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## Hospital Outpatient Measures Consumer Testing Screener: Healthcare Consumers

**Austin, TX – January 27 & 28, 2010**

**Target Population:** Recruit 12 (10 participants and 2 floaters) consumers:

- Group A:** At least 3 who have had experience with an emergency department visit for chest pain, heart attack, or other heart problem
- Group B:** At least 3 who have had experience with outpatient surgery
- Group C:** At least 3 who have had outpatient radiology services (such as a CT scan, mammogram, or MRI)
- Group D:** At least 3 who have never had any of these experiences

**Recruitment Criteria:**

- Above requirements are not mutually exclusive. A participant can fall into more than one category (except for the last category).
- Ages 40-70
- All participants should regularly use the Internet (at least four times per week)
- Exclude individuals who currently work or previously worked in the health care industry or who have an immediate family member who is currently working in the health care industry.
- Exclude individuals who are current or former employees of the Social Security Administration or the Department of Health and Human Services or one of its related agencies (such as the Centers for Medicare & Medicaid Services, the Health Care Financing Administration, the Agency for Healthcare Research and Quality, the Centers for Disease Control, the Food and Drug Administration)
- Exclude individuals who have participated in a health or health insurance related IDI or focus group within the past year and/or who have participated in an IDI or focus group within the past 6 months.

**Recruitment Mix:**

- Recruit approximately 50% female and 50% male
- Recruit a mix of race/ethnicity (Caucasian vs. Non-Caucasian)
- Recruit a mix of education level (less than high school, high school graduate/GED, some college, college graduate, post graduate). No more than 8 recruits of the 12 should have education higher than a high-school diploma. (i.e. Some College/Associates, Bachelors, or higher.)

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## INTRODUCTION

Hello, my name is \_\_\_\_\_ from \_\_\_\_\_, a local research firm here in the \_\_\_\_\_ area. We are working with L&M Policy Research on a project about health care.

*If needed:* If recruit asks about L&M Policy Research, please say the following: “L&M Policy Research is a company with headquarters in Washington, D.C that conducts research on many different healthcare issues.”

I’m calling today about a project that we are doing about the quality of certain hospital services for the Centers for Medicare & Medicaid Services, the federal government agency that runs Medicare. For this study we’d like your help figuring out the clearest way to tell people about this hospital information. If you are interested in helping with the project and you meet its requirements, we will invite you to come for an interview on [January TBD]. It would take about 90 minutes of your time, and we would pay you [\$XX] at the end of the interview. May I ask you a few questions to see if you qualify to participate? *If yes, continue to #1. If no, thank and end.*

*If needed:* Since we need to include people who are a mix of different backgrounds and experiences, there are some requirements that I have to check on for all of the people that we bring in to participate. I need to ask you a few questions to see if you meet the requirements for participating in the discussion.

- 1. Are you currently working or have you ever worked in the health care industry?** (e.g., working for a hospital, nursing home, pharmacy, home health agency, medical office, clinic, diagnostic imaging center, health plan, HMO, health insurance company, or pharmaceutical company)

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

- 2. Is an immediate family member currently working in the health care industry?** (e.g., working for a hospital, nursing home, pharmacy, home health agency, medical office, clinic, diagnostic imaging center, health plan, HMO, health insurance company, or pharmaceutical company)

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

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3. **Are you currently or have you ever been employed by the Social Security Administration or the Department of Health and Human Services or one of its related agencies, such as the Centers for Medicare & Medicaid Services, the Health Care Financing Administration, the Agency for Healthcare Research and Quality, the Centers for Disease Control, or the Food and Drug Administration?**

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

4. **Have you been paid to participate in an interview, focus group, or other group or individual discussion in the past 6 months?**

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

5. **Have you been paid to participate in a health or health insurance related interview, focus group, or other individual or group discussion in the past year?**

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

6. **Which category best describes your age? {Read list below.} {RECRUIT MIX}**

\_\_\_ 39 or younger → *Thank and end call*

\_\_\_ 40 – 49 → *Continue*

\_\_\_ 50 – 59 → *Continue*

\_\_\_ 60 – 70 → *Continue*

\_\_\_ 71 or older → *Thank and end call*

7. **Have you visited Web sites on the Internet?**

\_\_\_ YES → *Continue*

\_\_\_ NO → *Thank and end call*

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8. How often do you use the Internet for things other than for checking e-mail (e.g., for things such as checking news, online shopping, or searching for information)?

- At least once per day → *Continue*
- At least four times per week → *Continue*
- About twice per week → *Continue* {RECRUIT NO MORE THAN 2}
- About once per week → *Thank and end call*
- Twice per month or less frequently → *Thank and end call*

9. If you were looking to make a major purchase (i.e. shopping for a car, a computer, or any other major purchase), which of the following sources would you use for researching and comparing items before purchasing? {Read EVERY item and check ALL that apply. At least 9 of 12 participants must indicate that they would use the Internet to search for information.}

- Friends and family → *Continue*
- Trade magazines or literature (Car and Driver, Consumer Reports, etc.) → *Continue*
- Internet (blue book, AAA) → *Continue* {RECRUIT AT LEAST 9}
- Other → *Continue*

10. If you were looking for information to find a hospital for a planned health care service or procedure, which of the following sources would you use? {Read EVERY item and check ALL that apply.}

- Friends and family → *Continue*
- Magazines or other literature (US News & World Report, etc.) → *Continue*
- Internet (hospital websites) → *Continue*
- Other → *Continue*

11. Have you ever needed to go to an emergency department or “emergency room” to receive care/services?

- Yes → *Continue to 12a*
- No → *Continue/skip to 13*

12a. What was the primary complaint that took you to the emergency department?

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\_\_\_ Chest pain, angina, heart attack, heart trouble, coronary trouble, etc. {Recruit at least 3 for group A}

\_\_\_ I do not have a primary care or regular doctor so I use the emergency room for basic/primary care → *Thank and end call*

\_\_\_ Other → *continue*

**12. Have you ever had a planned or scheduled surgery for which you were *not* admitted to the hospital? This kind of surgery is typically in an outpatient facility or an outpatient department of a hospital.**

\_\_\_ Yes → *Continue (Recruit at least 3 for Group B)*

\_\_\_ No → *Continue*

**13. Have you ever had a radiology or imaging procedure, without being admitted to the hospital, such as a mammogram, CT scan, or MRI?**

\_\_\_ Yes → *Continue (Recruit at least 3 for Group C)*

\_\_\_ No → *Continue*

*[Note – if respondent answers “no” to Questions 12, 13 and 14, he/she qualifies for Group D]*

**14. During the interview, you will be asked to navigate an Internet website and look for and review specific information on the website. Is this something you feel comfortable doing?**

\_\_\_ YES → *Continue*

\_\_\_ NO → *Thank and end call*

\_\_\_ NOT SURE → *Thank and end call*

**I have a few more questions about your background. Again, this information will enable us to make sure we have a broad mix of people participating in the interviews. If you feel uncomfortable answering any of these questions, please let me know and we’ll go on to the next question.**

**15. Gender.** {*Confirm if needed.*}

\_\_\_ MALE → *Continue {RECRUIT ~50%}*

\_\_\_ FEMALE → *Continue {RECRUIT ~50%}*



**16. What is the last or highest grade that you finished in school?** {Do not read options.}  
{RECRUIT MIX BUT NO MORE THAN 8 PARTICIPANTS WITH “SOME COLLEGE” OR ABOVE}

- Less than high school degree → *Continue*
- High school degree or GED → *Continue*
- Some college or two year degree → *Continue* {RECRUIT NO MORE THAN 8  
TOTAL IN LAST THREE CATEGORIES}
- College graduate/4-year college degree → *Continue*
- More than 4-year college degree → *Continue*

**17. Are you of Hispanic or Latino origin or descent?**

- Yes, Hispanic or Latino → *Continue*
- No, not Hispanic or Latino → *Continue*

**18. Are you White?**

- Yes, White → *Continue* {RECRUIT NO MORE THAN 8}
- No, Not White → *Continue*

**19. Are you Black or African-American?**

- Yes, Black or African-American → *Continue*
- No, not Black or African-American → *Continue*

**20. Are you Asian?**

- Yes, Asian → *Continue*
- No, not Asian → *Continue*

**21. Are you Native Hawaiian or Other Pacific Islander?**

- Yes, Native Hawaiian or Other Pacific Islander → *Continue*
- No, not Native Hawaiian or Other Pacific Islander → *Continue*





**22. Are you American Indian or Alaska Native?**

- \_\_\_\_ Yes, American Indian or Alaska Native → *Continue*
- \_\_\_\_ No, not American Indian or Alaska Native → *Continue*

**CONTINUE TO INVITATION BELOW**

**INVITATION:**

Thank you for answering all of my questions. We would like to invite you to participate in the study that will take place on \_\_\_\_\_ located in \_\_\_\_\_. The interview will last about 90 minutes. As a thank you for your participation, you will be paid \$XX.

Are you willing to participate?      Yes\_\_\_\_(CONTINUE)    No\_\_\_\_(THANK/END)

***[Schedule date and time]***

Now, let me just verify the spelling of your name and your address, so we can send you a confirmation letter with directions. (RECORD RESPONDENT'S INFORMATION)

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_


City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

***[IF EMAIL PROVIDED:]*** Would you rather receive a reminder by email or regular mail?

- Email
- Regular mail



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As I mentioned during our conversation, you will be asked to read and discuss some materials during the interview. So if you use reading glasses or assistive hearing devices, please remember to bring them with you.

If you have any questions or find that you can't attend, please call us right away at \_\_\_\_\_ so that we can find a replacement. Thank you for your time and for agreeing to help.