

Attachment B
SelectMD 2.0 Consumer Choice Experiment

STUDY OF HOW PEOPLE CHOOSE THEIR DOCTORS

Study Invitation:

This is a study of how people choose their doctors. The study is being conducted by researchers at RAND and Yale University.

Study Description:

This is a study of how people choose a doctor as their regular source of medical care and advice. Although you will not really be selecting a doctor, we'd like you to consider this choice as carefully as if you were making it for yourself.

The study has two stages. In the first stage, you will be asked some questions about your health care experiences and how you go about choosing a doctor. Answering these questions should take you 10 minutes or less.

The second stage is a little more involved. A week after you have completed the initial survey, you will receive from GfK an invitation to begin the second stage of the study. You will log onto the GfK website just to verify who you are. You will then be transferred automatically to another website that has information about a fictitious set of doctors from which to choose. You will be asked to use the information on the website to select a doctor who you think would be the best for you and your health care needs. Although you will not really be selecting a doctor, you will be asked to consider the choice as carefully as if you were making it for yourself.

After you have made your choice of a doctor, you will be transferred back to the GfK website where you will answer a set of questions about how you made your choice of doctor, how useful you found the website, and how confident you are in the choice you made. Completing this second stage of the study – selecting a doctor and answering the second survey – should take you about 30 minutes.