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Americans Making Tough Choices to Reduce Their Healthcare Costs
According to New "Under the Skin" Study from ORC Guideline

NEW YORK – May 14, 2009 — As job losses continue across America, concerns about meeting mortgage and credit card payments are only two of the financial issues weighing heavily on the minds of the average American. Almost half (49 percent) of respondents polled in the newly established 'Under the Skin' series from ORC Guideline, an *infoGROUP* company (NASDAQ: IUSA), said they would be unable to afford healthcare coverage if they became unemployed.

Healthcare was a top priority for respondents, with 85 percent indicating they had seen a doctor in the last 12 months. But while they may be visiting the doctor, many are not following orders. Cost-cutting is widespread, as more than 71 percent of respondents who had seen a doctor in the last 12 months reported taking one or more measures to reduce their medical expenses. Twenty percent said they had delayed a recommended treatment due to cost, 23 percent reported selecting a lower cost option for a recommended test or treatment, and 16 percent said they decided against treatment altogether due to cost.

The study also found that 13 percent of Americans have no health insurance, and the same percentage have had to borrow to pay for existing healthcare bills. As the future of health insurance continues to be discussed in the Oval Office, 58 percent said that the government should be required to pay health insurance for individuals unable to get insurance through an employer.

"As this study shows, many Americans are making tough choices with respect to their healthcare in the face of the current recession," said Regine O'Neill, Vice President at ORC Guideline. "The heightened unemployment rate and job insecurity is changing the reality in terms of access to healthcare for both consumers and the providers that serve them. These factors, combined with the increased focus of the current administration on healthcare costs, are likely to mean significant changes to the way healthcare is delivered and paid for in the future."

To help reduce the cost of their healthcare bills, survey respondents pointed to the following measures they reported taking in the last 12 months:

Switched to generic prescriptions	50%
Avoided going to the doctor when they should have	25%
Delayed recommended treatments due to cost	18%
Decided against recommended treatments due to cost	17%
Took medication less often than prescribed	17%

Did not fill prescriptions when needed	16%
Switched to a plan with higher deductibles/co-pays	13%
Dropped healthcare coverage entirely	7%

About Under the Skin Series

The 'Under the Skin' series of studies links ORC Guideline's expertise in the pharmaceutical and healthcare space to a consumer interest survey. The survey focuses on American's perceptions of the healthcare system, health insurance coverage, drug choices and wellness.

About ORC Guideline

ORC Guideline is the nation's premier provider of customized research and analysis designed to help companies make more informed decisions. With an integrated suite of primary research, secondary research, competitive intelligence, and expert insight, we help clients solve their most challenging business issues. Our multi-dimensional approach to research allows us to source, synthesize and analyze data in innovative ways and provide strategic insight to companies across a broad-range of industries.

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