COVID-19 Has Prompted Almost Half of Americans to Focus More on Their Health

Many Americans report being aware of their health more than ever before, and those who are taking this time to improve their health are more likely to be happier now than before the pandemic.
COVID-19 has been a catalyst for many Americans to reevaluate their health

43%

“COVID-19 has caused me to focus more on my health than ever before”

49%

“COVID-19 has made me more aware of my physical health”

44%

“COVID-19 has made me more aware of my mental health (stress levels, anxiety levels, mood shifts)”

Q15: How much do you agree or disagree with the following statements? (top 2 box reported)
Gen Pop N=4,002
They’re also taking the time to educate themselves and be better informed when it comes to health care information.

7 in 10 believe it's worthwhile to do their own health research while also discussing their health with their health care provider (68%).

Q14: How much do you agree or disagree with the following statements? (top 2 box reported) “I think it’s worthwhile to do some health research on my own, but it’s also important to discuss with my health care provider”
Gen Pop N=4,002
And while most don’t feel their overall health has been impacted during this time, a quarter of Americans say their mental health has gotten worse.
This may have been the motivation some needed to take control of their health -- many report they’ve been taking this time to make improvements.

Q16: How has each of the following changed, if at all, for you as a result of COVID-19?
Gen Pop N=4,002

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And this has had an impact – those taking these steps to improve their health during this time are more likely to be happier now than they were before the pandemic.

“'I am satisfied with my life’ describes me **MORE** now than before COVID-19”

Among those who have improved health during COVID-19

43%

Among those who have **NOT** improved health during COVID-19

21%

Q2: **Looking at the same statements, please indicate how they describe you as you currently feel, within your experience during COVID-19 (also known as Coronavirus)**

Those who **improved** their health during COVID (eaten more healthy, exercised more, focused on mental health, and focused on self-care)  N=259

Those who **have not improved** their health during COVID (NOT eaten more healthy, exercised more, focused on mental health, and focused on self-care)  N=2243
Preventive Care Education Needs to Evolve: It’s More than Just an Annual Checkup

There’s no denying the progress America has made in the understanding and adoption of preventive care services, but why are so many Americans still missing out on life because of their health? We may be thinking too narrowly about preventive care.
May Americans feel they have a good understanding of preventive care, though 1 in 3 still don’t have a good grasp of what it is.

Q7: Now we’d like to talk specifically about preventive care. Which of the following statements best describes how well you know what preventive care means? (top 2 box reported)

Q9: How much do you agree or disagree with the following statements? (top 2 box reported)

Gen Pop N=4,002

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And to their credit, most Americans are going in for their routine check-up or seeing their primary care physician at least once a year.

78% Visit their primary care physician at least once a year

6 in 10 Have had a routine check-up in the past year (59%)

D2: How often do you see your primary care physician, doctor, or provider? This is a usual source of care for health problems, referrals, and preventive care.

Q10: Looking at the list of medical appointments and actions below, please select the all that apply- Have done in the past 12 months Summary
Gen Pop N=4,002
However, many Americans are still missing out on life due to their health and some feel a sense of embarrassment about their health.

On average 1 in 3 Americans agree

- **39%** I'm worried my health will prevent me from living life to its fullest
- **35%** I feel ashamed I haven't been living as healthy of a life as I could be
- **30%** I've had to miss out on activities or parts of life due to my health
- **24%** I'm embarrassed about my health

Q5: How much do you agree or disagree with the following statements?  (top 2 box reported)  
Gen Pop N=4,002
Why? One reason for this is perhaps our narrow view of what preventive care is, leading us to approach it clinically vs. holistically.

We asked Americans to describe in their own words what preventive care means and found that the vast majority of Americans don’t think about preventive care in an holistic sense to include lifestyle behaviors in addition to clinical screenings and routine check-ups.

<table>
<thead>
<tr>
<th>“going to the doctor on a regular basis to watch for conditions that could impact health later on and stop them before they become an issue”</th>
<th>“Doing things, like having regular check-ups, to catch problems before they become serious”</th>
<th>“Eating correctly, sleeping appropriately, regular checkups, recommended vaccinations, exercise-- all the things that are done routinely so as to help ward off problems in the future”</th>
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</thead>
<tbody>
<tr>
<td>“Preventative care means to be proactive with one’s health by scheduling and keeping dental exams, annual physical, and vision exams”</td>
<td>“Taking care of yourself mentally and physically to prevent future mental and physical health complications”</td>
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Only around 10% recognized healthy lifestyle behaviors such as a good diet, not smoking or misusing alcohol as part of preventive care. Only ~1% of Americans identified mental health, depression, and stress-management as an important part of preventive care.
In fact, only half of Americans rate themselves highly when it comes to practicing healthy lifestyle behaviors.

Only 1 in 2 or less Americans rate the following as “good/excellent” (on a typical day, pre-COVID):

- 51% Commitment to a healthy lifestyle
- 50% Sleeping routine or quality of sleep
- 47% Overall diet or eating habits
- 42% Exercise regime

Q5: How much do you agree or disagree with the following statements? (top 2 box reported)
Q3: Again, thinking of a typical day before the COVID-19 pandemic, how would you describe each of the following as they relate to your health? (top 2 box reported)
Gen Pop N=4,002
As a result, many Americans are not taking a holistic approach to their health.

4 in 10
“\[I\ typically only think about my health when I’m not feeling well/when I’m sick\] (38%)”

1 in 3
“\[I typically only focus on one area of health at a time rather than trying to achieve holistic health all at once\] (34%)”

% of Americans who have gone in for below appointments in past year

- Mental health consultation: 20%
- Depression screening: 20%
- Obesity screening and counselling: 16%
- Diet counselling: 13%

Q5 + Q9: How much do you agree or disagree with the following statements? (top 2 box reported)
Q10: Looking at the list of medical appointments and actions below, please select the all that apply- Have done in the past 12 months
Gen Pop N=4,002
Along with expanding our understanding of preventive care, we need to start prevention education sooner.

Gen Z demonstrates they lack the knowledge of preventive care to feel prepared and equipped to manage it.

Half of Gen Z feel overwhelmed thinking about everything they need to do for preventive care (46%) (vs. 47% Millennials, 36% Gen X, 23% Baby Boomers)

Q9: How much do you agree or disagree with the following statements? (top 2 box reported)
Q7: Now we’d like to talk specifically about preventive care. Which of the following statements best describes how well you know what preventive care means? (top 2 box reported)

Gen Pop N=4,002, Gen Z N=480, Millennials N=1,045, Gen X N=923, Boomers N=1,388

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Prevention Education Needs to Start at Home

Learning healthy living from a young age sets you up for long-term success -- those who were taught healthy habits and how to live a healthy lifestyle from their parents are happier and healthier in life now.
Learning how to live a healthy lifestyle and have healthy habits at a young age has a significant impact on the trajectory of your life.

Those who were taught healthy habits from their parents are significantly happier & healthier in life now.

Q1: Life-satisfaction score (top 3 box reported out of 7 point scale)
Q3: Again, thinking of a typical day before the COVID-19 pandemic, how would you describe each of the following as they relate to your health? (top 2 box reported)
Q5: How much do you agree or disagree with the following statements? (top 2 box reported)

Gen Pop N=4,002 “My parents taught me how to live a healthy lifestyle and have healthy habits” N=1,506
Those taught healthy living from an early age are also more knowledgeable about preventive care, setting them up to live healthier lives.
Having these good habits to fall back on also helps make people more resilient in the face of a pandemic

% who are doing these MORE during COVID-19 than before

Taught healthy habits & lifestyle from parents
Not taught healthy habits & lifestyle from parents

Those who were taught healthy habits are more likely to be taking this time to continue improving their health

Q16: How has each of the following changed, if at all, for you as a result of COVID-19? (figures reporting they’re doing this MORE during COVID-19)
Gen Pop N=4,002 “My parents taught me how to live a healthy lifestyle and have healthy habits” N=1,506
However, this is a call to action for all parents: only 38% of Americans report their parents taught them how to live a healthy lifestyle, and this is not significantly improving over time.

“My parents taught me how to live a healthy lifestyle and have healthy habits”
The Future of Health

Americans who are using digital health tools and embracing telehealth are reaping significant rewards, feeling more optimistic about and in control of their health.
Many Americans are missing health care visits due to concerns around COVID-19

Q15: How much do you agree or disagree with the following statements? As a reminder, when we say health care provider, this can mean the Doctor, Physician’s Assistant, Nurse, or other health care professional that is providing you care. (top 2 box reported)
Gen Pop N=4,002

- I'm nervous to go to a health care provider for fear of contracting or spreading COVID-19 (41%)
- I plan on avoiding a health care provider for non-emergencies until COVID-19 is under control (38%)
- I've missed routine medical appointments, recommended screenings, planned procedures/non-elective surgery because of COVID-19 shelter in place mandates (35%)
- I’ve been avoiding going to a health care provider because of COVID-19 shelter in place mandates (33%)
But this doesn’t necessarily need to be the case - for many, COVID-19 has been the catalyst to try telehealth.

1 in 3 have scheduled their first virtual medical appointment as a result of COVID-19 (34%)

4 in 10 are more willing to have virtual medical appointments (vs. in-person) now than they were before COVID-19 (44%)

Q15: How much do you agree or disagree with the following statements? As a reminder, when we say health care provider, this can mean the Doctor, Physician’s Assistant, Nurse, or other health care professional that is providing you care. (top 2 box reported)

Gen Pop N=4,002
For a third of Americans this is a trend that is here to stay -- but to increase adoption even more, trust needs to be built with virtual care.

1 in 3 will continue scheduling virtual medical appointments when possible even after COVID-19 is no longer an issue (32%).

but

56% still trust in-person care more than virtual health care.

Q14 + Q15: How much do you agree or disagree with the following statements? As a reminder, when we say health care provider, this can mean the Doctor, Physician’s Assistant, Nurse, or other health care professional that is providing you care. (top 2 box reported)
Gen Pop N=4,002
Building this trust will benefit Americans in the long-run -- those embracing telehealth feel more in control and optimistic about their health.

Q5: How much do you agree or disagree with the following statements? As a reminder, when we say health care provider, this can mean the Doctor, Physician’s Assistant, Nurse, or other health care professional that is providing you care. (top 2 box reported)

Those who will **not continue** Telehealth beyond COVID-19

Those who will **continue** Telehealth beyond COVID-19

<table>
<thead>
<tr>
<th>Statement</th>
<th>Those who will <strong>not continue</strong></th>
<th>Those who will <strong>continue</strong></th>
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<tbody>
<tr>
<td>I am optimistic about my future health</td>
<td>59%</td>
<td>65%</td>
</tr>
<tr>
<td>I feel in control of my health</td>
<td>57%</td>
<td>63%</td>
</tr>
<tr>
<td>My health is my number one priority</td>
<td>46%</td>
<td>64%</td>
</tr>
<tr>
<td>I feel I'm the healthiest I've ever been</td>
<td>21%</td>
<td>39%</td>
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Telehealth isn’t the only way to see these benefits -- those using digital health tools show the same advantages, indicating health tech’s worth

<table>
<thead>
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<th>% that agree with following statements:</th>
<th>Those who do <strong>not</strong> use digital health tools</th>
<th>Those who <strong>use</strong> digital health tools</th>
</tr>
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<tbody>
<tr>
<td>“I am optimistic about my future health”</td>
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<td>“I feel I'm the healthiest I've ever been”</td>
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<td>40%</td>
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Q5: How much do you agree or disagree with the following statements? As a reminder, when we say health care provider, this can mean the Doctor, Physician’s Assistant, Nurse, or other health care professional that is providing you care. (top 2 box reported)

Note: digital health tools are defined as any health-related online tool or mobile app that helps users manage and improve their health.

Those who do **not** use digital health tools N= 2,515, Those who **use** digital health tools N= 966
Thank you.

Contact: press@rallyhealth.com
ABOUT THIS SURVEY

• An online survey of 4,002 U.S. adults representing the general U.S. population

• Data collected between August 14, 2020 - August 26, 2020 by independent research firm Edelman Intelligence

• Results were weighted to ensure demographic representation in line with the United States Census

• Margin of error: +/-1.55% at a 95% confidence level