

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.



Dan Gorenstein
Dan Gorenstein
Founder & Executive Editor



Jessica Silverman
Jessica Silverman
Executive Director

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.

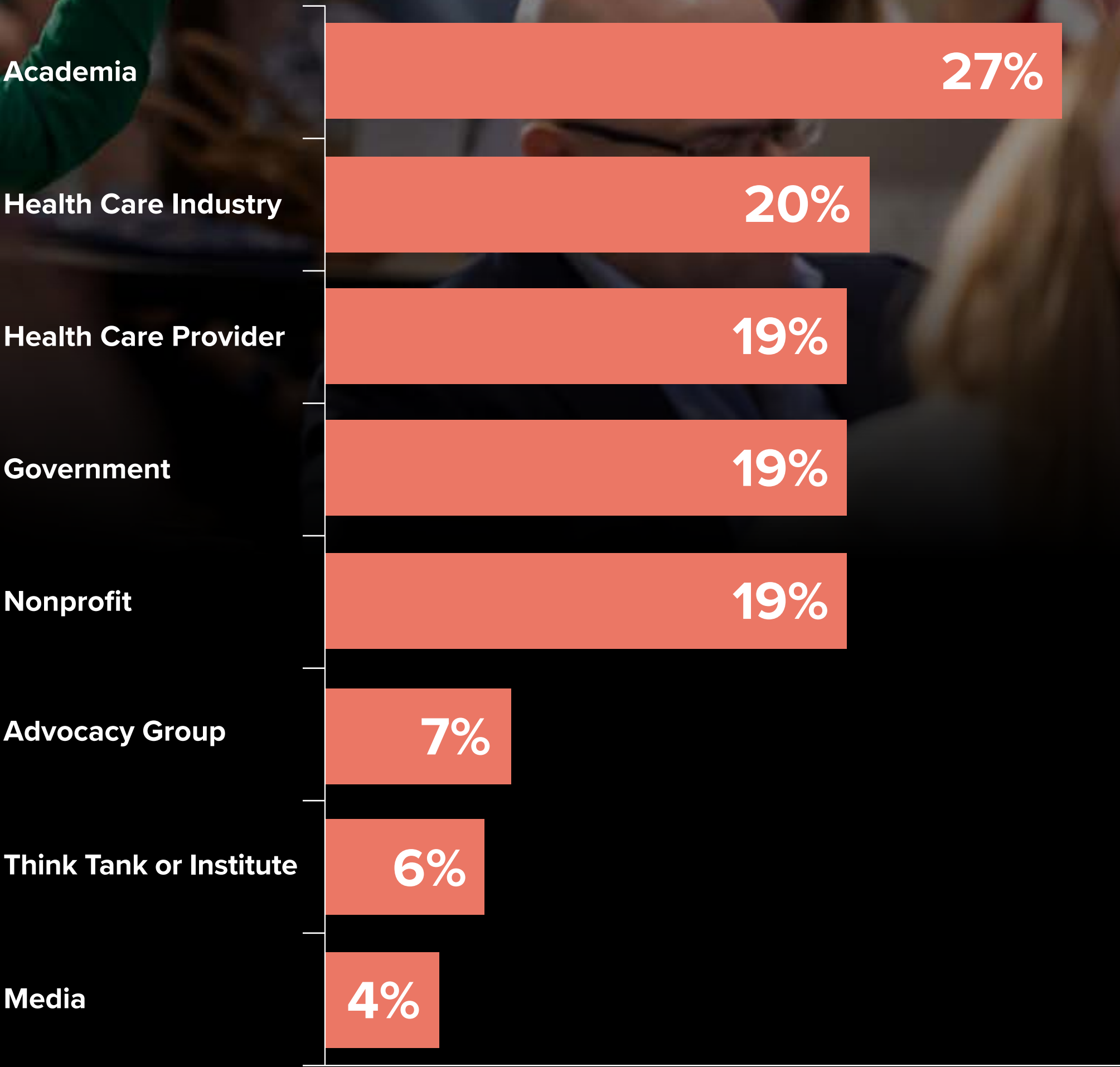


81%
OF RESPONDENTS WORK
IN HEALTH POLICY

HEARD ACROSS HEALTH CARE

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.

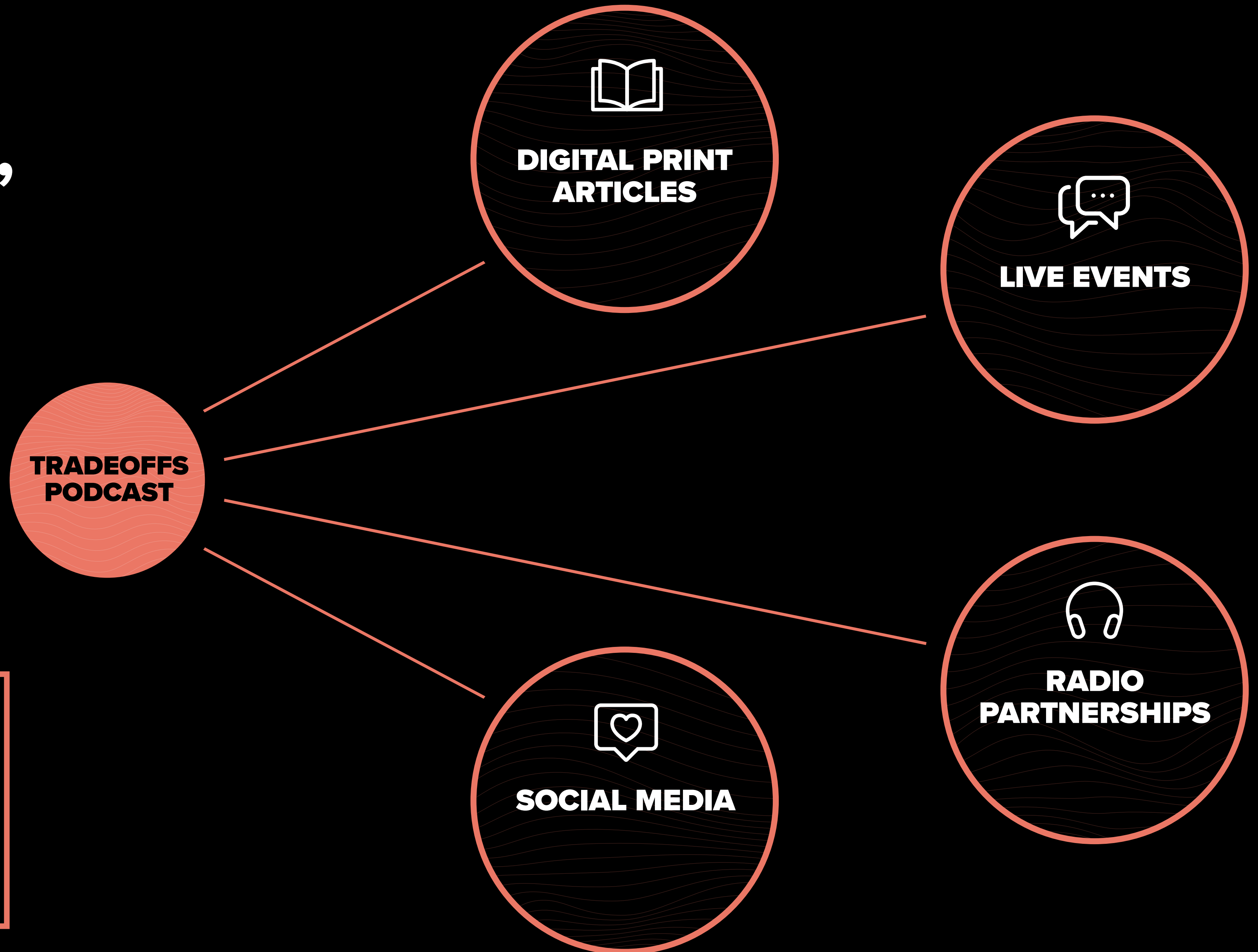


* Respondents could choose multiple industries, which is why the total exceeds 100.

GREAT JOURNALISM, AMPLIFIED!

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.**



OUR IMPACT

The cornerstone of our work is **data** and **people**. We think of our impact the same way.

The Data:

Our 2022 Audience Survey found 95% of respondents use Tradeoffs to make smarter, more informed health policy decisions.

150+

EPIISODES

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

A low-angle, black and white photograph of the Colorado State Capitol dome. The dome is a large, ornate structure with a series of columns supporting a balcony. The top of the dome is capped with a statue. The sky is a clear, deep blue. The text "The People:" is overlaid in the top left corner, underlined.

The People:

“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.



35 New Episodes



45 Research Corner Newsletters



19 Digital Stories

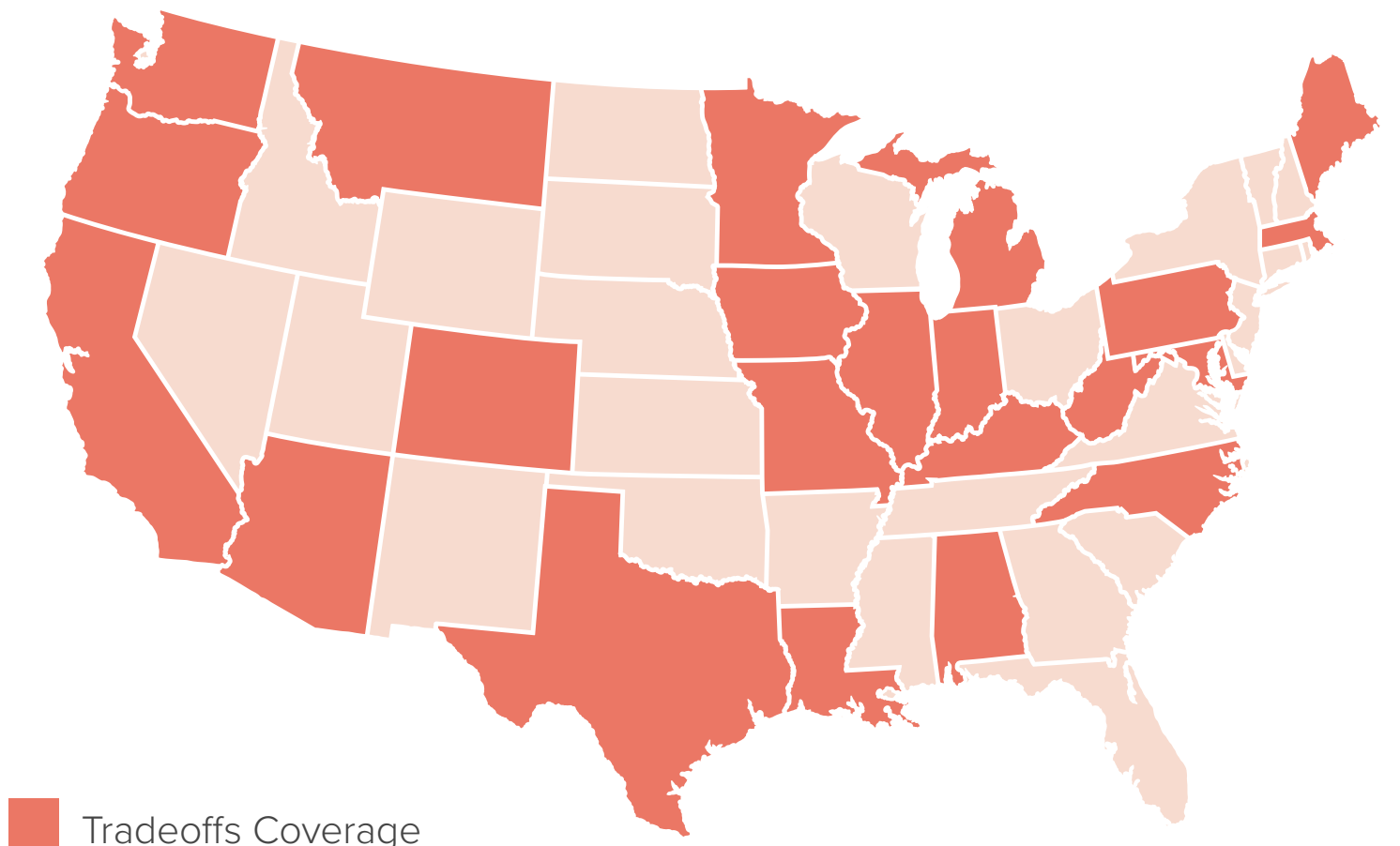


21 Radio Features



2 Live Events

REPORTING THAT SPANS THE COUNTRY:



OUR FIVE MOST COVERED TOPICS IN 2022 WERE:

(Although we covered many more)

- 01 Health Equity
- 02 Cost of Care
- 03 Prescription Drugs
- 04 State Policy
- 05 Medicare+Medicaid

STAFF PICKS



Ryan Levi,
Reporter/Producer

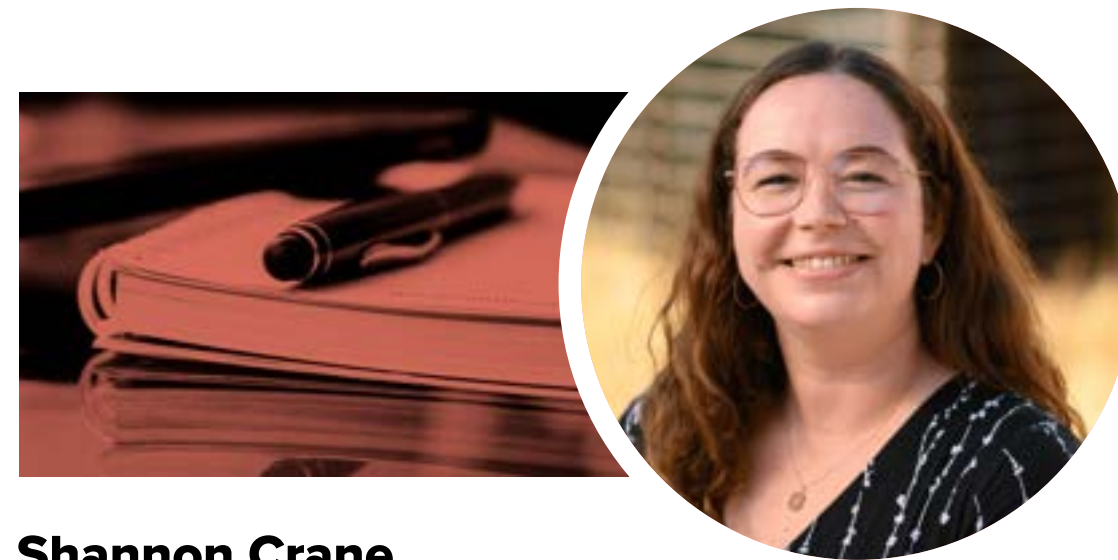
Tradeoffs' Abortion Coverage:

[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.

STAFF PICKS



Cate Cahan,
Editor

[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.



Alex Olgin,
Reporter/Producer

[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.



Jessica Silverman,
Executive Director

[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.



Andrew Parrella,
Sound Designer

[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.

LOOKING AHEAD

THIS YEAR WE'VE LEARNED TWO BIG THINGS:

1 There is demand for our work.

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

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.

YOU MAKE THIS ALL POSSIBLE

Our incredible community of supporters and advisors make Tradeoffs possible. We are so grateful that you value evidence and storytelling.

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