CONSUMER BEHAVIOR IN THE HEALTH MARKETPLACE

a symposium proceedings

1976

TABLE OF CONTENTS

SELLING HEALTH TO THE PUBLIC Godfrey M. Hochbaum 5

WHOSE BEHAVIOR IN WHAT MARKETPLACE?
Leon S. Robertson 14

NEW THEMES IN INNOVATION RESEARCH:
IMPLICATIONS FOR CONSUMER HEALTH BEHAVIOR
Gerald Zaltman 23

THE STANFORD HEART DISEASE PREVENTION PROGRAM
Nathan Maccoby 31

SOME LESSONS FROM THE FEELING GOOD
TELEVISION SERIES James W. Swinehart 45

THE ADULT AS A CONSUMER OF LEARNING
Malcolm Knowles 55

CONSUMER BEHAVIOR IN THE HEALTH MARKETPLACE:
EMPHASIS ON ACCESS TO CARE Lu Ann Aday 65

SOME DETERMINANTS OF POST-PURCHASE
SATISFACTION AMONG MEDICAL CARE CONSUMERS
Lawrence Wortzel 80

CONSUMER BEHAVIOR: AN EPIDEMIOLOGICAL
PERSPECTIVE Thomas J. Prendergast 94

SOCIOLOGICAL FACTORS IN HIGH BLOOD PRESSURE
Sidney M. Stahl 105

Consumer Behavior in the Health Marketplace

a symposium proceedings

1976

Ian M. Newman
Editor

Nebraska Center for Health Education
University of Nebraska–Lincoln, Nebraska

This Symposium was supported by a gift to the University of Nebraska Foundation from Mr. and Mrs. Morton Steinhart of Nebraska City, Nebraska.

PROGRAM

THE STEINHART SYMPOSIUM ON CONSUMER BEHAVIOR IN THE HEALTH MARKETPLACE

March 10–11, 1976—Nebraska Union

This symposium will examine the forces that affect consumer behavior in the purchase of health related products and services. Ten outstanding scholars will address consumer behavior from a variety of perspectives.

The symposium is open to all. There is no registration fee.

SCHEDULE:

Wednesday March 10

8:45 a.m. Interim Chancellor, Adam C. Breckenridge
Welcome

9:00 a.m. Gerald Zaltman, Ph.D., Graduate School of Business, University of Pittsburgh
"New Themes in Innovation Research: Implications for Consumer Health Behavior"

10:15 a.m. Lu Ann Aday, Ph.D., Center for Health Administration Studies, University of Chicago
"Access to Medical Care"

11:15 a.m. Thomas J. Prendergast, M.D., Dept. of Community Health & Medical Practice, University of Missouri, Columbia
"Consumer Behavior: An Epidemiological Perspective"

1:30 p.m. Leon S. Robertson, Ph.D., Insurance Institute for Highway Safety, Washington, D.C.
"Whose Behavior in What Health Marketplace?"

2:30 p.m. Nathan Maccoby, Ph.D., Institute for Communication Research, Stanford University
"The Stanford Heart Disease Prevention Program"

Thursday March 11

9:00 a.m. Malcolm Knowles, Ph.D., Dept. of Adult & Continuing Education, North Carolina State University
"The Adult As A Consumer of Learning"

10:15 a.m. Lawrence Wortzel, D.B.A., School of Management, Boston University
"Some Determinants of Post-Purchase Satisfaction Among Medical Care Consumers"

11:15 a.m. Godfrey M. Hochbaum, Ph.D., School of Public Health, University of North Carolina
"Selling Health to the Public"

1:30 p.m. James W. Swinehart, Ph.D., Children's Television Workshop, New York, N.Y.
"Some Lessons from the 'Feeling Good' Television Series"

2:30 p.m. Sidney M. Stahl, Ph.D., Department of Sociology, Purdue University
"Motivation Interventions in Hypertension Screening: The Community As A Lab"

PREFACE

This symposium grew out of informal departmental discussions seeking new ideas concerning the effectiveness of health education, particularly as it is applied to the purchase of health related products and services. Two specific objectives were established to guide the program: 1) to bring together a cross section of experts to discuss, each from his/her own perspective, issues of consumers and their behavior in purchasing health related goods and services. By providing a platform of notable speakers we hoped to achieve the second objective, to attract interested people from the university community, Lincoln, and surrounding communities. We hoped that new contacts within the university and the community would stimulate, support, and expand the work related to health education already underway in the Nebraska Center for Health Education.

The success of the symposium was due to a large number of people working together. Special thanks is due to Ms. Katherine Farrell who supervised all the administrative and organizational details and traveled across the country to convince prospective speakers that a couple of days spent in Nebraska would be a worthwhile experience. Dr. Ned Hedges and Dr. S. I. Fuenning welcomed participants and visitors to the symposium. Individual sessions were chaired by Drs. Richard Wilson, Robert Robertson, Robert Mittelstaedt, and Mr. Robert Guthmann. This symposium benefitted from supporting sponsorship of the Health Care Studies Section of the Department of Medical and Education Administration, the Cardiovascular Center, both of the University of Nebraska Medical College; the College of Business Administration, the Department of Adult and Continuing Education, the University of Nebraska–Lincoln, the Students Council on Health, all of the University of Nebraska–Lincoln, and the Association for Consumer Research.

An activity of this type places considerable workloads on secretarial and clerical staff members. Special thanks go to Ms. Ardis Lewis, Mrs. Carey Esposito, and Mrs. Debbie Weinrich, who patiently tolerated disruptions in procedure from this symposium. Editorial assistance provided by Ms. Laura Casari was greatly appreciated.

This symposium would have remained nothing more than an idea without the support of the University of Nebraska Foundation and a grant from Mr. and Mrs. Morton Steinhart of Nebraska City, Nebraska. Those who participated in the symposium and those who benefit from these proceedings owe a debt of gratitude to the Steinharts for their continued support of activities of this type.