



# Industry Spotlight: Healthcare Providers

Due to Medicare's quality incentive program, **treatment outcomes directly impact your bottom line**. Having a well-educated, affluent patient base increases compliance, which improves patient outcome.\*

The Affordable Care Act has increased the number of people with insurance, but many of the newly insured have Medicaid. While this increases reimbursement, the reimbursements are lower than those received from commercial policies. Michigan Radio is uniquely positioned to **reach ideal potential patients** with your message:

## Our Audience

# 80%

of Michigan's population is within reach of

**Michigan Radio's on-air signal**

# \$98,300

**median household income**

56% higher than the average American

# 530,000+

**Weekly cume audience\***

## What our listeners are saying about our sponsors\*\*:

*Credible  
Responsible  
Community Minded  
Professional  
Stable  
Philanthropic  
Smart Marketers*

## The Company You Keep...

NPR listeners find sponsors more trustworthy and of higher quality due to their sponsorship. Because it creates a feeling of combined effort, more than half of listeners prefer to patronize an NPR sponsor, all other things being equal.\*\*

## Reach Your Core Clientele

# 46%

more likely that the average American to have a **traditional fee-for-service health plan**

# 52% LESS

likely than the average American to have **Medicaid**

# 81%

Said they visit their doctor **regularly** for check-ups

# 71%

said they follow a regular **exercise** routine because they care about their health



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Unless otherwise noted, all data sourced from NPR Audience Profile 2017, GfK MRI, Doublebase 2015\*  
\*International Journal of Healthcare Quality Assurance "Factors affecting patient satisfaction and healthcare quality" <http://www.emeraldinsight.com/doi/full/>

\*\*NPR Jacobs Media Research 2012  
+Arbitron Total Survey Area. Fall 2016. Mon-Sun. 6am-12Mid. Persons 12+. Weekly Cume