Most important reasons HMOs add alternative care (among HMOs that offer it)

- Members, employers and groups asked: 38%
- Required by law, mandate: 38%
- Clinically effective: 8%
- Differentiate from competitors: 7%
- Meet competition: 5%
- Attract members: 4%

Of the HMOs that offer alternative care, 38% said the most important reason for adding it was to meet member, employer or group demand.

n=76

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The Landmark Report II