IMPACT REPORT
2022
Clear accessible journalism for people in health policy
TRADEOFFS
REWINDS + REFLECTS

2022 HAS BEEN A BIG YEAR!

First, we brought on Jessica Silverman to serve as our first-ever Executive Director, and she is already busy ensuring our organization will have impact for years to come.

More than 1.7 million people have listened to our catalog of episodes, and we’ve heard from senior federal health officials, Medicaid directors and students that they use our work to help make decisions.

We took home a prestigious first place award from the Association of Health Care Journalists for our story “Inside Big Health Insurers’ Side Hustle.”

Tradeoffs has been featured on NPR, The Takeaway, The Pulse, Slate and we’ve begun a partnership with Side Effects Public Media.

Finally, we’ve made the bold (and super exciting) decision to pilot new ways to reach our audience of health care decision-makers by producing written articles, radio features and conference content.

We are able to share these accomplishments today because you — our audience and supporters — rely on and invest in journalism that embraces complexity, rigor and humanity. And we hope as you read this report, you feel proud knowing you have been part of helping Tradeoffs become an essential part of the health care media landscape.

Thank you for being on this journey with us.
Tradeoffs believes accessible journalism that marries evidence and strong storytelling helps people who work across health care better understand this confusing, complex and often counterintuitive world. We know some health policy decision-makers work on Capitol Hill, but they also work at your local pharmacy, state legislatures, law firms and universities. According to our 2022 Audience Survey, 81% of respondents work in health policy all across the sector.

81% OF RESPONDENTS WORK IN HEALTH POLICY

HEARD ACROSS HEALTH CARE

* Respondents could choose multiple industries, which is why the total exceeds 100.
To reach a wide range of health policy decision-makers, we need a wide range of ways to distribute our journalism. That’s why we’ve begun the hard work of broadening our network of partners and content distributors this year. In addition to our weekly podcast, we are now publishing digital articles, producing public radio features and creating content for health policy live events.

Working with organizations including NPR, Slate, Side Effects Public Media, The Takeaway, The Pulse, the Alliance for Health Policy and the Camden Coalition, we reached an estimated 250,000 additional people outside our own channels.
The cornerstone of our work is data and people. We think of our impact the same way.

The Data:

150+ EPISODES

We’ve produced more than 150 episodes since we launched.

1.7M LISTENS

The total number of listens to Tradeoffs episodes hit 1.7M this year.

50+ COLLEGES

Tradeoffs’ reporting is used in more than 50 college and university classrooms around the country, educating the future leaders of the U.S. health care system.

Average Monthly Unique Listeners in 2022:

34,100

Average Total Monthly Listens in 2022:

63,000
“I’m a Colorado State Senator, and I follow your shows regularly to guide my state health policy decisions.”

“I’m an HHS analyst in a State Legislature. I’ve recommended your Medicaid managed care episode to the 42 legislators I’m supposed to help understand these issues.”

“Tradeoffs solidified my decision to pursue research in health economics and got me more interested in understanding the evidence that leads to policy decisions.”
2022 OVERVIEW:
Health policy is a big, complicated topic. And we've covered a lot of ground this year.

REPORTING THAT SPANS THE COUNTRY:

OUR FIVE MOST COVERED TOPICS IN 2022 WERE:

01 Health Equity
02 Cost of Care
03 Prescription Drugs
04 State Policy
05 Medicare+Medicaid
Ryan Levi,
Reporter/Producer

Tradeoffs’ Abortion Coverage:
How One Doctor is Prepping for a World Without Roe
What Research Says About a Post-Roe World
Abortion Funds’ Growing Role Post-Roe

The fall of Roe v. Wade was one of the most challenging stories I’ve covered as a journalist, but it’s also some of the work I’m most proud of. It was Tradeoffs coverage at its best: urgent, human and evidence-based.

Shannon Crane,
Audience Engagement Lead

Hospitals Scooping Up Physician Practices Drives Health Care Prices Up

I’ve gotten care for many years through a major university hospital system and learning about the consequences of a growing hospital system led me to dig deeper on the community impact.

Dan Gorenstein,
Founder and Executive Editor

California Bets Big on Housing in Medicaid

I cut my teeth as a health care journalist covering how doctors and nurses were providing care by addressing people’s social needs. When I started that work in 2012, few would have predicted that the nation’s largest Medicaid program would one day invest several billion dollars to stabilize housing as a way to improve health.

Leslie Walker,
Senior Producer

3 Studies That Show the Promise of Telemedicine Data

This Research Corner highlighted a benefit of the recent telehealth boom that I hadn’t considered: richer, more accessible data about what happens in our doctor visits. I’m excited to see what we learn from that data in the future.
Pain, Fear and Waste: The Costs of Unnecessary Care

I wasn’t familiar with the term ‘cascade of care’ before Tradeoffs researched and reported on this pervasive medical practice. While thorough care is necessary, low-value, unneeded care can be just the opposite.

Fixing the Obamacare Glitch that Pushed One Couple to Divorce

People sometimes get married early for better health benefits, but this is the first time I’ve heard of a couple getting divorced because of health insurance.

Answering the Call: Barriers & Opportunities as the U.S. Adopts a New Mental Health Crisis Line, Live at the Alliance for Health Policy’s Summit on Mental Health in America

Tradeoffs’ live events are designed to make our podcast reporting come alive. When a crisis line worker from West Virginia shared how addiction had damaged her family for generations, there wasn’t a dry eye in the house.

Too Healthy for the Hospital, Too Sick for the Streets

This story introduces you to people, transports you to places, and fosters an intimate understanding of experiences different from your own.
And 2023 is just the start. We will report on some of the most important stories in health care including the implementation of the Inflation Reduction Act and the continuing debate over abortion.

We will reach new audiences by partnering with other media outlets and engage directly with health policy decision makers by hosting live events.

And this is all in service of helping our audience make more sense of the complicated world of health care.

THIS YEAR WE’VE LEARNED TWO BIG THINGS:

1. There is demand for our work.
   And 2023 is just the start.

2. There are opportunities to deepen our impact and expand our reach.

Looking Ahead
YOU MAKE THIS ALL POSSIBLE

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