Once patients have the cost information they seek, most choose to proceed with the service with their current provider.

Most patients who do not proceed opt to delay care as opposed to cancelling or changing providers.

In the last 12 months, did you take one of the following actions as a result of learning your estimated out-of-pocket costs? (Respondents could select more than one answer.)

- **60%** Proceeded with the medical service with the provider of my choice
- **23%** Decided to delay receiving the medical service
- **14%** Decided not to proceed with the medical service
- **12%** Chose a lower cost provider (if comparison shopped across multiple providers)
- **6%** Other

Source: Accenture research