



Financial Hardship Hurts Health.

For most patients and families, financial distress is a common consequence of serious illness. This is true even for individuals with health insurance. Costs of medical and other care escalate fast and often overwhelm even the best planned household budgets. This hurts individuals' economies, health and quality of life.

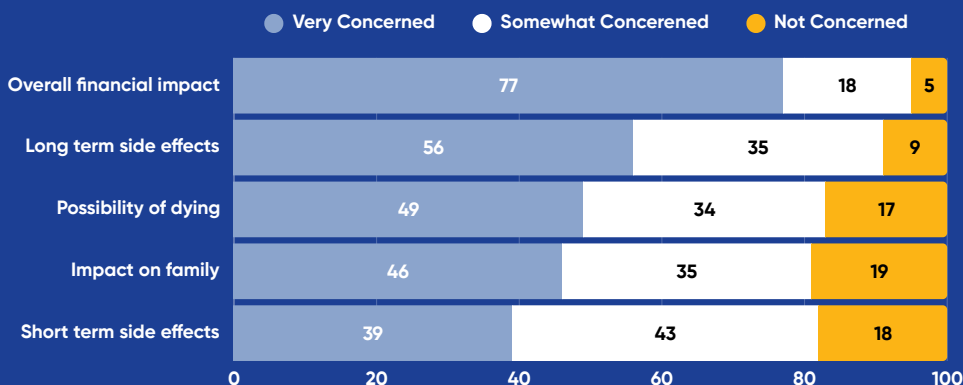
Needs Navigation Can Help.

Needs Navigation aims to ease healthcare cost concerns that are a common condition across patient populations. Provided hands-on by individuals skilled in communication and resources coordination, Needs Navigation helps secure access to safety net services and other responsive assistance personalized to preserve patient and family financial health. We are working to make Needs Navigation available to help people with cost concerns in every care setting – hospitals, outpatient offices, skilled nursing facilities, community health centers and more.

A FATE WORSE THAN DEATH: FINANCIAL HARDSHIP

Maneuvering through the US healthcare system is confusing, complex and costly. In Patient Insight Institute's 2025 national survey of patients and caregivers (n= 2,510):

What Matters Most to Patients at Diagnosis



82%

Experienced financial difficulties in the past year because of expenditures related to medical care, insurance, cost of living challenges, lost wages and more.

77%

Identified financial distress as their top worry in healthcare – ranked above the possibility of dying.

When asked about Needs Navigation availability as a patient priority for improving care:

89%

Responded that **Needs Navigation should be available for everyone.**

95%

Responded that **they valued Needs Navigation as a vital part of healthcare.**

The healthcare system should work for all of us. This includes

taking steps to reliably anticipate, assess and address patients' financial concerns **BEFORE** hardship happens.

INTEGRATE NEEDS NAVIGATION EVERYWHERE

Reforms in policy and practice must advance availability of Needs Navigation as a responsive hallmark of quality care. **Join us in pressing for nationwide Needs Navigation availability as a premier patient-driven priority!**

