

**Public Opinion among Medicare Enrollees  
Regarding the Medicare Prescription Drug Program**

**A National Survey Commissioned By  
The HealthCare Leadership Council**

**For**



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**AMERICANVIEWPOINT**

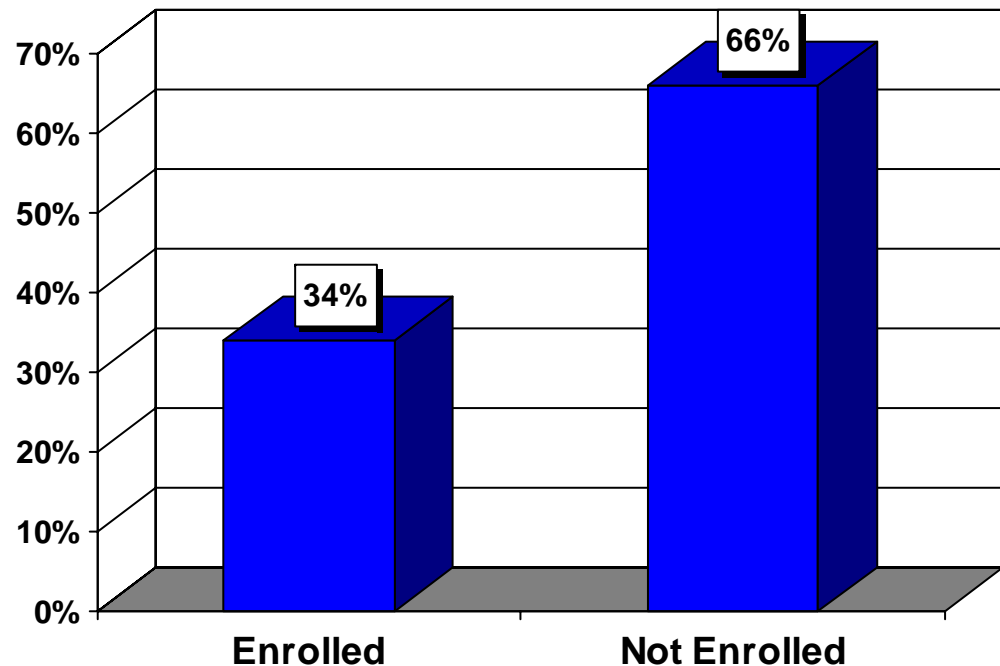
## Introduction

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The HealthCare Leadership Council commissioned American Viewpoint, Inc., to conduct a national survey of adults age 65 and older in the continental U.S. in order to assess their experience with the Medicare Prescription Drug Program. A total of 1,012 telephone interviews were conducted between March 13 and 23, 2006. Sample was drawn from a targeted Survey Sampling database of those age 65 and older residing in the United States. The demographic characteristics of this sample are representative of the U.S. population age 65 and older. All surveys are subject to errors caused by interviewing a sample of persons rather than the entire population. The margin of error for a random sample of  $n=1,012$  is  $\pm 3.1$  percentage points at 95% confidence.

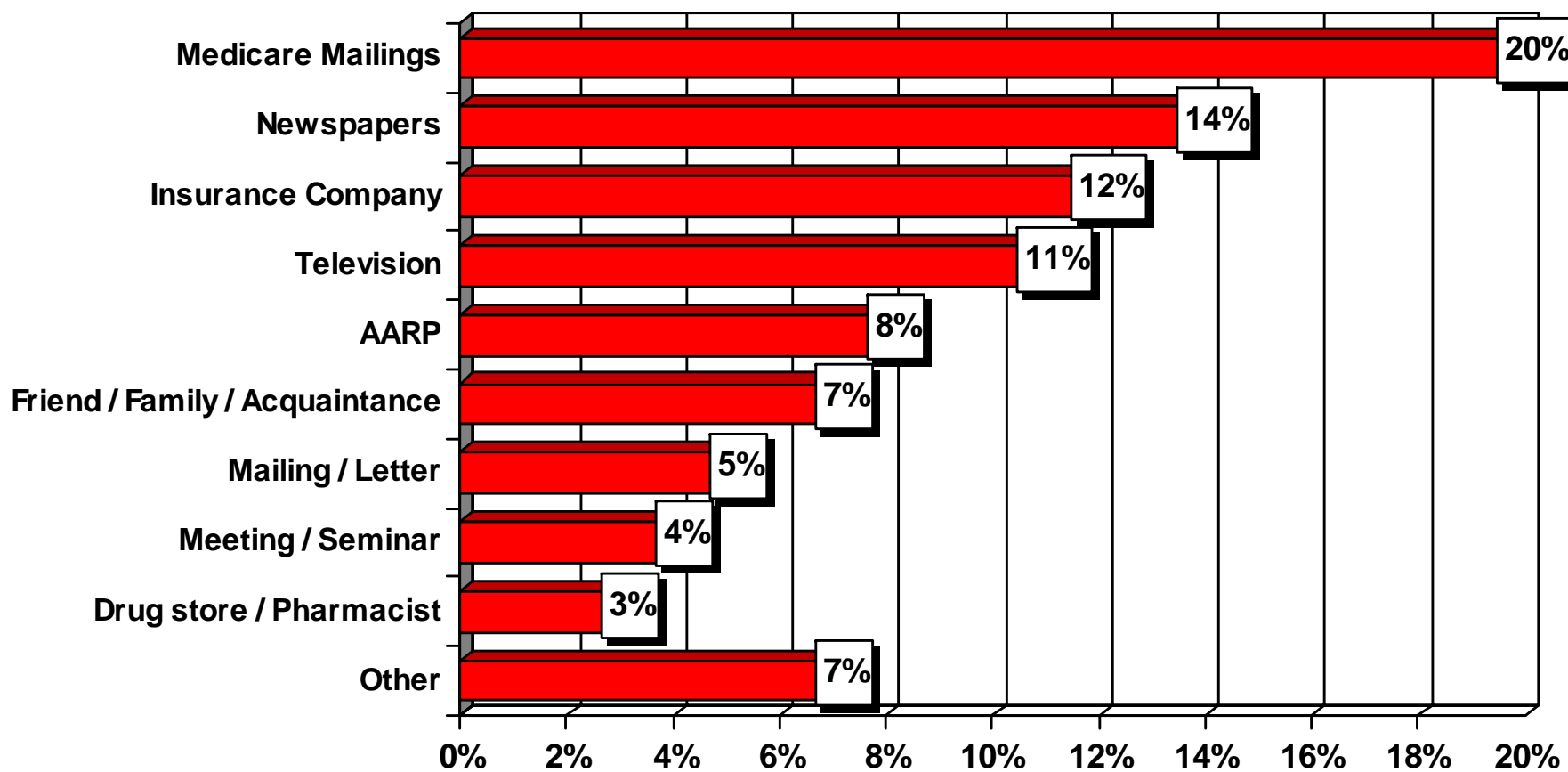
# One in three respondents is enrolled in the Medicare Prescription Drug Program.

	Enrolled	Not Enrolled
<b>Total</b>	<b>34%</b>	<b>66%</b>
<b>East</b>	<b>18%</b>	<b>22%</b>
<b>South</b>	<b>39%</b>	<b>34%</b>
<b>Midwest</b>	<b>22%</b>	<b>24%</b>
<b>West</b>	<b>20%</b>	<b>20%</b>
<b>Men</b>	<b>42%</b>	<b>47%</b>
<b>Women</b>	<b>58%</b>	<b>53%</b>
<b>Age 65-69</b>	<b>22%</b>	<b>26%</b>
<b>Age 70-74</b>	<b>27%</b>	<b>26%</b>
<b>Age 75+</b>	<b>48%</b>	<b>45%</b>
<b>Urban</b>	<b>12%</b>	<b>14%</b>
<b>Suburb</b>	<b>25%</b>	<b>25%</b>
<b>Medium/Small Town</b>	<b>38%</b>	<b>38%</b>
<b>Rural</b>	<b>19%</b>	<b>16%</b>



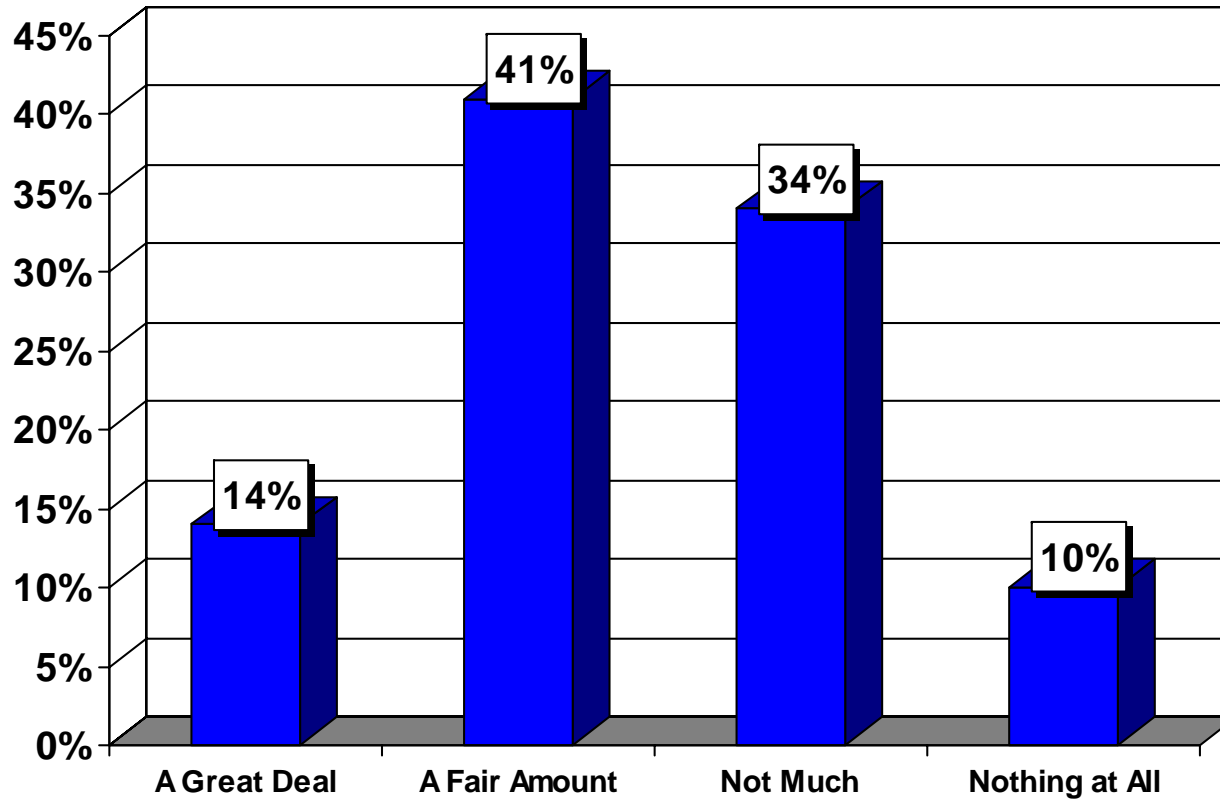
Medicare beneficiaries report a wide range of information sources. Enrollees were more reliant on information from an insurance company (22%) and Medicare mailings (15%); non-enrollees cite Medicare mailings (23%), newspapers (16%) and television (12%).

*What was your main source of information on how to enroll in the drug program? (Base N=998)*



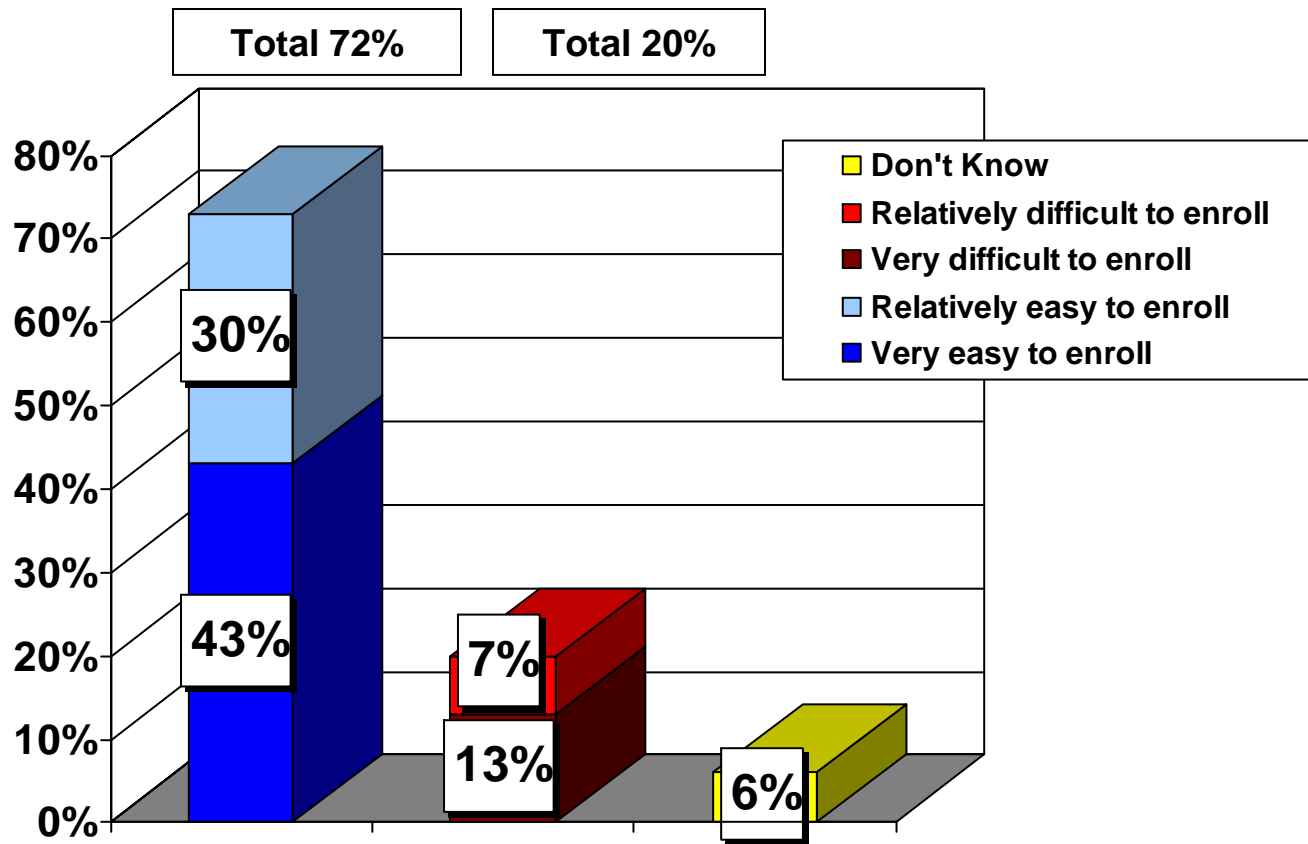
**55% say they know a great deal or a fair amount about the drug program.**

***How much would you say you know about the new Medicare Prescription Drug Program? (Base N=998)***



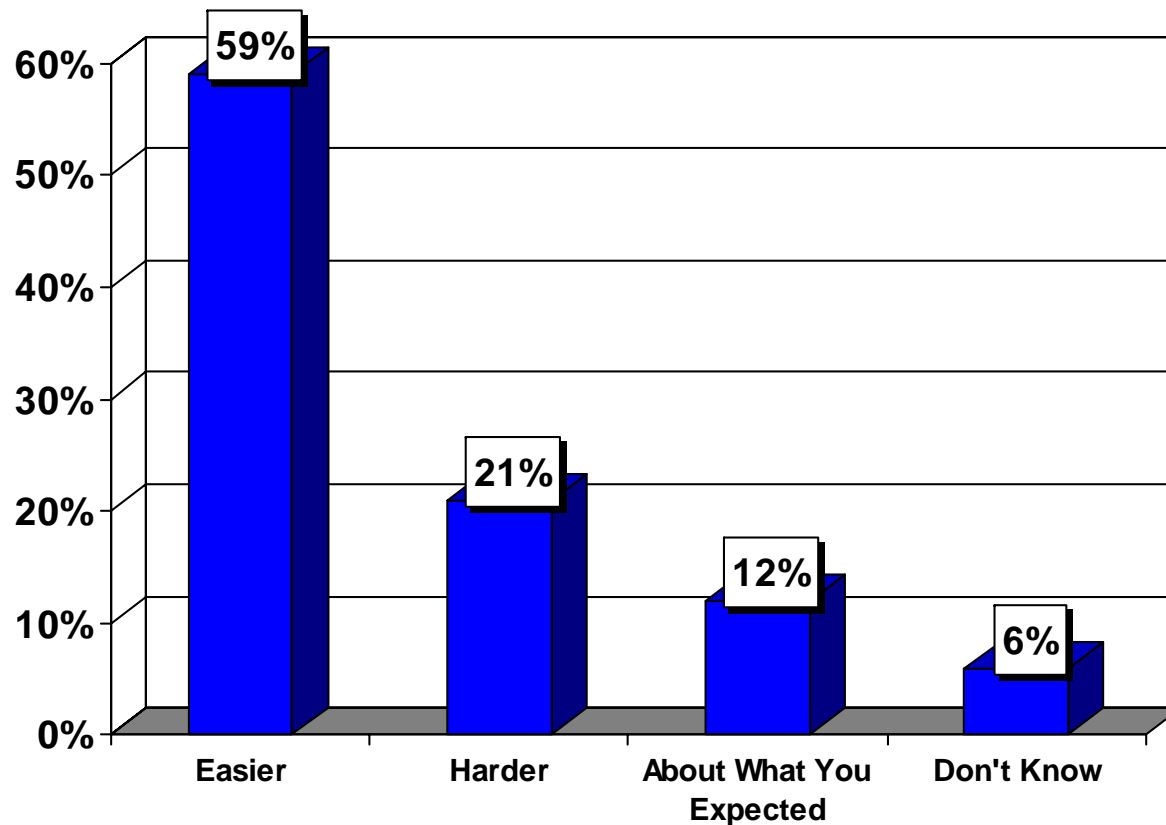
Most enrollees found the enrollment process to be easy.

*How would you describe the process of enrolling in the Medicare Prescription Drug Benefit? (Base N=244, not enrolled by the government)*



**A majority of enrollees said the enrollment process was easier than they expected.**

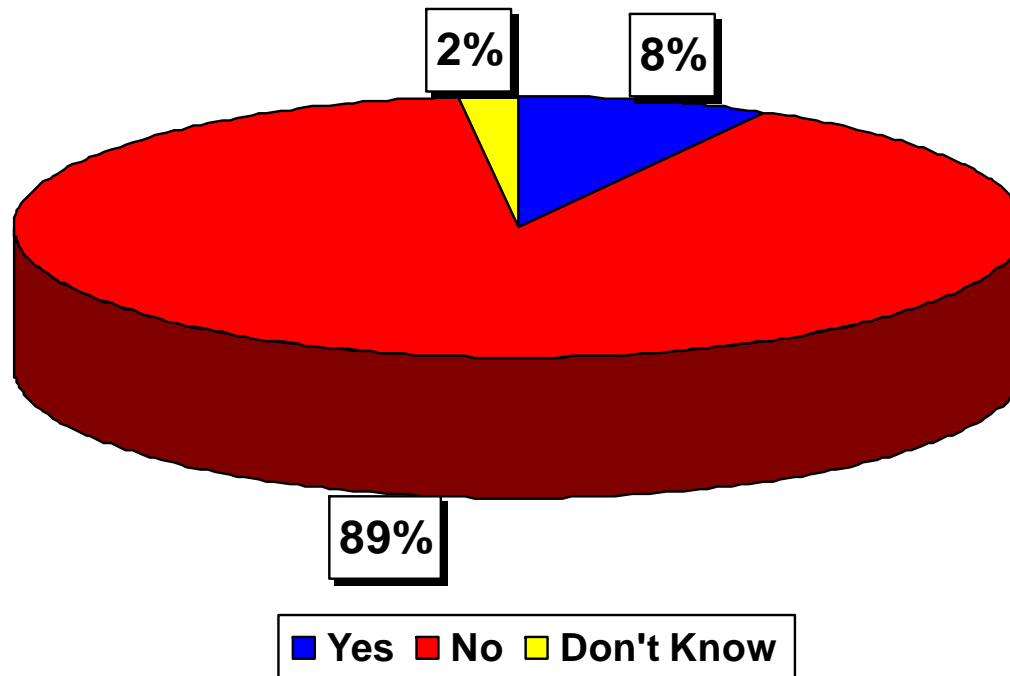
***Was it easier than you expected or harder than you expected to enroll in the Medicare Prescription Drug Program?  
(Base N=244, not enrolled by the government)***



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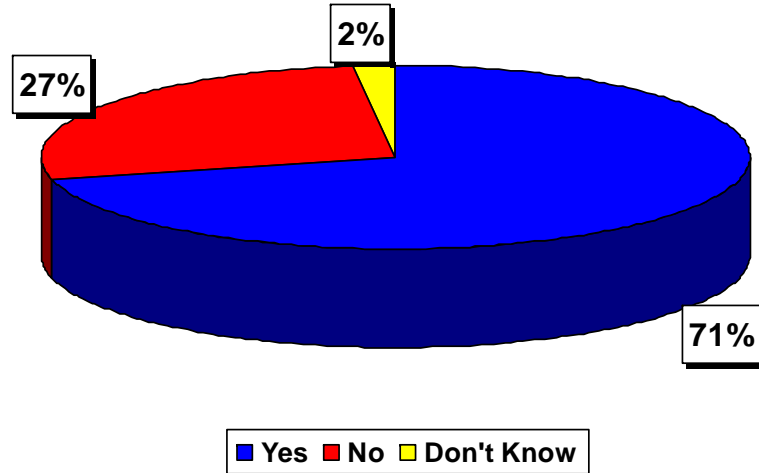
The vast majority of those who are self-enrolled did not encounter any problems in enrolling.

*Did you encounter any problems in enrolling in the drug benefit?  
(Base N=244, not enrolled by the government)*

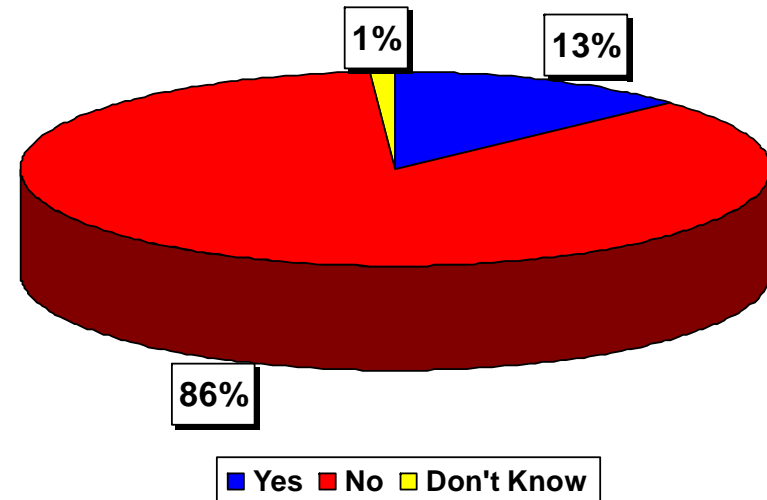


**Seven in ten enrollees have tried to use the drug benefit and most have not experienced any difficulties.**

***Have you tried to use the prescription drug benefit?***  
*(Base N=343, enrolled in the Medicare Drug Program)*

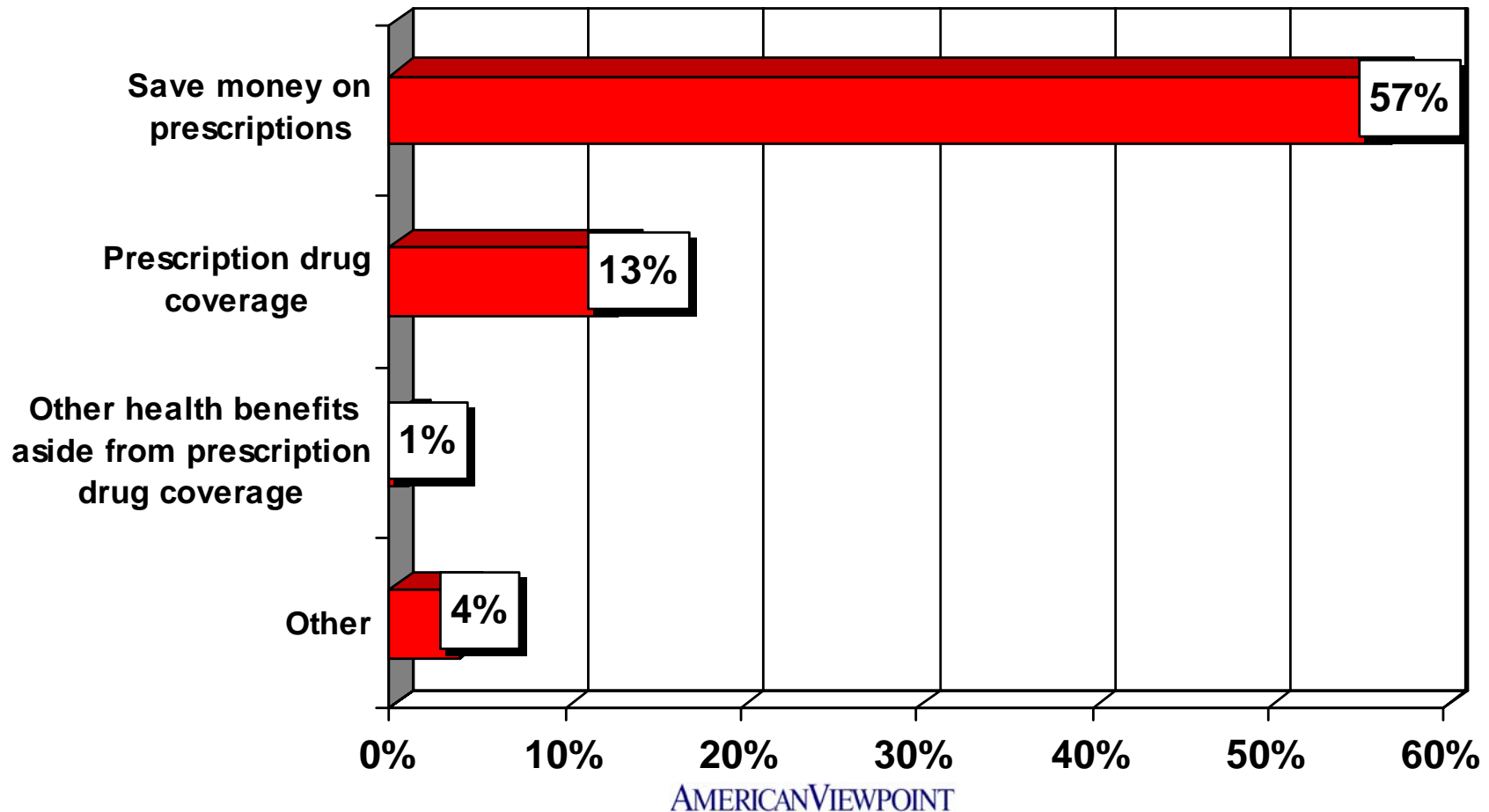


***Have you experienced any difficulties in obtaining your prescriptions under the new program?***  
*(Base N=245, tried to use Medicare drug benefit)*



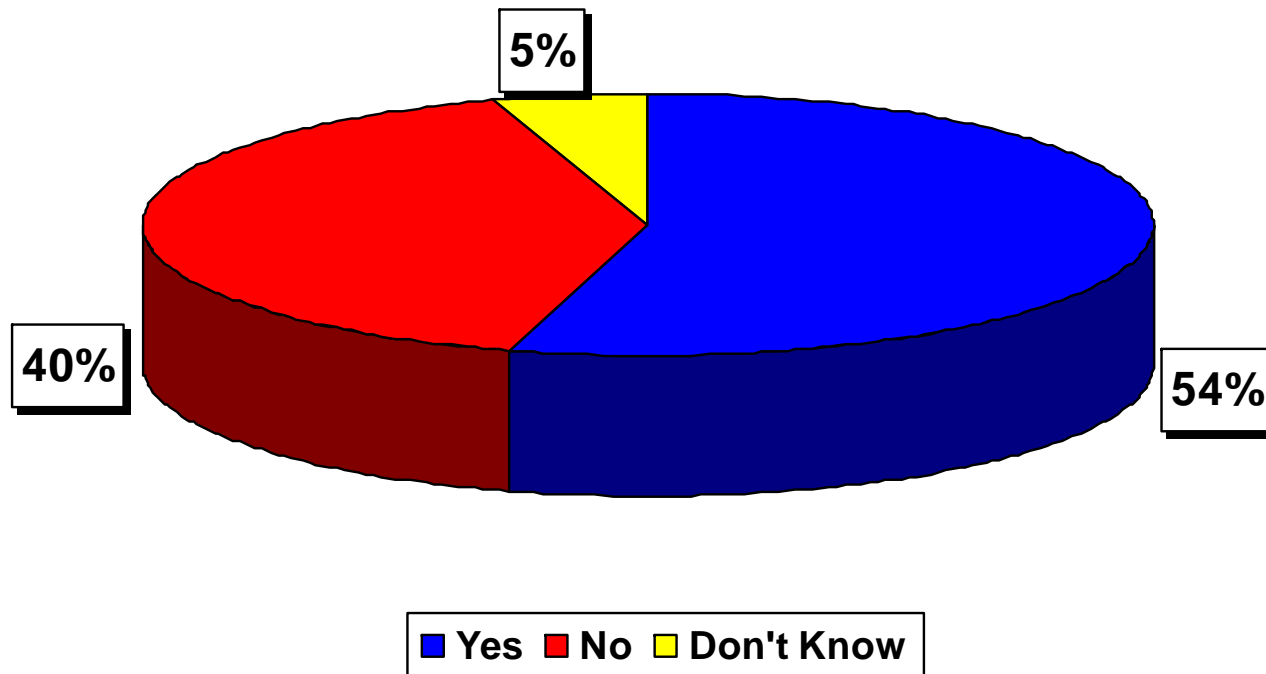
**Most enrollees expect to save money on prescriptions.**

***What is the main value you expect to receive from the Medicare Prescription Drug Program? (Base N=343)***



**A majority of enrollees have experienced savings already.**

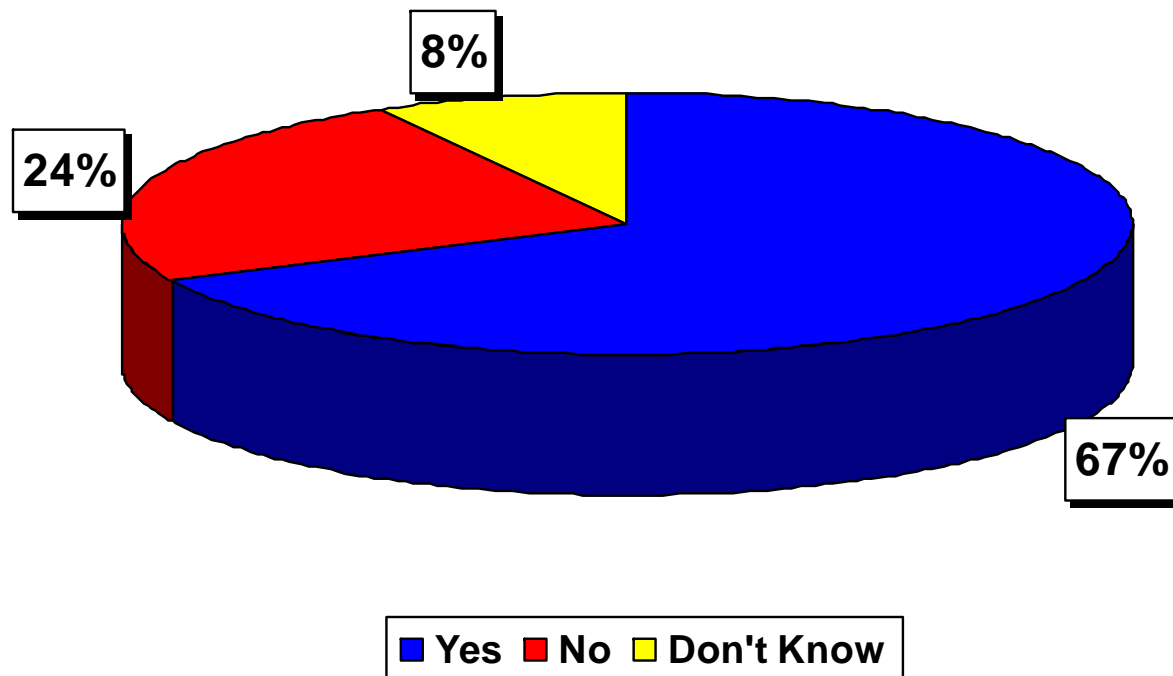
***Have you already experienced some savings?  
(Base N=343, enrolled in Medicare Drug Program)***



## Two-thirds of all enrollees would recommend the Medicare Prescription Drug Program.

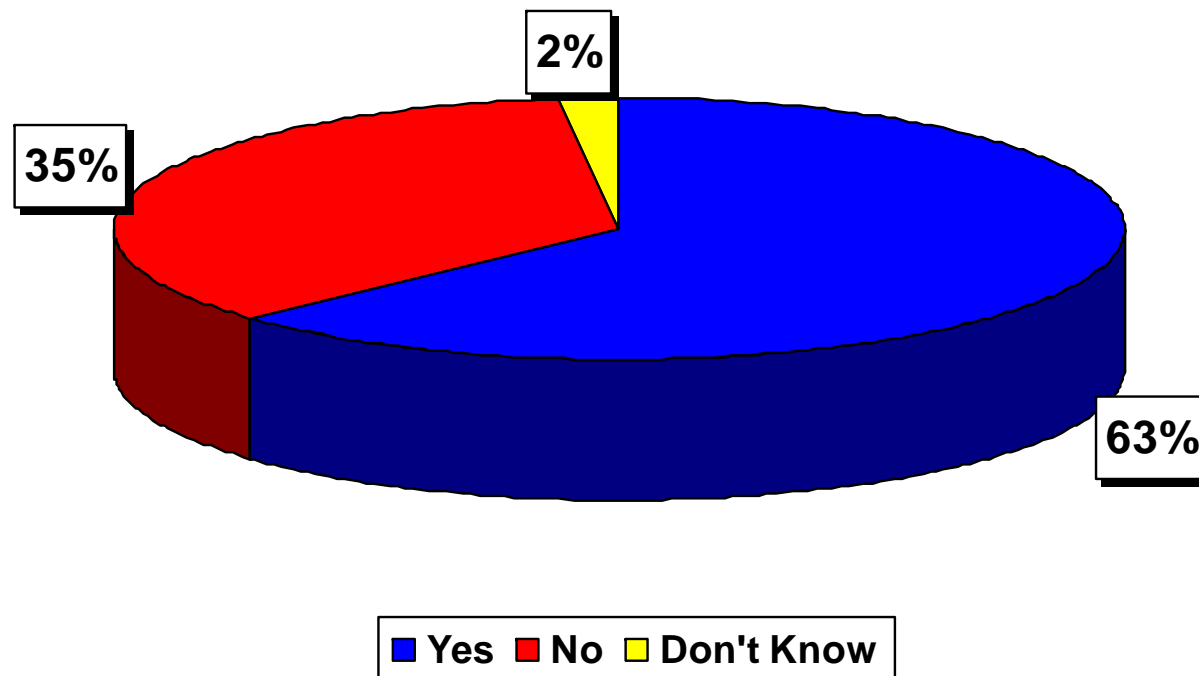
*In general, would you recommend the new Medicare Prescription Drug Program to a friend, family member or acquaintance who is eligible for Medicare?*

*(Base N=343)*



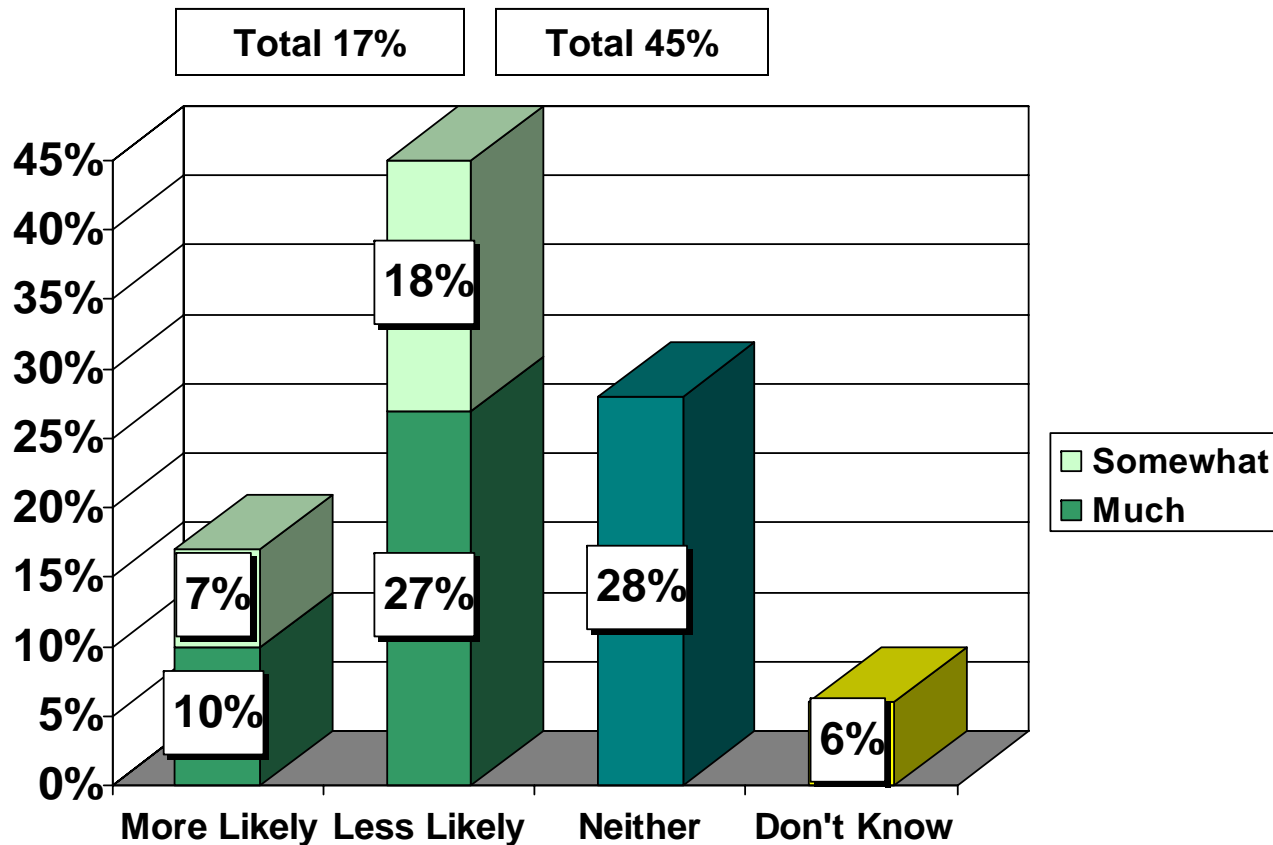
The majority of Medicare beneficiaries have seen, read, or heard negative stories in the media about the new Medicare Prescription Drug Program.

*Have you seen, read, or heard any negative stories in the media about the new Medicare Prescription Drug Program? (Base N=998)*



By nearly 3:1, these stories made Seniors less likely to enroll in the program. Among non-enrollees, the margin is nearly 6:1 (56% less likely – 10% more likely).

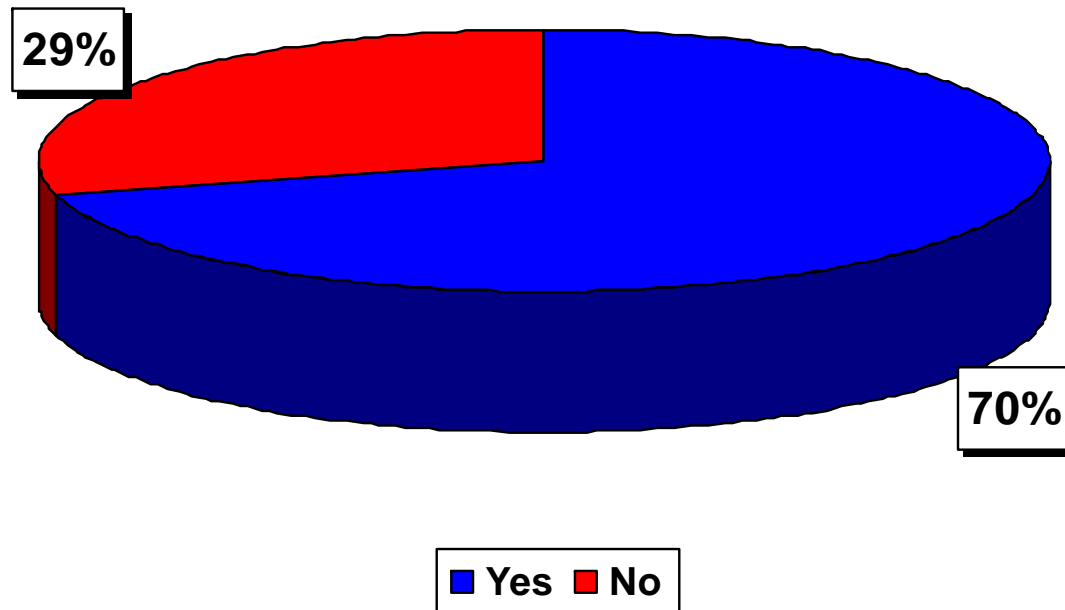
*How did these stories affect your intention to enroll in the drug program?  
(Base N=629, Seen, Read, Heard negative stories)*



**Most non-enrollees say they have prescription drug coverage through employers, former employers or some other organization aside from Medicare.**

***Do you have prescription drug coverage through your or your spouse's employer or former employer or some other organization aside from Medicare?***

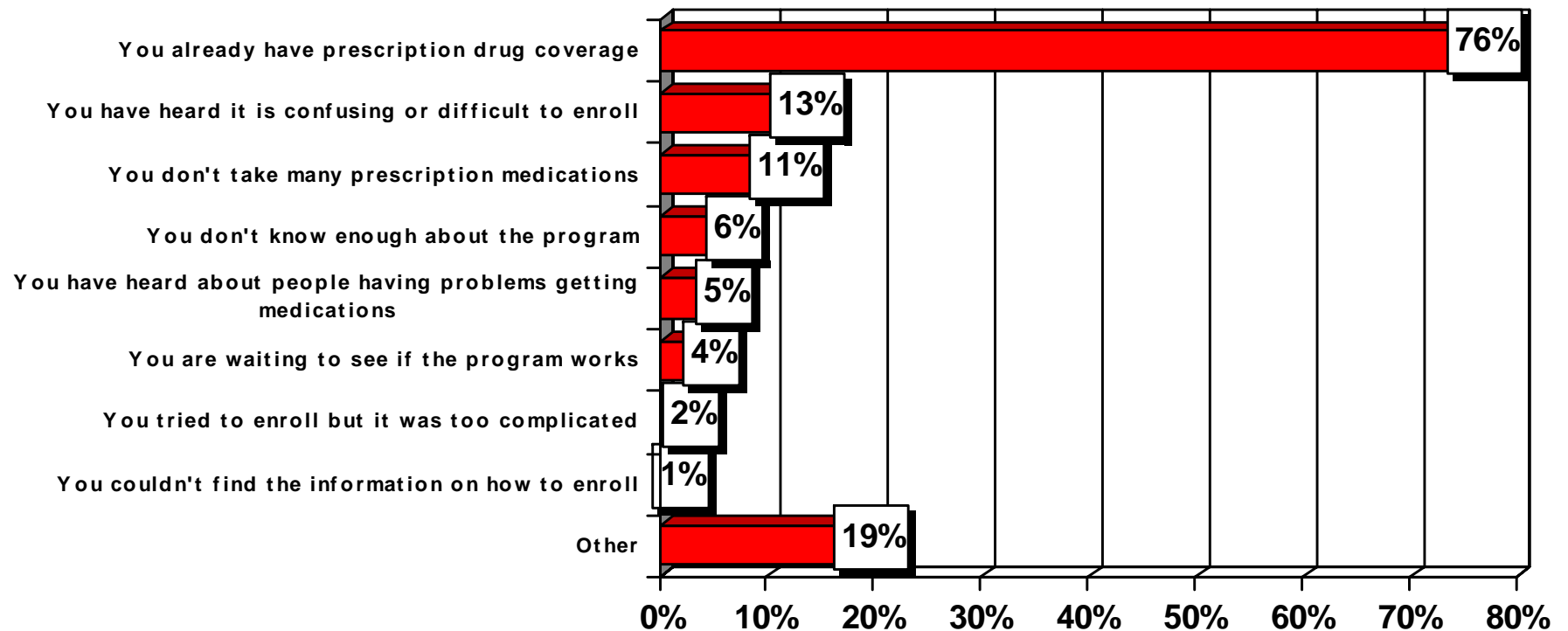
***(Base N=618, who do not have prescription drug coverage through Medigap policies, Medicaid and/or are not enrolled in the Medicare Prescription Drug Program)***



Men	75%
Women	65%
Age 65-69	74%
Age 70-74	74%
Age 75+	66%
Urban	73%
Suburb	78%
Medium Town	65%
Small Town	68%
Rural	62%
Married	72%
Single / Divorced	67%
Widowed	68%

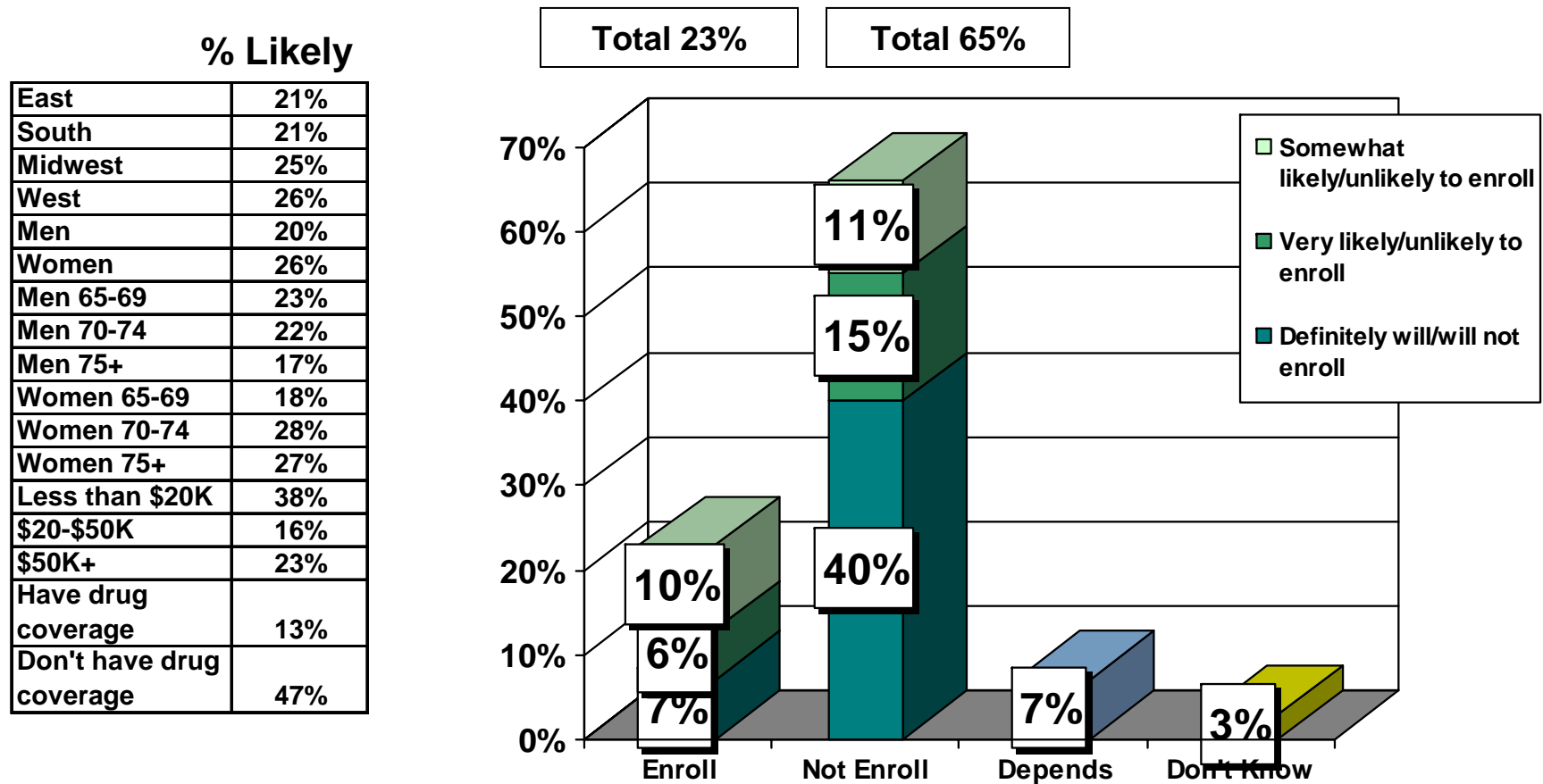
The main reason given by those who do not intend to enroll is that they already have prescription drug coverage.

***What is the main reason you [are somewhat / very unlikely / definitely will not enroll] in the new Medicare Prescription Drug Program? Is it that:  
(All Responses / Base N=416)***



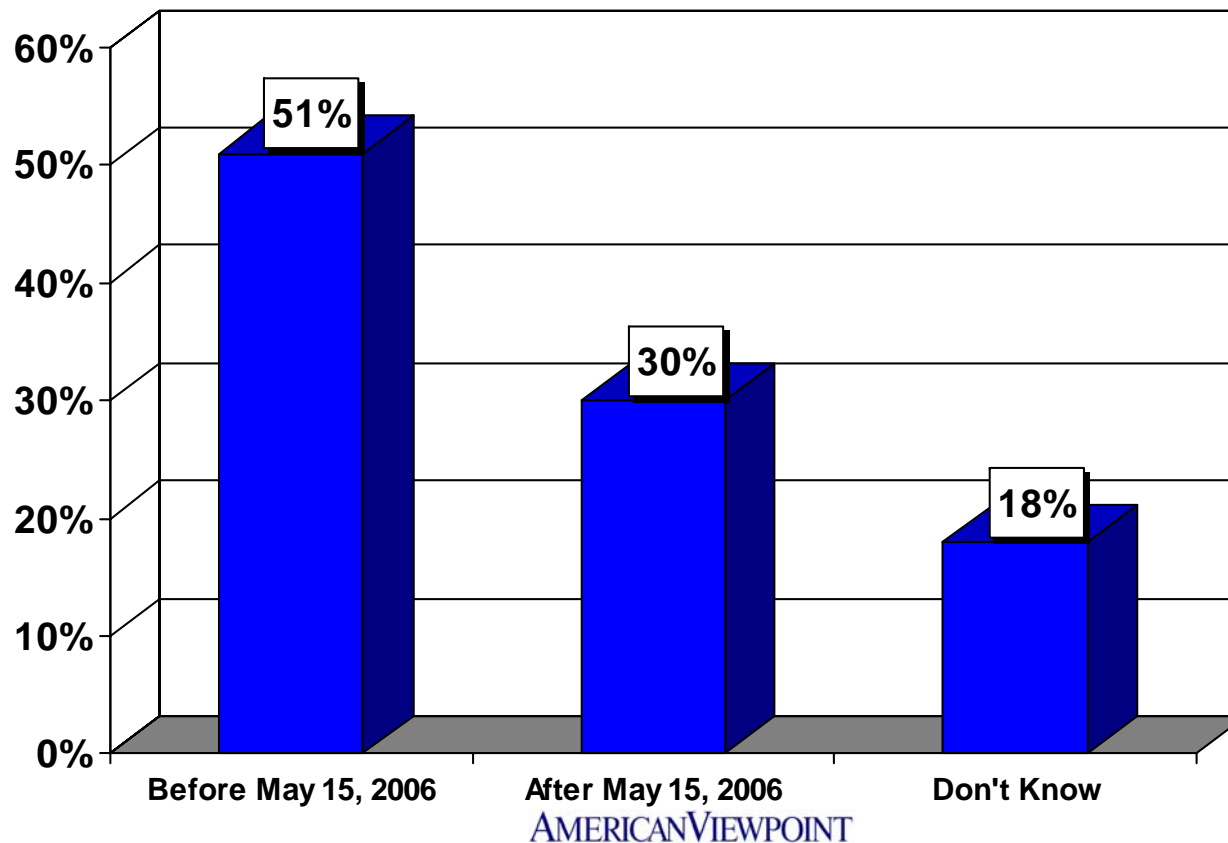
# Roughly one-fourth of those who are not enrolled plan to enroll in the Medicare Prescription Drug Program.

*How likely are you to enroll in the new Medicare Prescription Drug Program?  
(Base N=640, who are not enrolled)*



**A majority of those who are likely to enroll in the program think they will do so before May 15.**

***As you may know, those who enroll in the program after May 15, 2006 may pay higher premiums than those who enroll before that date. When do you think you will enroll in the drug plan, before May 15, 2006 or later?  
(Base N=194, who are not yet enrolled but are likely to do so)***



Knowing that drugs are covered and the extent of likely savings are the most persuasive pieces of information among non-enrollees.

*Would you be more likely to enroll if:*  
(Base N=446)

