

# ch01

Student: \_\_\_\_\_

1. Consumer health refers to the economic aspects of health over which individuals have direct control.  
True False
2. Health information found in the news media is frequently inaccurate and misleading.  
True False
3. Health hucksters often use scientific-sounding approaches to mislead consumers and to misrepresent products and services.  
True False
4. *Quackery* is definable as the promotion of a false or unproven method for profit.  
True False
5. Advertisers often persuade people to purchase and use health products that have little or no value.  
True False
6. Many Americans use "alternative" health methods.  
True False
7. The intelligent health consumer is appropriately skeptical of advertising claims, statements by talk-show guests, and "breakthroughs" reported in the news media.  
True False
8. *Caveat emptor* means, "Let the buyer beware."  
True False
9. Librarians at *most* libraries can obtain books and article reprints through the interlibrary loan process.  
True False
10. The primary goal of the mass media is public education.  
True False
11. Few well-educated individuals are victimized by quackery.  
True False
12. Vitamin supplements make people more energetic.  
True False
13. Almost all consumers are sufficiently informed to exercise freedom of choice in the purchase of health products and services.  
True False
14. *Most* nursing homes in the United States offer high-quality care.  
True False
15. People who have severe chronic illnesses are seldom susceptible to promises of cures by nonscientific health practitioners.  
True False
16. Consumer protection in the health marketplace is very effective.  
True False

17. Of the following, which is the major function of the mass media?
- A. entertainment
  - B. uncovering health frauds
  - C. teaching people to be better consumers
  - D. promoting science
18. All the following are buzzwords commonly used by promoters of quackery *except*
- A. holistic.
  - B. alternative.
  - C. standard.
  - D. natural.
  - E. organically grown.
19. Physicians have *most* often been criticized for
- A. performing unnecessary surgery.
  - B. overemphasizing education about disease prevention.
  - C. using too few drugs.
  - D. using too few laboratory tests.
20. Health costs constitute what percentage of the U.S. Gross Domestic Product?
- A. about 6%
  - B. about 14%
  - C. about 18%
  - D. about 23%
  - E. about twice the rate of inflation
21. In 2003, about how many Americans between ages 19 and 64 had no health insurance coverage?
- A. 13 million
  - B. 45 million
  - C. 85 million
  - D. no data are available
  - E. none of these choices
22. Which of the following has been a major problem in the health marketplace?
- A. quality of our food supply
  - B. general quality of medical care
  - C. inadequate number of surgeons
  - D. overuse of generic drugs
  - E. misleading advertising
23. Consumer health emphasizes
- A. compliance with medical advice.
  - B. distrust of medical authorities.
  - C. avoiding unwise decisions when making health-related purchases.
  - D. passing a rigorous physical fitness test.
24. Problems with access to health care include all of the following *except*
- A. rising costs for services.
  - B. declining managed care.
  - C. declining insurance coverage
  - D. overuse of medical services.
  - E. rising administrative costs.
25. All of the following are true about "defensive medicine" *except*
- A. that it wastes billions of dollars.
  - B. unnecessary procedures and tests are conducted.
  - C. that it is intended to reduce the risks of malpractice suits.
  - D. that it protects consumers.
  - E. it requires extensive changes in America's legal system to correct.



## ch01 Key

1. (p. 4) TRUE
2. (p. 6) TRUE
3. (p. 7) TRUE
4. (p. 7) TRUE
5. (p. 7) TRUE
6. (p. 7) TRUE
7. (p. 13) TRUE
8. (p. 11) TRUE
9. (p. 14) TRUE
10. (p. 6) FALSE
11. (p. 11) FALSE
12. (p. 7) FALSE
13. (p. 11) FALSE
14. (p. 10) FALSE
15. (p. 7) FALSE
16. (p. 11-12) FALSE
17. (p. 6) A
18. (p. 7) C
19. (p. 9) A
20. (p. 10) B
21. (p. 10) B
22. (p. 6-7) E
23. (p. 4) C
24. (p. 10) D
25. (p. 11) D

# ch01 Summary

<u>Category</u>	<u># of Questions</u>
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