

THE REVIVEHEALTH 2020 TRUST INDEX™

Executive Summary

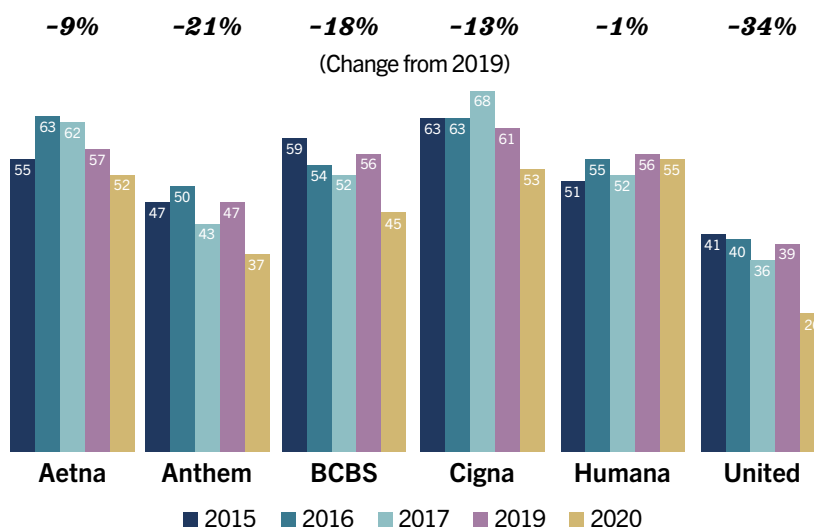
ReviveHealth measures trust between hospitals and health plans in an annual national survey. 2020 brought the most dramatic erosion of trust in health plans yet.

What We Did

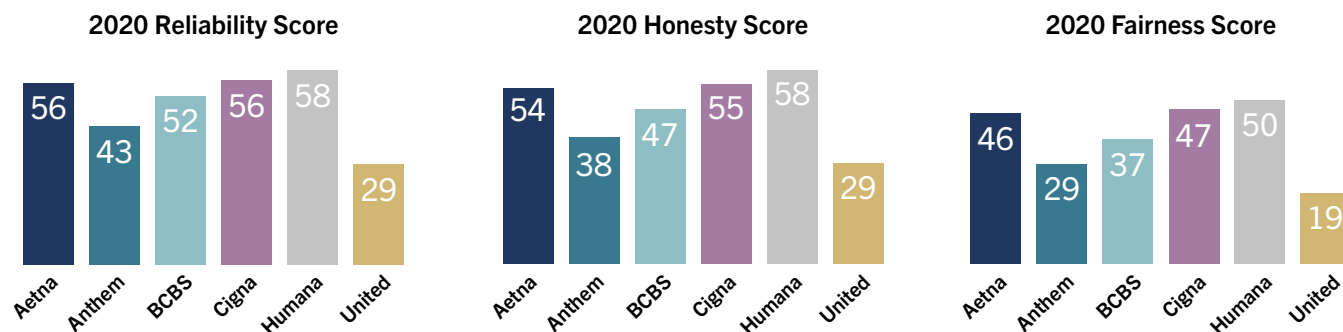
In October 2020, we conducted a survey of health system executives, managed healthcare professionals, and financial officers. In total, we collected data from 127 participants representing almost 40 percent of the hospitals in the United States. This year's analysis and insights are brought to you by [Un-covered](#), ReviveHealth's new thought leadership platform dedicated solely to examining trends in the insurance industry.

Trust Index Scores

We asked participants to assess health plans' reliability, honesty, and fairness—three key factors that contribute to their trust in health plans. Scores for each factor were combined into a composite overall trust score for each payor and compared to previous years' scores (the survey was not conducted in 2018 due to resource constraints).



Trust Factors



What We Uncovered

- # UnitedHealthcare has consistently ranked last in the Trust Index, and their scores declined by 33 percent from last year. This is the most dramatic single-year drop among any payor in the history of the survey.
- # Respondents rated many plans poorly for reliability and fairness. While nearly every plan received low scores for fairness, United received dramatically low scores for fairness compared to other payors.
- # In a year when the public expressed high levels of trust in hospitals, health systems, and physicians for responding to the COVID-19 pandemic, providers' trust in their health plan partners was seriously damaged.

Our Take

No single instance of bad behavior by an individual payor is damning, but when these actions are viewed in aggregate and repeated across nearly every major insurer, the impact is impossible to ignore. At ReviveHealth, we are highlighting these trends through [Un-covered](#), a new initiative to expose how payors have put their corporate wealth over the nation's health—at the expense of patients and providers alike.

Over the last decade, ReviveHealth has seen providers answer the call to do more with less—without letting up on their mission to improve health. At the same time, we've seen payors respond with increasingly aggressive policies and business strategies that block providers from delivering care and consumers from accessing it. The findings in the 2020 Trust Index provide further proof of continued payor actions that are detrimental to the healthcare system in the United States. This executive summary is the first step in sharing our original research that dives into the increasing gap in trust between the providers that deliver healthcare and the payors that are supposed to pay for it.

Learn more about how we're pulling back the curtain on the health insurance industry at www.Uncovered.health