

MORGAN-LEVY HEALTH CUBE'S 7 CRITICAL HEALTH DIMENSIONS

Extracted from Motivo|consulting's three separate segmentation strategies measuring Americans' health attitudes, the 7 critical dimensions enable us to understand the *why* behind many of our behaviors that impact health. Over the past 30 years, Motivo consulting, a division of Strategic Directions Group, Inc., has conducted 10 of these motivational segmentation studies gathering data from a total of 22,000 respondents using nationally representative samples.

"The dimensions we've discovered," says Doran J. Levy, Ph.D., the firm's executive vice president, "help us understand the attitudes behind the choices influencing our health, from not trusting our doctors to brushing aside health information. These everyday choices determine our overall health and so have great significance."

The firm's 7 critical health dimensions are outlined below and detailed in ***Health Motivations: 7 Dimensions That Shape America's Health*** by Carol M. Morgan and Doran J. Levy.

Seeks Health-related Information

Those who score high on the dimension of seeking health-related information go out of their way to absorb health-related information from a variety of sources. These can include their doctor, the popular media, as well as the government. What matters in this dimension is the high scorer's receptivity to and interest in such information.

Healthy Lifestyle

Those who score high on the Healthy Lifestyle dimension do not procrastinate when it comes to doing things to improve their health. They are committed to improving their health and doing whatever they can to achieve better health, including making lifestyle changes. Those in this group are willing to give up unhealthy behaviors to enjoy good health.

Able to Understand Health Information

High scorers on this dimension feel they can grasp and absorb health-related insights from a variety of sources. They are convinced that becoming informed health-care consumers will benefit their health, and they believe they can achieve this goal. They trust their sources of health information and feel their health issues and concerns are reflected in what they read and hear.

Trust in Doctors

Those who score high on this dimension believe their doctors care about them. Their feeling of having a human connection with their doctor supports their belief that their doctor knows best when it comes to treating their health problems. Faith in their doctors is, then, linked to a high level of compliance with a physician's recommendations or instructions.

Self-determination

High scorers in this dimension have retained the locus of control for their health care. They are concerned that they themselves remain in charge of their health, not their doctors. High scorers believe they are healthy and rarely get sick. They equate taking a prescription drug to giving up control over their health.

Concerned over Cost

The cost of health care worries high scorers on this dimension. Committed to economizing on the cost of their drugs, those who score high on this dimension are convinced that generic drugs are as good as branded ones. They continually look for their least expensive health-care options.

Getting a Checkup

High scorers on this dimension are convinced of the benefits of an annual checkup and are open to doctor visits. They have a methodical approach to scheduling checkups, which include having their eyesight and hearing checked by specialists.

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