## Survey Invitation

This is the standard survey invitation. Default text is included. If you would like to modify this text please check with your analyst/client manager.

## Welcome and Thank You Text

The text you see here will appear at the top and bottom of your survey. Default text is included and you may modify this text as needed.

## Model Questions

As discussed during the kick-off call, the model questions are part of the ForeSee methodology. For consistency with the model, these questions are standardized and have been tested and validated. Standardization of model questions allows benchmarking across companies/industries, and these questions are used in calculating scores and impacts.

Focus on the future behaviors; I've started with some that I believe are a good fit but we can certainly make adjustments. These are desired customer outcomes that are impacted by customer satisfaction.

## Custom Questions

When reviewing the custom questions tab, keep in mind these questions are used for segmentation analysis of the model data. It is suggested that you add, delete or change custom questions over time, as your needs or business objectives change.

**Focus Area #1: Achieving Actionable Data**
- Know what changes are being made based on the intelligence
- Change Custom Questions so that stakeholders see a clear "must do"

**Focus Area #2: Aligning Data to Business Strategies**
- Update your Custom Questions as business cycles change
- Integrate Executive Level questions to evaluate initiatives

**Focus Area #3: Strategic and Tactical Value**
- Influence Board Room Decisions
- Change Operational Approaches
- Mature Your Research

**Why**
- ❏ Analys
- ❏ Top-Pri
- ❏ Open-e
- ❏ Shift w
- ❏ Inform
- ❏ Evalua

## Making Changes

Simply make the change that you desire and highlight that change with a different color text. Red works well becaus stands out.

If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand y request and figure out the best way to implement. -Or- Just give us a call; talking through changes over the phone makes it quick and easy.

## pdate Your Custom Questions?

ncovered new questions to ask

ty areas influence resource use

s for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives

| Survey Invitation Text |
| :---: |
| **Desktop** |

**We'd welcome your feedback!**

Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.

**The survey is designed to measure your entire experience, please look for it at the <u>conclusion</u> of your visit.**

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

*(Button text)*      No, thanks           Yes, I'll give feedback

| **Example Desktop** |
| :---: |

*t please check with your analyst/client manager.*

*The text you see here will appear at the top and bottom of your survey, examples below.*
*Default text is included and you may modify this text as needed.*

## Welcome and Thank You Text

### Welcome Text

Thank you for visiting Health.mil. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

### Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

### Example Desktop

FORESEE

**Customer Satisfaction Survey**

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

*Required questions are denoted by an ***

TRUSTe ▸
Certified Privacy

1: *Please rate the extent to which the products on this website appeal to

disag.ee

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.

Cancel        Submit

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ForeSee    ForeSee Privacy Policy    Contact Us

| Model Name | Health.mil Desktop |
|---|---|
| Model ID | |
| Partitioned | Yes - 2MQ |
| Date | 5/1/2016 |

Red & Strike-Through: Delete
Underlined & Italicized: Re-order
Pink: Addition
Blue: Reword

**FORESEE**

| Label | Element Questions | Label | Satisfaction Questions | Label | Future Behaviors |
|---|---|---|---|---|---|
| | **Look and Feel (1=Poor, 10=Excellent, Don't Know)** | | **Satisfaction** | | **Return (1=Very Unlikely, 10=Very Likely)** |
| 1 Look and Feel - Appeal | Please rate the **visual appeal** of this site. | 16 Satisfaction - Overall | What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)* | 18 Return | How likely are you to **return to Health.mil** in the future? |
| 2 Look and Feel - Balance | Please rate the **balance of graphics and text** on this site. | 17 Satisfaction - Expectations | How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)* | | **Recommend Company (1=Very Unlikely, 10=Very Likely)** |
| 3 Look and Feel - Readability | Please rate the **readability of the pages** on this site. | 18 Satisfaction - Ideal | How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)* | 19 Recommend Company | How likely are you to **recommend Health.mil** to someone else? |
| | **Site Performance (1=Poor, 10=Excellent, Don't Know)** | | | | **Primary Resource (1=Very Unlikely, 10=Very Likely)** |
| 4 Site Performance - Loading | Please rate how **quickly pages load** on this site. | | | 20 Primary Resource | How likely are you to use Health.mil **as your primary resource for obtaining information about the Military Health System**? |
| 5 Site Performance - Consistency | Please rate the **consistency of speed from page to page** on this site. | | | | |
| 6 Site Performance - Completeness | Please rate how **completely the page content loads** on this site. | | | | |
| | **Navigation (1=Poor, 10=Excellent, Don't Know)** | | | | |
| 7 Navigation - Organized | Please rate **how well this site is organized**. | | | | |
| 8 Navigation - Options | Please rate the **options available for navigating** this site. | | | | |
| 9 Navigation - Layout | Please rate **how well the site layout helps you find what you need.** | | | | |
| | **Information Browsing (1=Poor, 10=Excellent, Don't Know)** | | | | |
| 10 Information Browsing - Sort | Please rate the ability to **sort information by criteria that are important to you** on this site. | | | | |
| 11 Information Browsing - Narrow | Please rate the **ability to narrow choices to find the information you are looking for** on this site. | | | | |
| 12 Information Browsing - Features | Please rate how well the **features** on the site **help you find the information you need**. | | | | |
| | **Site Information (1=Poor, 10=Excellent, Don't Know)** | | | | |
| 13 Site Information - Thoroughness | Please rate the **thoroughness of information** provided on this site. | | | | |
| 14 Site Information - Understandable | Please rate how **understandable** this site's **information** is. | | | | |
| 15 Site Information - Answers | Please rate how well the site's **information provides answers to your questions**. | | | | |

| Model Name | Health.mil Desktop |
|---|---|
| Model ID | 0 |
| Partitioned | Yes - 2MQ |
| Date | 1/1/2016 |

Red & Strike-Through: Delete
Underlined & Italicized: Re-order
Pink: Addition
Blue: Reword

**FORESEE**

| QID | QUESTION META TAG | Skip From | Question Text | Answer Choices | Skip To | Required Y/N | Type | Special Instructions | CQ Label |
|---|---|---|---|---|---|---|---|---|---|
| | Primary Reason: Healthcare | | What is your primary reason for visiting this site today? | Just Browsing | | Y | Radio button, one-up vertical | Skip Logic Group* | Primary Reason |
| | | | | Training | | | | | |
| | | | | Find policies | | | | | |
| | | | | Find a publication | | | | | |
| | | | | Visit News & Gallery | | | | | |
| | | | | Find TRICARE rates and reimbursements | | | | | |
| | | | | Find transparency information (patient safety, quality, access, satisfaction scores) | A | | | | |
| | | | | Find information on immunizations | | | | | |
| | | | | Find information about health surveillance | | | | | |
| | | | | Find health and wellness information | | | | | |
| | | | | Other | | | | | |
| | | A | What can we do to improve the transparency information on the site? | | | | Text area, no char limit | Skip Logic Group* | Transparency Information Improvement |
| | Accomplish | | Did you accomplish what you wanted to do today on this site? | Yes | | Y | Radio button, one-up vertical | Skip Logic Group* | Accomplish |
| | | | | No | A | | | | |
| | OE_Accomplish | A | Please tell us why you were unable to accomplish your task today. | | | N | Text area, no char limit | Skip Logic Group* | Why Not Accomplish |
| | | | How did you look for information or navigate the site today? (Please select all that apply.) | Top navigation bar | | Y | Checkbox, one-up vertical | Skip Logic Group* | Navigation Method |
| | | | | Left navigation bar | | | | | |
| | | | | Search feature | | | | | |
| | | | | Clicked on links on the page | | | | | |
| | | | | Page bookmark or favorite link | | | | | |
| | | | | Site map | | | | | |
| | | | | Google or other search engine | | | | | |
| | | | | Other (Please specify.) | A | | | | |
| | | A | Please tell us how else you looked for information. | | | N | Text field, <100 char | Skip Logic Group* | Navigation Method - Other |
| | | | What else would you like to share with us to help improve your online experience with Health.mil? | | | N | Text area, no char limit | | Improvement |
| | | | What best describes you? | Caregiver | | Y | Radio button, one-up vertical | | Role |
| | | | | Military family member | | | | | |
| | | | | Military treatment facility staff | | | | | |
| | | | | Service surgeon general office staff | | | | | |
| | | | | Member of the media | | | | | |
| | | | | Medical professional, educator or researcher | | | | | |
| | | | | Member of the HA/DHA staff | | | | | |
| | | | | Service member | | | | | |
| | | | | TRICARE beneficiary | | | | | |
| | | | | Vendor | | | | | |
| | | | | Veteran | | | | | |
| | | | | Other (Please specify.) | A | | | | |
| | | A | Please tell us what best describes you. | | | N | Text field, <100 char | Skip Logic Group* | Role - Other |
| | Visit Frequency | | How often do you visit this site? | This is my first visit | | Y | Drop down, select one | | Visit Frequency |
| | | | | Once every 6 months or less often | | | | | |
| | | | | Once every few months | | | | | |
| | | | | Monthly | | | | | |
| | | | | Weekly | | | | | |
| | | | | Daily or more often | | | | | |