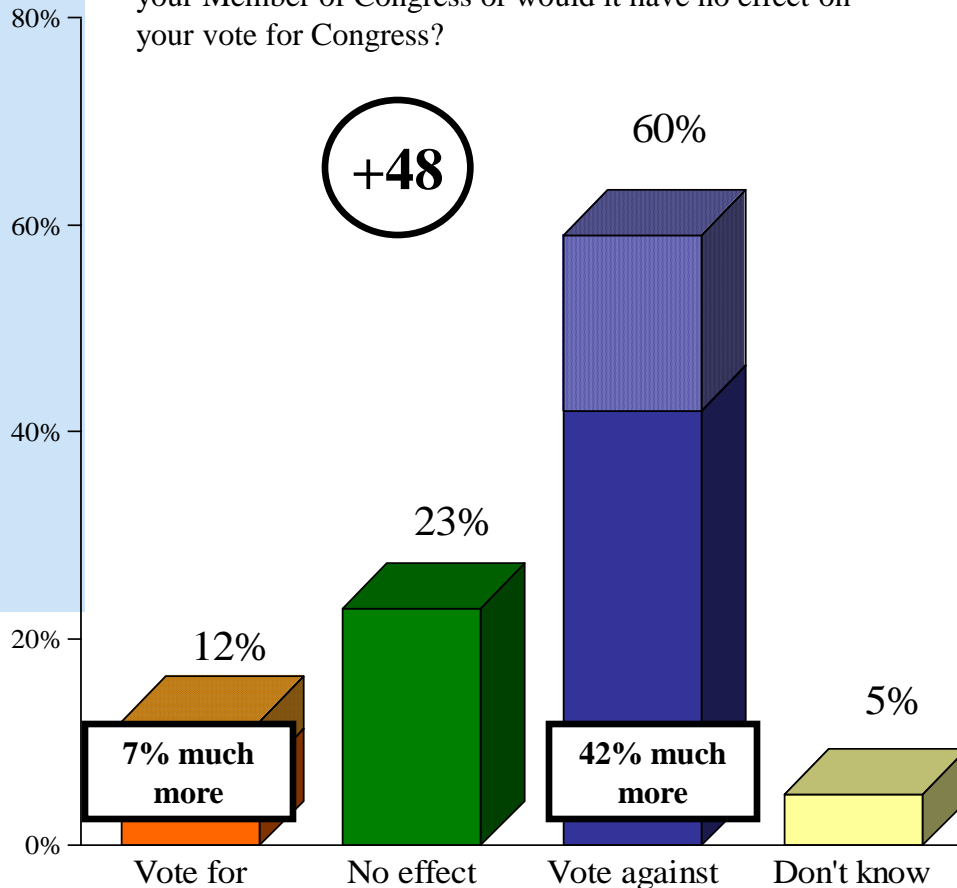


By Key Group		
	Favor	Oppose
Democrat	17%	74%
Independent	22%	69%
Republican	17%	77%
18-39	22%	70%
40-49	18%	70%
50-59	21%	72%
60+	11%	80%
White	17%	74%
Black	28%	68%
Hispanic	22%	73%
In Facility Currently	25%	70%
In Facility Past	16%	75%
Not in Facility	18%	74%
Upper/Upper-Middle	16%	72%
College Middle	16%	74%
Non-College Middle	24%	70%
Working/Lower	18%	77%



Voters Say They Would Punish Their Member Of Congress For Cutting Medicare Reimbursements For SNFs

If your member of Congress voted for more Medicare funding cuts for care in rehabilitation or skilled nursing facilities, would that make you feel more likely to vote for your Member of Congress, more likely to vote against your Member of Congress or would it have no effect on your vote for Congress?

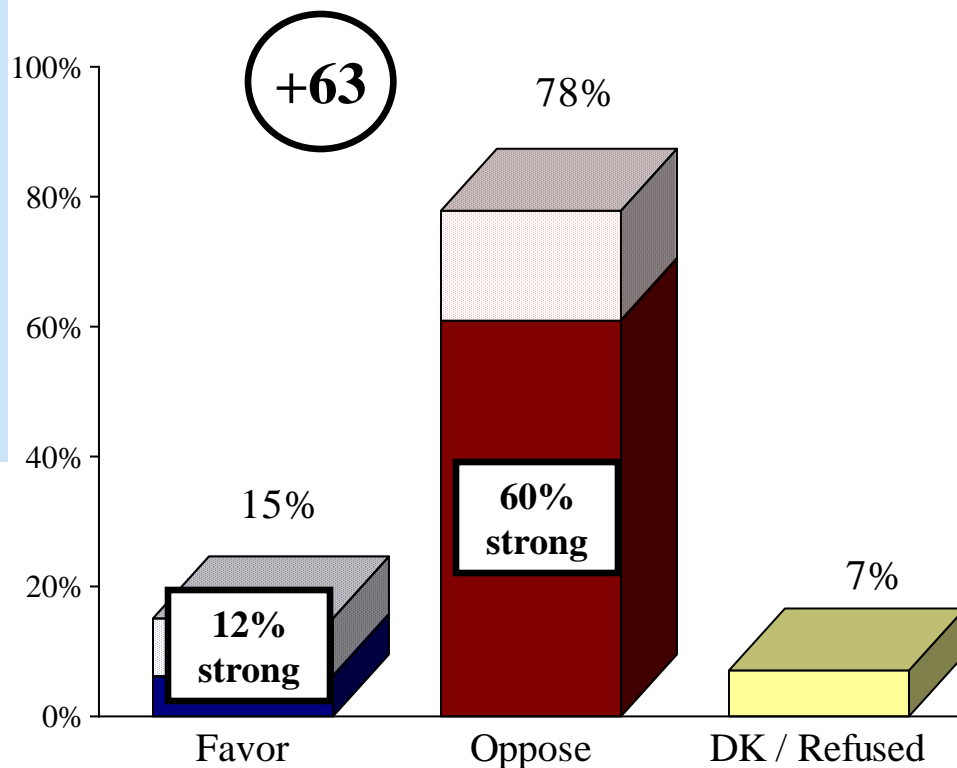


By Key Group		
	Vote For	Vote Against
Democrat	11%	59%
Independent	15%	53%
Republican	11%	67%
18-39	14%	54%
40-49	13%	60%
50-59	11%	64%
60+	11%	64%
White	12%	60%
Black	15%	58%
Hispanic	8%	59%
In Facility Currently	19%	64%
In Facility Past	12%	60%
Not in Facility	11%	59%
Upper/Upper-Middle	12%	57%
College Middle	10%	62%
Non-College Middle	12%	58%
Working/Lower	14%	62%



Opposition To Medicaid Reimbursement Cuts For Nursing Homes Is Also Broad And Deep

As you may know, state legislatures from across the country are facing state budget deficits for this upcoming year. In order to help balance the budget, some states have proposed cutting Medicaid funding for rehabilitation and skilled nursing facilities. Do you favor or oppose these proposed funding cuts to rehabilitation and skilled nursing facilities? Do you feel that way strongly or not so strongly?

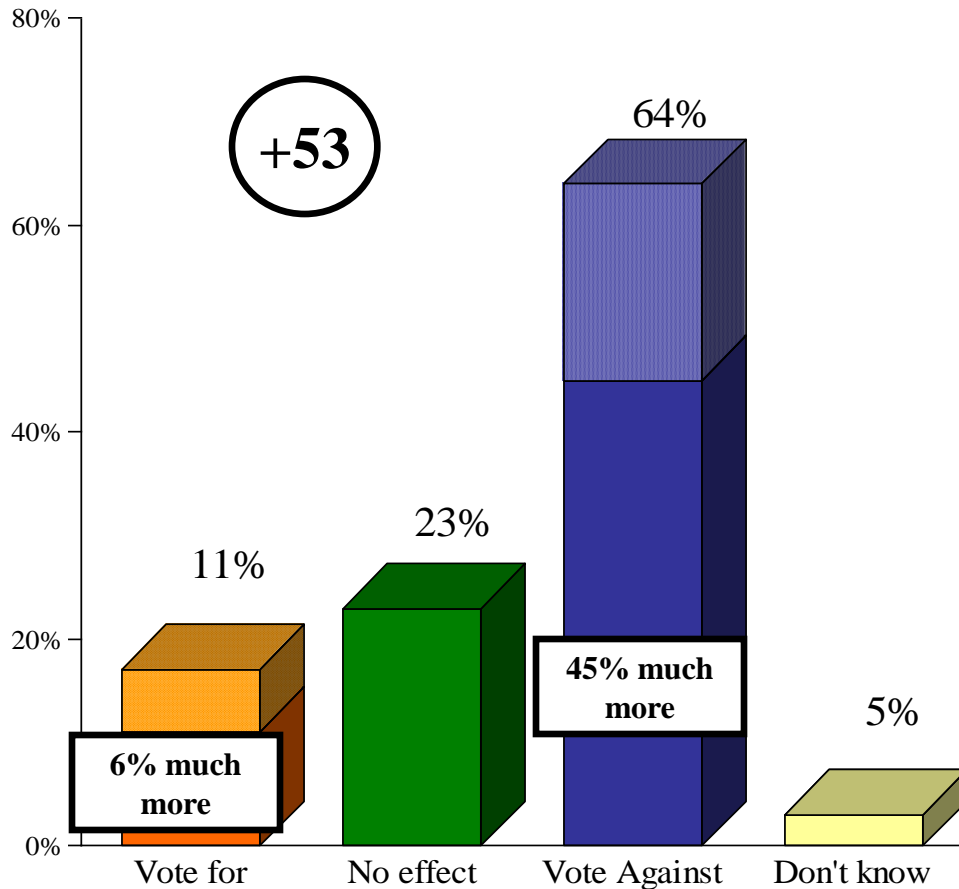


By Key Group		
	Favor	Oppose
Democrat	12%	81%
Independent	20%	71%
Republican	14%	83%
18-39	17%	77%
40-49	21%	77%
50-59	14%	78%
60+	10%	83%
White	14%	79%
Black	17%	81%
Hispanic	19%	77%
In Facility Currently	16%	80%
In Facility Past	14%	78%
Not in Facility	15%	78%
Upper/Upper-Middle	13%	75%
College Middle	16%	80%
Non-College Middle	16%	78%
Working/Lower	14%	80%



Voters Say They Would Punish State Legislators Who Vote To Cut Medicaid Reimbursements For SNFs

If your state legislator voted for these proposed funding cuts to rehabilitation and skilled nursing facilities, would that make you feel more likely to vote for your state legislator, more likely to vote against your state legislator or would it have no effect on your vote for state legislator?

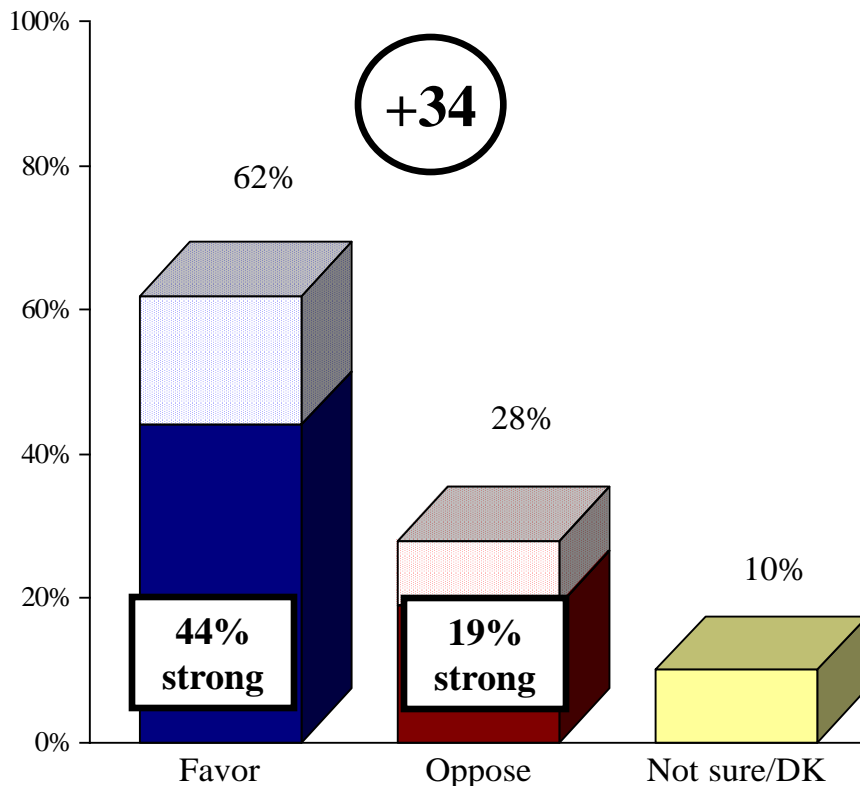


By Key Group		
	Vote For	Vote Against
Democrat	10%	71%
Independent	11%	63%
Republican	11%	69%
18-39	13%	60%
40-49	12%	63%
50-59	10%	67%
60+	8%	78%
White	10%	71%
Black	14%	61%
Hispanic	10%	55%
In Facility Currently	16%	66%
In Facility Past	8%	66%
Not in Facility	10%	68%
Upper/Upper-Middle	11%	70%
College Middle	11%	65%
Non-College Middle	11%	68%
Working/Lower	10%	68%



Voters Overwhelmingly Support Additional Federal Aid To States To Prevent Medicaid Cuts

As you may know, Medicaid is a program jointly funded by the federal government and each state. Because each state is required to balance its budget, many states are cutting back on their contributions to Medicaid. Do you favor the federal government providing additional funding to the states to prevent state cuts to Medicaid or would you oppose more federal funding for states to prevent state cuts to Medicaid? Do you feel strongly or not?



By Key Group		
	Favor	Oppose
Democrat	71%	20%
Independent	61%	30%
Republican	52%	36%
18-39	63%	28%
40-49	65%	24%
50-59	65%	27%
60+	57%	30%
White	61%	29%
Black	68%	28%
Hispanic	59%	25%
In Facility Currently	65%	26%
In Facility Past	61%	26%
Not in Facility	61%	30%
Upper/Upper-Middle	60%	28%
College Middle	58%	31%
Non-College Middle	62%	27%
Working/Lower	66%	27%





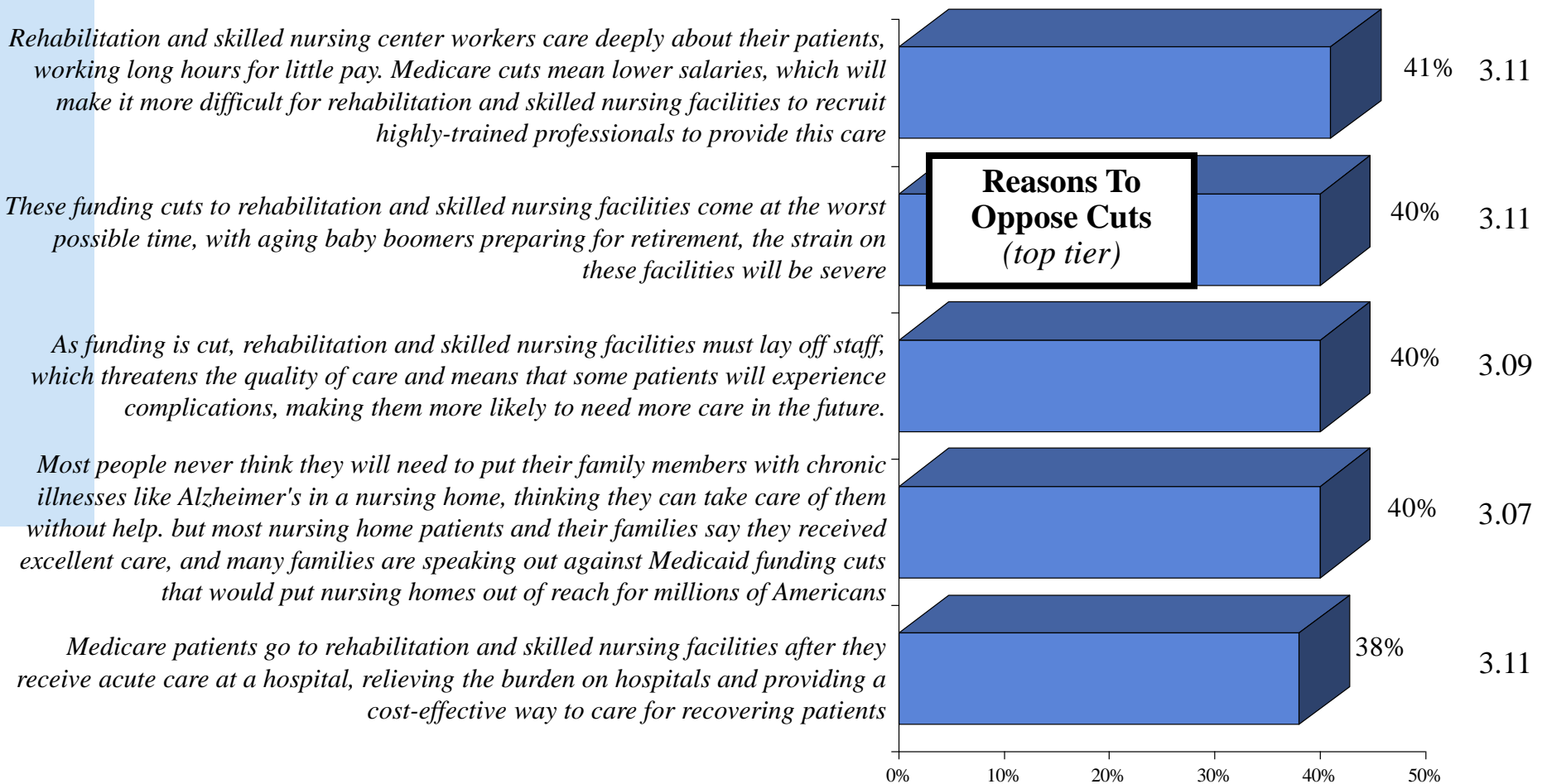
Voters Worry About The Impact Of Cuts On Employees And The Quality Of Care



Cutting Employees And Treatment Quality, Along With Baby Boomer Demands And Family Needs Are The Most Convincing Reasons To Oppose Cuts

Ranked by % very convincing

Mean
(1-4 scale)



Positive Patient Reviews, Cost Efficiency, And Information About Medicaid Reimbursement Rates Are Effective For Fewer Voters

Ranked by % very convincing Mean (1-4 scale)

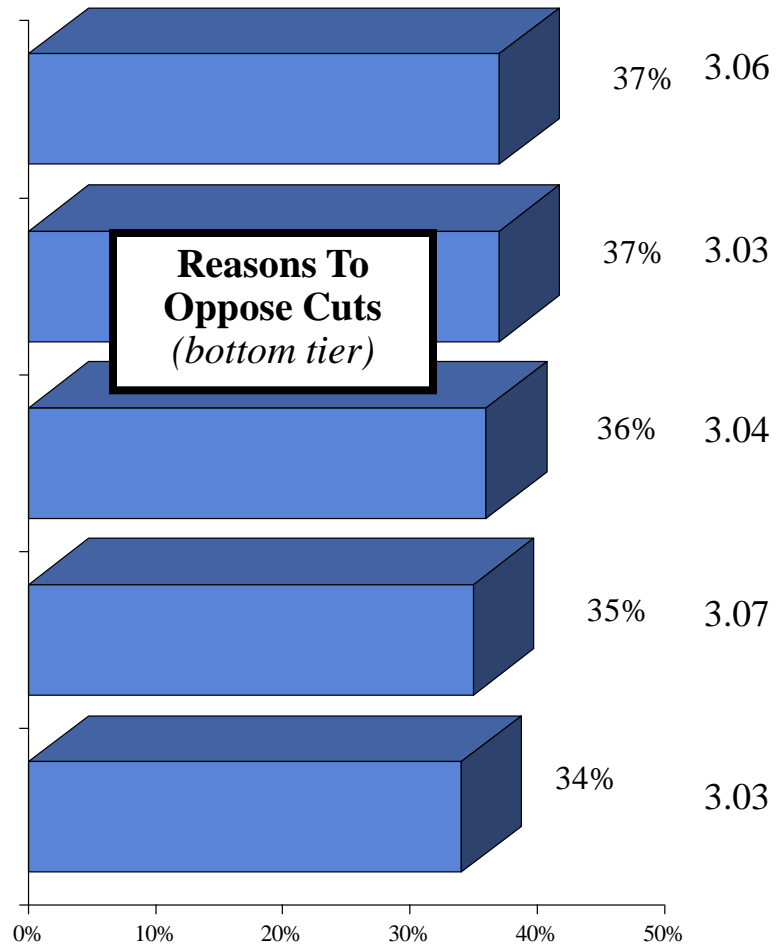
Most of the funding for rehabilitation and skilled nursing facilities comes from Medicare, and cuts would reduce the quality of care for patients with intense nursing and rehabilitation needs like those who are recovering from a stroke or from surgery

Rehabilitation and skilled nursing facilities do much more than provide long-term nursing care for the elderly. half of patients are there for a short time to receive critical rehabilitation services after accidents like a fall or hip replacement surgery and go home after some weeks or months to lead normal lives

Two thirds of the patients in nursing homes are paid for by Medicaid, which pays only 6 to 7 dollars an hour per patient, which is less than it costs to provide patients help with the activities of daily living like bathing, eating, and medication management

Rehabilitation and skilled nursing facilities care for patients recovering from hip surgery at approximately half the daily cost of an acute rehabilitation hospital

The overwhelming majority of rehabilitation and skilled nursing facilities provide an excellent quality of care, and more than 85% of the patients and their families that are surveyed after leaving rehabilitation and skilled nursing facilities say they approved of the care they received



Strategic Conclusions

- **The Hill has reason to fear further cuts to Medicaid and Medicare reimbursement rates for skilled nursing facilities**
- **Voters across party, race, age, class, and region overwhelmingly oppose cuts – and say they are prepared to punish legislators who vote for them**
- **In making the case against cuts, the impact on employees and quality of care is central**
- **While home care is an ideal, it is not always practical and does not stand in opposition to facility care for most voters**





THE
M E L L M A N
Group

RESEARCH
BASED
STRATEGY



THE **M E L L M A N** Group

RESEARCH
BASED
STRATEGY