



KJT 411 News & Events

Reserve your seat today for our first webinar of 2018 — Healthcare Reform (Insights from the LightSource Poll) — presented by Ken Tomaszewski, PhD, MS and Rebecca Hahn, MPH. Although Affordable Care Act (ACA) repeal did not happen in 2017, the repeal of the individual mandate through the December tax bill has important implications for individual insurance markets, federal subsidies and risk pools. We will provide an overview of where health care reform stands as of January 2018, implications for the health services market, as well as provide findings on health care reform from the past two waves of the LightSource poll. You won't want to miss this one! [Register today!](#)

Monthly Insight

Glaucoma is the leading cause of irreversible blindness. Currently, more than 3 million people in the United States have glaucoma. The National Eye Institute projects this number will reach 4.2 million by 2030, a 58 percent increase. January is National Glaucoma Awareness Month. [Learn more here.](#)

research, particularly related to the insurance landscape. Contact us to learn more!

- Andria Floyd, Research Assistant

1. <https://hbr.org/2017/12/how-the-new-u-s-tax-plan-will-affect-health-care>
2. <http://www.chicagotribune.com/business/ct-biz-obamacare-insurance-penalty-repeal-1221-story.html>
3. <http://fortune.com/2017/12/20/tax-bill-individual-mandate-obamacare/>

New Tax Bill to Affect Healthcare Market

The new tax bill was passed in the United States (U.S.) on December 19, 2017, leaving many to wonder how the new bill will affect health insurance. Currently, under the Affordable Care Act (ACA), there is a penalty in place for those who do not have health insurance. This new bill will eliminate the penalty by 2019, likely resulting in a drastic drop in the number of insured people in the United States. The Congressional Budget Office has projected that 13 million fewer people across the country will have health insurance over the next 10 years¹. Analysts expect young and healthy people to opt out of getting non-mandated insurance because of costs. Additionally, the older population is expected to pay higher premiums in 2019².

Not only will an increase in uninsured people result in financial stress on hospitals, it will

also lead to the diagnosis of diseases at later and more advanced stages as patients avoid visiting the doctor due to lack of insurance². Pharmaceutical companies will be affected by the new tax bill as well. Cost will become a greater barrier for uninsured patients paying entirely out-of-pocket for medications and those who do get insurance are predicted to face a 10% increase in premiums, as insurance companies are left with higher risk consumers³.

In summary, the new tax bill will have major cost implications for the U.S. healthcare system. As these changes go into effect, it will be crucial for all healthcare-related companies to understand and address these issues. Primary market research is a great way to obtain these insights. KJT Group has extensive experience conducting said



Growth of Cloud Services in the Healthcare Industry

In this world of ever-evolving technology, it is imperative for the healthcare industry to keep up with innovation while ensuring the safety and security of its information. This also rings true with the growth of cloud services and technology. Cloud services are able to provide better backup and recovery capabilities than locally hosted options, at a cheaper cost. Cloud options also offer more storage space with greater computing power.

These needs have not gone unnoticed in Silicon Valley. In recent months, tech giants Google³ and Amazon Web Services (AWS)² have announced partnerships with Health Information Technology (HIT) companies. With these large corporations entering the healthcare space, it is just a matter of time before cloud services become the norm instead of locally hosted data.

As hospitals and other healthcare facilities begin to adopt the cloud, it is important to understand how these services will be uti-

lized. Healthcare facilities are putting a greater emphasis on collaboration and value-based care¹. With the development of new medical devices, it is important to understand if/how their interaction with cloud services will meet those requirements. Through the use of primary market research needs analysis, device manufacturers can identify how their solutions would be used, if any part of the product will need to communicate information via the cloud, where current technology is lacking, and how best to overcome any gaps in service.

Ensuring cloud compatibility (if necessary), and how health care facilities intend to utilize it, prepares organizations for the future.

- Nick Prospero, Research Assistant

1. <https://www.prnewswire.com/news-releases/change-healthcare-announces-strategic-relationship-with-google-cloud-300561591.html>
2. [https://www.cnbc.com/2017/11/22/aws-is-](https://www.cnbc.com/2017/11/22/aws-is-partnering-with-cerner-on-cloud-deal-for-healthintent.html)

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[partnering-with-cerner-on-cloud-deal-for-healthintent.html](http://www.healthcareitnews.com/news/google-cloud-strikes-imaging-partnerships-change-healthcare-dicom)

3. <http://www.healthcareitnews.com/news/google-cloud-strikes-imaging-partnerships-change-healthcare-dicom>

The Positive and Negative Effects of Online Survey Gamification



GAMIFICATION



One of the age-old questions that we as market researchers are constantly trying to solve is, "How do we keep our respondents engaged?" While online surveys are the preferred method for many researchers, respondents can find conventional design tedious and unengaging. One of the solutions many companies have been using in online surveys over the past few years has been gamification. Gamification is the use of game techniques to enhance a respondent's experience during an online survey. Research shows that there is some benefit to implementing these techniques, but there are also some disadvantages to take into consideration.

"How do we keep our respondents engaged?"

Several recent studies found that using gamification techniques resulted in higher rates of interaction, increased willingness to use and recommend the survey, and increased the users' perceived enjoyment. While this is encouraging to see, there were some unintended side effects to consider. Both studies found that because

respondents were more engaged, average interview length increased. This could have significant cost implications depending on the nature of the study. One study also reported a slight bias in the answers of those who completed the gamification survey vs. those who did not. These effects are just a few considerations to have when deciding if gamification is right for your study. It is also important to consider the target audience and subject matter, where these techniques may not be appropriate.

- Ryan Smith, Operations Manager