Air Medical Services

Consumer Attitudes

Air Ambulance Care

90% of Americans consider air ambulances a critical service in healthcare, with 95% agreeing that these services help save lives.

82% expect an air ambulance to be made available to them in case of a critical healthcare crisis requiring urgent treatment at a medical center.

A recent report from the Sierra Health Group calculated that air medical services could be put in-network for a monthly insurance premium increase of $1.70.

When Americans were asked if they’d be willing to pay this increase if it would guarantee access to these services at the price of their usual copay and deductible, 85% said yes.

Health Claims and Claim Denials

87% of respondents—93% in rural areas—believe health insurance companies should not deny coverage for a service such as an air medical transport by pushing back on decisions from the medical professionals who deemed the service necessary.

Furthermore, nearly 60% of Americans expect that any balance bills (the remaining balance billed to the patient after insurance coverage is applied) should be the responsibility of the insurer.

Nearly 40% (38%) of Americans have had a claim denied by an insurance company.

Among the 38% who have been denied, four in ten have successfully appealed and the insurance company paid.

Almost one quarter more appealed and lost,

while another 24% simply ‘gave up’ and paid as they felt the insurer was not going to change its mind.

Voter Inclination

If a representative or senator backed legislation which favors insurance providers, 53% of respondents say they would be less likely to vote for that representative.

Source: YouGov poll of 1,240 American adults, conducted between July 12-16, 2019
globalmedicalresponse.com