

Questions for eMSN & Plans and Coverage Pages

Question Number	Potential Questions	Answer Choices	Display Logic
eMSN Questions:			
eMSN - 1	Was the eMSN page useful?	Yes / No	Show for all users: If "Yes" display question 2 If "No" display question 1a
eMSN - 1a	Please provide suggestions on what could make the eMSN page more useful.	Open text field with a 500 character limit	Display this question if the answer to eMSN - 1 = "No".
eMSN - 2	Have you signed up to receive MSNs electronically?	Yes / No	Show for all users: If "Yes" display question 2a If "No" display question 2b
eMSN - 2a	Were you able to easily download the PDFs?	Yes / No / I did not have any PDFs available for download	Display this question if the answer to eMSN - 2 = "No".
eMSN - 2b	If you're not signed up to receive eMSNs, was the instruction text helpful in describing how to sign up for eMSNs?	Yes / No	Display this question if: Answer to eMSN - 2 = "No"
eMSN - 3	Were you able to easily navigate through the eMSN page?	Yes / No	Show for all users: If "Yes" display question 4 If "No" display question 3a
eMSN - 3a	Please provide suggestions on what could make the eMSN page navigation easier to use.	Open text field with a 500 character limit	Display this question if the answer to eMSN - 3 = "No".
eMSN - 4	How visually appealing would you rate this page?	Very appealing / Somewhat appealing / Not very appealing	Show for all users.
eMSN - 5	If you could change one thing about this page, what would it be and why?	Open text field with a 500 character limit	Show for all users.
Plans & Coverage Questions:			
Plans & Coverage - 1	What were you trying to accomplish on this page?	- Print a temporary prescription drug card	Show for all users: If any of the

	<ul style="list-style-type: none"> - Print a temporary prescription drug card - View prescription plans - View insurance plans - View plan details and drug costs - View 'other' insurance information - Something else 	<ul style="list-style-type: none"> - View prescription plans - View insurance plans - View plan details and drug costs - View 'other' insurance information - Something else 	non-“something else” choices display question 2 If “Something else” display question 1a
Plans & Coverage - 1a	Please describe what you were trying to accomplish on the Plans and Coverage page?	Open text field with a 500 character limit	Display this question if the answer to Plans & Coverage - 1 = “Something else”.
Plans & Coverage - 2	Was the Plans & Coverage page easy to use?	Yes / No	Show for all users: If “Yes” display question 3 If “No” display question 2a
Plans & Coverage - 2a	Please provide suggestions on what could make the Plans & Coverage page navigation easier to use.	Open text field with a 500 character limit	Show this question if the answer to Plans & Coverage - 2 = “No”.
Plans & Coverage - 3	How visually appealing would you rate this page?	Very appealing / Somewhat appealing / Not very appealing	Show for all users.
Plans & Coverage - 4	If you could change one thing about this page, what would it be and why?	Open text field with a 500 character limit	Show for all users.

Note: the following text will be appended to all free form text fields, ‘Please do not include any personal health or login information in your responses.’

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