

STUDY OF HOW PEOPLE CHOOSE THEIR HEALTH PLANS

Study Invitation:

The purpose of the study is to learn how people choose a health plan as their regular source of coverage for medical care. The study is being conducted by researchers at several major universities and research organizations including Yale and UCLA.

What You Will Be Asked to Do:

We're going to first ask you a few questions about choosing a health plan, and then take you to a website that has information about the health plans available to you. We'll ask you to use that information to select one health plan that you think would be the best for you and your health needs. You can assume that you would pay the same amount for your medical care, regardless of which health plan you choose. Although you will not really be selecting a health plan, we'd like you to consider this choice as carefully as if you were making it for yourself.

We'll then be asking you a set of questions about how you made your choice, the usefulness of the information available for that selection, and your confidence in the choice that you made. Please do not begin this study until you have approximately 30 minutes you can spend, since it's important that you answer questions about your choice right after picking a health plan.