

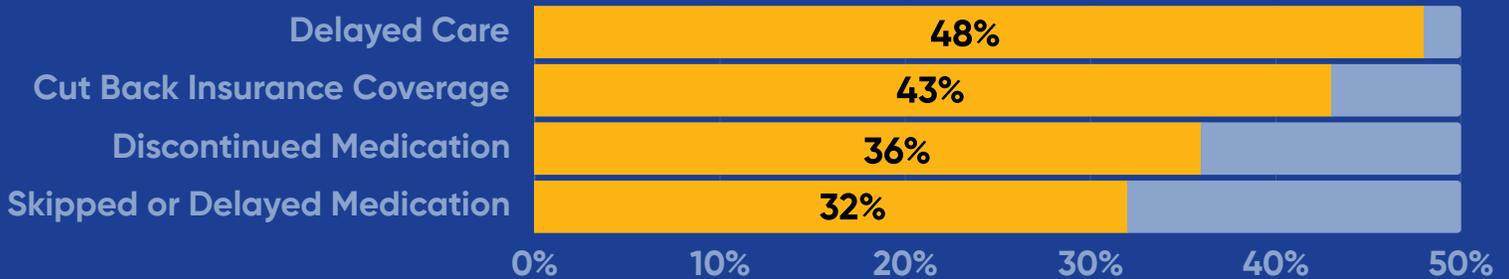


**Healthcare cost spikes threaten financial health** for patients, providers, and systems. Findings from two cross-sectional surveys conducted nationally in September 2025 (n=807) and January 2026 (n=970) by Patient Advocate Foundation’s Patient Insight Institute highlight growing patient and caregiver challenges related to health insurance stability, healthcare affordability, and access to care.

These cost pressures translate directly into behaviors that sacrifice health for the sake of financial well-being. To avoid financial hardship, patients delay or avoid care, reduce preventive services, cut back on medication or scale back on insurance coverage.

### COST SPIKES HURT HEALTH

#### Actions patients take to avoid financial hardship:



More patients reported cost increases over the past year in the following areas:

- 78%** Insurance premiums
- 66%** Prescription costs
- 62%** Costs for direct care from their provider

# 54%

Said that **costs** are the top concern regarding their healthcare.

### SHARE YOUR STORY

High costs of care hurt our families, friends, neighbors and colleagues. Join us in pressing for nationwide Needs Navigation as a top patient-driven priority. Use the QR code to share your story about how financial hardship hurts health.

