

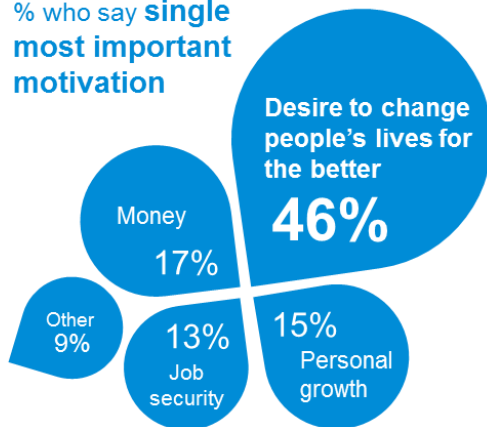
Diverse Scholars Initiative Poll

Findings from benchmark poll identify motivations and challenges facing minority scholars pursuing health-related education and careers

Minority Scholars Motivated by Desire to Change People's Lives

Minority scholars cite a desire to change people's lives as the primary reason to pursue a health-related career, compared to other motivations like money, personal growth, or job security.

% who say **single most important motivation**



Q: Which one of these is the single most important motivation for pursuing a health-related career?

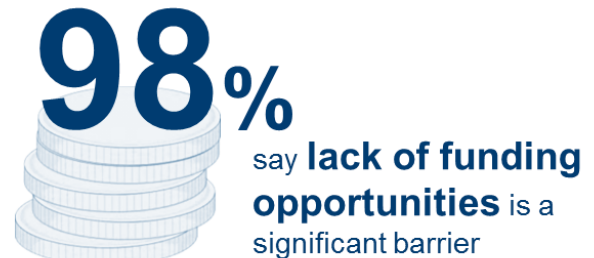
About the Poll

The goal of United Health Foundation's Diverse Scholars Initiative is to increase the number of qualified, yet underrepresented, college graduates entering the health workforce. By cultivating health professionals from diverse, multicultural backgrounds, the United Health Foundation aims to increase culturally-competent health care delivery, close the health disparities gap, and improve health outcomes over the long term.

The Diverse Scholars Initiative Poll is intended to stimulate conversation around the motivations and challenges facing minority students pursuing a health-related education. United Health Foundation engaged APCO Insight, the opinion research consultancy of APCO Worldwide, to design and conduct the poll. The study, conducted online between May 22 and May 31, 2012, surveyed 497 minority students enrolled in higher education directed toward a health-related education and career. For more information, visit www.unitedhealthfoundation.org.

Financial Resources Most Significant Barrier to Achieving Career Goals

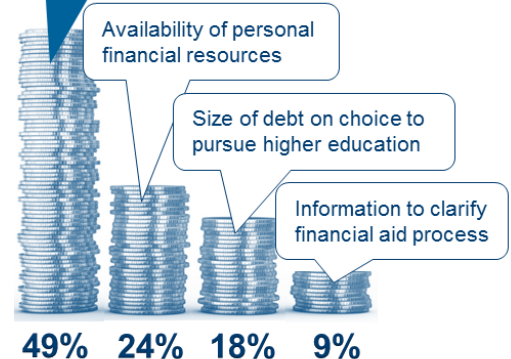
While money isn't the primary motivation for minority scholars, it is a critical challenge. Lack of funding opportunities is a significant barrier to achieving education and career goals, for nearly all respondents.



Q: To the extent that sufficient funding sources, such as scholarships, grants or financial aid are unavailable to you or would become unavailable to you, how significant does it become as a barrier or obstacle to your success?

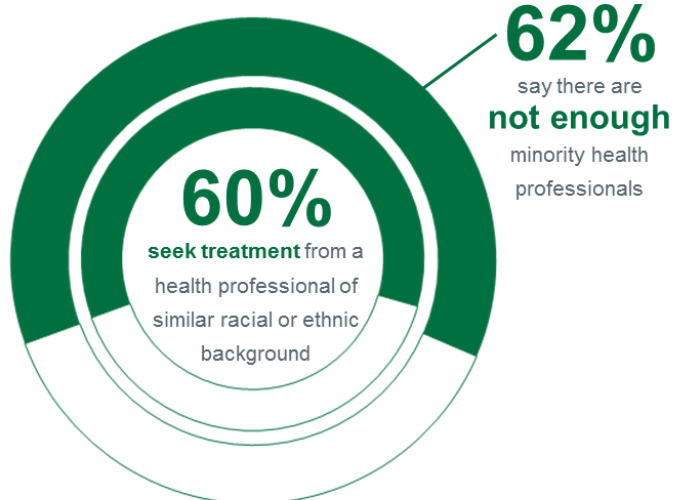
Most critical barriers

Availability of sufficient funding sources



Q: Which one is most critical in impacting your ability to achieve your own education and associated career goals?

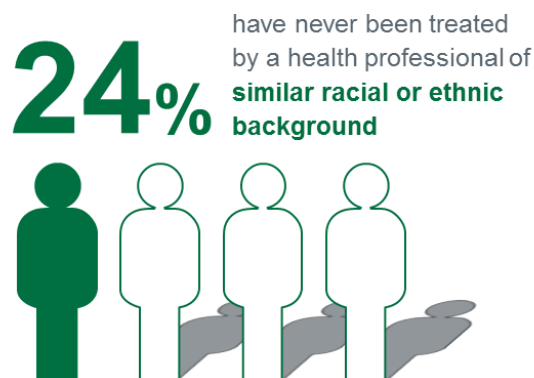
Poll Offers Additional Insight About the Shortage of Minority Health Professionals



Q: Have you ever intentionally sought out treatment or advice from a health professional of the same or similar racial or ethnic background as yourself?

Q: Do you think that there are an adequate number of minority health professionals available to treat minority populations?

Minority scholars say there are not enough minority health professionals available to treat minority populations, and one-in-four have never been treated by a health professional of similar racial or ethnic background as themselves.



Q: Have you ever been seen or been treated by a health professional of the same or similar racial or ethnic background as yourself?

Minority Scholars Motivated to Serve Multicultural Communities

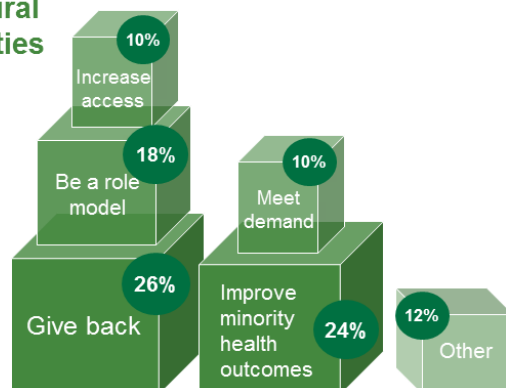
Nine-in-ten are interested in working to serve a community with similar racial or ethnic backgrounds as themselves. Minority scholars are motivated by a desire to “give back” and improve the health outcomes of their communities.

9-in-10 want to serve multicultural communities



Q: As you think about your future career in a health-related field, how interested are you in working to serve a community with the same or similar racial or ethnic background as yourself?

Motivations to serve multicultural communities



Q: Which one of these is the single most important motivation for pursuing a health-related career in a community with the same or similar racial or ethnic background as your own?