Florida Primary Care Providers on Caring for Older Adults: Key Findings from a Morning Consult Survey

Morning Consult conducted a survey of 180 Florida primary care providers (PCPs) between September 25 and October 5, 2026, to understand how providers experience caring for older adults in Florida. The survey explored the needs patients bring beyond the exam room, healthcare providers' (HCPs) experience with value-based care, and their views of Medicare Advantage (MA). The survey findings tell a clear story: with so many older patients managing chronic conditions, PCPs are confident in their ability to deliver proactive, preventive care, even as cost and needs outside the exam room get in the way, and they see value-based care and the extra benefits in MA as helping.

With chronic conditions common among older adults, prevention helps keep health issues manageable

Primary care providers say managing chronic conditions is central to keeping older adults healthy. Most providers (83%) say at least half of their older patients live with multiple chronic conditions, and 65% name chronic condition management among the most important services for helping older adults stay healthy and avoid more serious problems.

83%	of providers say at least half of their older patients live with two or more chronic conditions
65%	name chronic condition management among the most important services for helping older adults stay healthy and avoid more serious problems
86%	say they often or almost always proactively identify patients who are overdue for preventive screenings or follow-up care
94%	are very or somewhat confident their practice can help older adults complete recommended preventive care
91%	say an ongoing relationship with providers who know a patient's history is very important

Healthcare providers say older patients' needs extend beyond the exam room

Florida primary care providers say the ability to follow recommended care often depends on support outside of the clinic. They point to caregiver support and transportation as types of support that seniors most need to access care, and cite cost most often as a barrier to care. The data suggest that staying healthy often depends on more than what happens in the exam room.

84%	say unmet non-medical needs make it hard for older patients to follow recommended care at least some of the time

When asked what non-medical support older patients need to follow through on care, providers point to:

- **Caregiver support at home** (78%)
- **Transportation to appointments** (74%)
- **Help understanding health information or using technology** (72%)
- **Social isolation or loneliness** (57%)

Cost is the barrier HCPs cite most often:

48% of providers name out-of-pocket health care costs among the barriers that most prevent recommended care

43% name prescription drug costs among the barriers that most prevent recommended care

93% say concerns about out-of-pocket costs make it hard for older patients to follow treatment plans at least sometimes, and 41% say often or almost always

Comprehensive coverage supports proactive, preventive care that helps their patients stay healthy

Florida primary care providers see comprehensive coverage and coordinated care as important tools for helping older adults stay ahead of health issues.

Among HCPs whose practice participates in value-based arrangements (n=94), a majority say that value-based care positively impacts their ability to help their patients proactively manage their health and overall health outcomes:

Aspects of care for older adults	Providers reporting positive effects from value-based arrangements
Providing recommended preventive care	**82%**
Helping patients manage chronic conditions	74%
Health outcomes for older patients	70%
Support for coordinating care	67%
Addressing non-medical needs	57%
Time available with older patients	55%

Primary care providers agree that Medicare Advantage makes it easier to get preventive care for the whole person.

83% of HCPs say benefits beyond Original Medicare, such as dental, vision, hearing, and transportation, help their patients stay healthy a great deal or fair amount

74% agree MA plans generally make it easier for older patients to get preventive care

76% agree MA plans generally support coordinated care for older patients

For primary care providers, helping older adults stay on top of their health means proactive care, affordable access, and support that reaches beyond the exam room. The findings suggest that value-based care and the extra benefits in MA are helping, and that cost and unmet needs outside the clinic are where more support is needed.

Methodology

This poll was conducted by Morning Consult and commissioned by Humana. The poll was conducted between September 25–October 5, 2026, among a sample of 180 Florida primary care providers. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 7 percentage points. Results among the 94 providers whose practice participates in value-based arrangements have a margin of error of approximately plus or minus 10 percentage points.

Featured Topline Questions

HUM 1: *Approximately what share of your older adult patients are living with two or more chronic conditions (for example, diabetes, heart disease, COPD, arthritis)?*

	All (n = 180)	
Less than 25%	*8*	*4%*
25% to 49%	*20*	*11%*
50% to 74%	*54*	*30%*
75% or more	*95*	*53%*
Not sure	*3*	*2%*

HUM 2: *Thinking about your older adult patients, how often are you able to do each of the following? (% Often + Almost always)*

	All (n = 180)	
Proactively identify patients who are overdue for preventive screenings or follow-up care	*155*	*86%*
Follow up with a patient within a week of a hospital discharge or emergency department visit	*141*	*78%*
Discuss a patient's goals, barriers and daily life circumstances during a visit	*139*	*77%*
Identify and address barriers to taking medications as prescribed	*129*	*72%*

Have enough time with a patient to understand the full range of factors affecting their health	*99*	*55%*

HUM 4: *How confident are you that your practice can help older adult patients complete recommended preventive care, such as screenings, vaccinations and wellness visits?*

	All (n = 180)	
Very confident	*113*	*63%*
Somewhat confident	*56*	*31%*
Not too confident	*7*	*4%*
Not at all confident	*4*	*2%*

HUM 7: *How often do unmet non-medical needs, such as a lack of transportation, food, safe housing or social support, make it difficult for your older adult patients to follow the care you recommend?*

	All (n = 180)	
Almost always	*5*	*3%*
Often	*49*	*27%*
Sometimes	*98*	*54%*
Rarely	*21*	*12%*
Never	*7*	*4%*

HUM 8: *Which of the following types of non-medical support do your older adult patients need in order to follow through on recommended care? Please select all that apply.*

	All (n = 180)	
Caregiver support at home	140	78%
Transportation to appointments	133	74%
Help understanding health information or using technology	130	72%
Social isolation or loneliness	102	57%
Affording healthy food	77	43%
Housing stability or home safety	72	40%
Affording utilities or other essentials	68	38%
Language or interpretation assistance	62	34%
Other	2	1%

HUM 11: *Which of the following barriers most often prevent your older adult patients from receiving recommended care? Please select up to three.*

	All (n = 180)

Out-of-pocket health care costs	87	48%
Prescription drug costs	77	43%
Confusion navigating the health care system	62	34%
Delays obtaining insurance approval for recommended care	62	34%
Transportation challenges	58	32%
Limited caregiver support	52	29%
Difficulty scheduling appointments	37	21%
Limited access to specialists	32	18%
Social isolation	19	11%
Difficulty obtaining needed dental/vision/hearing care	18	10%

HUM 13: *Which of the following services are most important for helping older adults stay healthy and avoid more serious health problems? Please select up to three.*

	All (n = 180)	
Chronic condition management	*117*	*65%*
Medication reviews	*76*	*42%*
Preventive screenings	*74*	*41%*
Physical activity or fall-prevention programs	*71*	*39%*
Care coordination across providers	*64*	*36%*
Annual wellness visits	*52*	*29%*
Mental health care	*27*	*15%*
Nutrition support	*17*	*9%*
Hearing care	*10*	*6%*
Vision care	*9*	*5%*
Dental care	*6*	*3%*

HUM14: *How often do your older adult patients' concerns about their out-of-pocket costs make it difficult for them to follow prescribed treatment plans?*

	All (n = 180)	
Almost always	*16*	*9%*
Often	*58*	*32%*
Sometimes	*94*	*52%*
Rarely	*10*	*6%*
Never	*2*	*1%*

HUM16*: How important is it for an older adult's health that they maintain an ongoing relationship with a primary care clinician and specialists who know them and their history?*

	All (n = 180)	
Not at all important	*0*	*0%*
Not too important	*4*	*2%*
Somewhat important	*13*	*7%*
Very important	*163*	*91%*

HUM 21: *Based on your own experience, what effect, if any, have [value-based] arrangements had on each of the following at your practice? Among clinicians whose practice participates in value-based arrangements (n=94). (% Very + Somewhat positive effect)*

	(n=94)
Ability to provide recommended preventive care	*77 (82%)*
Ability to help older adult patients manage chronic conditions	*70 (74%)*
Health outcomes for your older adult patients	*66 (70%)*
Support for coordinating older adult patients' care	*63 (67%)*
Ability to address patients' non-medical needs	*54 (57%)*
Time available to spend with older adult patients	*52 (55%)*
Ability to manage administrative workload	*45 (48%)*

HUM 25: *Based on your own observations, how do your older adult patients with Medicare Advantage compare with those with Original Medicare on each of the following?*

	MA Patients do Better	About the Same	Original Medicare Patients do Better	Not Sure
Access to dental, vision and hearing care	*58 (32%)*	*66 (37%)*	*22 (12%)*	*34 (19%)*
Ability to afford out-of-pocket costs	*65 (36%)*	*59 (33%)*	*31 (17%)*	*25 (14%)*
Management of chronic conditions	*45 (25%)*	*90 (50%)*	*23 (13%)*	*22 (12%)*
Taking medications as prescribed	*39 (22%)*	*101 (56%)*	*19 (11%)*	*21 (12%)*
Completing preventive screenings	*42 (23%)*	*93 (52%)*	*24 (13%)*	*21 (12%)*
Coming in for annual wellness visits	*36 (20%)*	*100 (56%)*	*23 (13%)*	*21 (12%)*
Coordination of care across providers	*45 (25%)*	*73 (41%)*	*38 (21%)*	*24 (13%)*
Overall health outcomes	*33 (18%)*	*89 (49%)*	*29 (16%)*	*29 (16%)*
Timely access to needed specialists	*43 (24%)*	*68 (38%)*	*46 (26%)*	*23 (13%)*

HUM 26: *Many Medicare Advantage plans include benefits beyond Original Medicare, such as dental, vision and hearing coverage, transportation to appointments and care coordination services. Based on your experience, how much, if at all, do benefits like these help your older adult patients stay healthy?*

	All (n = 180)	
A great deal	*61*	*34%*

A fair amount	*89*	*49%*
Not much	*24*	*13%*
Not at all	*6*	*3%*

HUM 27: *Based on your experience with your older adult patients, how much do you agree or disagree with each of the following? (% Strongly + Somewhat agree)*

	All (n = 180)	
Medicare Advantage administrative requirements, such as prior authorization, make it harder for me to care for my older adult patients	*155*	*86%*
Medicare Advantage plans generally support coordinated care for my older adult patients	*136*	*76%*
My older adult patients with Medicare Advantage are generally satisfied with their coverage	*135*	*75%*
Medicare Advantage plans generally make it easier for my older adult patients to get preventive care	*134*	*74%*