Methodology and Background

- 800 interviews were completed among registered voters in Maryland via internet survey.
- All interviews were conducted via web-based interviewing platform during November and December 2016.
- The survey was conducted by Opinion Access Corp and sponsored by the American Health Care Association to better understand the attitudes, opinions and perceptions of Maryland voters.
- Some totals may not equal 100 percent as a result of rounding.
- In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.
- Sequence of questions was designed to eliminate or reduce instrument bias. The questions and sequence can be found in the accompanying questionnaire.
Key Findings
Most believe that continuous cuts to Medicaid are unacceptable

“Which of the following statements comes closest to your opinion?”

**Statement A**: Any proposed cuts to state Medicaid for nursing homes are unacceptable.

**Statement B**: Additional cuts to nursing homes are needed to help reduce the state budget deficit.

85% oppose cuts
15% support cuts
Three-quarters agree lack of government funding impacts quality care

“Do you agree or disagree that a lack of state government funding for nursing home care has a negative impact on quality care?”

- Strongly Agree, 36%
- Somewhat Agree, 41%
- Somewhat Disagree, 9%
- Strongly Disagree, 4%
Eight in ten would support a lawmaker who opposed Medicaid cuts for nursing homes

“Which of the following statements is closest to your personal opinion?”

Statement A: I support state lawmakers who oppose Medicaid cuts for nursing homes.
Statement B: I support state lawmakers who will reduce Medicaid funding for nursing homes.

81% for Statement A, 19% for Statement B
Even split between education and Medicaid as highest priority for legislators

“Which of the following do you believe should be the highest priority for legislators who will soon be deliberating on the state budget?”

- Transportation Funding: 10%
- Public K-12 education funding: 38%
- Higher Education funding/state university system funding: 15%
- Medicaid funding – which is the state’s primary payer for nursing home care: 36%
Nearly half believe there is not enough government regulation of nursing homes

“Do you generally believe there is too much government regulation of nursing homes, about the right amount or not enough?”
Assisted Living and Skilled Nursing and Rehab Centers earn the highest ratings

“Please indicate if you have a positive or negative opinion of the organization related to its role in health care”

<table>
<thead>
<tr>
<th></th>
<th>Very Positive</th>
<th>Somewhat Positive</th>
<th>Somewhat Negative</th>
<th>Very Negative</th>
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<tbody>
<tr>
<td>Assisted Living Facilities</td>
<td>17%</td>
<td>47%</td>
<td>12%</td>
<td>4%</td>
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<tr>
<td>Nursing Homes</td>
<td>9%</td>
<td>31%</td>
<td>29%</td>
<td>10%</td>
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<tr>
<td>Skilled Nursing and Rehab Centers</td>
<td>20%</td>
<td>43%</td>
<td>8%</td>
<td>3%</td>
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<tr>
<td>Home Health Agencies</td>
<td>17%</td>
<td>40%</td>
<td>6%</td>
<td>2%</td>
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<tr>
<td>Not-for-profit hospitals</td>
<td>21%</td>
<td>38%</td>
<td>4%</td>
<td>2%</td>
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<tr>
<td>Continuing Care Retirement Communities</td>
<td>19%</td>
<td>42%</td>
<td>5%</td>
<td>1%</td>
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A little over a third (40%) have visited a nursing home during the past month or year.

“Have you visited a nursing home in the …?”

- Past Month: 42%
- Past Year: 14%
- Past Five Years: 13%
- Never: 26%
87% believe healthcare providers should work together to provide care

“Do you agree or disagree with the following statement: As a consumer, it is important to me that hospitals, nursing homes and all healthcare providers are working together as equals to ensure my family and I receive quality care.”
Majority (70%) rely on family or friend recommendations when choosing care

“When choosing a nursing home/skilled nursing facility for a loved one, which factor has the most influence on your decision?”

- Friend or Family Recommendations: 18%
- Government ranking websites: 12%
- Newspaper articles/advertisements: 2%
- Hospital case managers/discharge planners: 70%
Less than half agree quality of care has improved during the last 20 years

“Do you agree or disagree that the quality of care provided in Maryland’s nursing homes has improved during the last 20 years?”

- Strongly Agree: 34%
- Somewhat Agree: 10%
- Somewhat Disagree: 11%
- Strongly Disagree: 5%
55% more likely to support increased funding for profession when learning of programs to advance quality care

“Since the launch of the statewide quality initiative to advance quality nursing home care, nursing homes here locally have focused on reducing the number of residents unnecessarily returning to hospitals for care while also decreasing the use of harmful antipsychotic medications prescribed to residents. After learning this, are you more or less likely to support increased funding for nursing homes in Maryland?”

15% Much more likely

40% Somewhat more likely

39% No difference

5% Somewhat less likely

1% Much less likely
64% believe they would be less likely to reelect a legislator who voted to cut Medicaid payments

“If your local legislator voted to cut millions in Medicaid payments to nursing homes and skilled nursing centers would you be more likely to vote to reelect them, less likely to vote to reelect them or would it not make much difference to your vote?”

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Much More Likely</td>
<td>6%</td>
</tr>
<tr>
<td>Somewhat More Likely</td>
<td>11%</td>
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<tr>
<td>No Difference</td>
<td>21%</td>
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<tr>
<td>Somewhat Less Likely</td>
<td>32%</td>
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<tr>
<td>Much Less Likely</td>
<td>30%</td>
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Six in ten would be “more likely” to support a government funding increase if each statement were true

“Would you be more or less likely to support a government funding increase for nursing home care if you knew each of the following were true?”

<table>
<thead>
<tr>
<th>Statement</th>
<th>More Likely</th>
<th>Less Likely</th>
<th>No Difference</th>
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<tr>
<td>The new state funding was being used to increase wages and training for direct care staff.</td>
<td>63%</td>
<td>15%</td>
<td>23%</td>
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<td>The new funding was being used to update and improve a nursing home’s physical structure/building, many of which are over 30 years old.</td>
<td>65%</td>
<td>12%</td>
<td>23%</td>
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<td>The funding was being used to improve the Medicaid’s reimbursement rates for nursing home care, which hasn’t kept pace with rising medical inflation.</td>
<td>59%</td>
<td>13%</td>
<td>28%</td>
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Two-thirds support increasing the Maryland minimum wage

“Two years ago, nursing homes in Maryland supported a phased-in increase in the state minimum wage to $10.10. There are now proposals to increase the state minimum wage to $15 dollars. Please indicate which of the following statements is closest to your personal opinion.”

**Statement A: 65%**

I support state lawmakers who would increase Medicaid rates for nursing homes to support an increase in the minimum wage to $15.

**Statement B: 35%**

I oppose state lawmakers who would increase Medicaid rates for nursing homes to support an increase in the minimum wage to $15.
65% support increased Medicaid funding to help fund an increased minimum wage

“Do you agree or disagree with the following statement: “Maryland should be required to increase Medicaid funding for nursing homes to support a state minimum wage of $15.”

- Strongly Agree: 37%
- Somewhat Agree: 28%
- Somewhat Disagree: 17%
- Strongly Disagree: 8%
Assisted Living
Six in ten agree that Medicaid services should be expanded to more low-income adults

“No nationally, 15% of assisted living residents rely on Medicaid to pay for daily services, while the rest primarily rely on private pay for their care. Knowing this, which of the following statements comes closer to your view?”
Half agree assisted living should be regulated at the state level

“Do you believe assisted living should be regulated by the government at the federal (national) level, the state level, or not at all?”

- Unsure/No Opinion: 15%
- No/Little Regulations: 8%
- At the State Level: 50%
- At the Federal Level: 28%