

EVALUATION OF FROM COVERAGE TO CARE IN COMMUNITIES

Appendix B

Consumer Survey: Informed Consent and Survey

(CMS-10632; OMB 0938-1342)

NOTE: This interview protocol is annotated to show (1) the standard demographics and insurance information that PIRE will purchase from the survey panel (i.e., thus this information will be obtained but absent on the survey); (2) bolded section headers to denote survey topic areas; (3) project research questions associated with each topic area (with parenthetical references to logic model question numbers); (4) more detailed “domains” and “subdomains” within topic areas; (5) skip logic notes in brackets to indicate how skip logic will minimize participant burden; and (6) an appendix with sample visuals to include with question 39. These annotations will not be seen by research participants, except for appendix materials. Changes from the previously approved surveys appear in green text.

PRA Disclosure Statement

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is **CMS-10632; OMB 0938-1342 (Expiration Date)**. The time required to complete this information collection is estimated to average **20 minutes** per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: CMS, 7500 Security Boulevard, Attn: PRA Reports Clearance Officer, Mail Stop C4-26-05, Baltimore, Maryland 21244-1850. ***CMS Disclaimer* Please do not send applications, claims, payments, medical records or any documents containing sensitive information to the PRA Reports Clearance Office. Please note that any correspondence not pertaining to the information collection burden approved under the associated OMB control number listed on this form will not be reviewed, forwarded, or retained.**

OMB No.: CMS-10632; OMB 0938-1342
Expiration Date: (EXPIRATION DATE)

Evaluation of Health Insurance and Health Care Use

INFORMED CONSENT FOR CONSUMERS

Thank you for agreeing to participate in this survey. Pacific Institute for Research and Evaluation (or PIRE) is conducting a study for the Centers for Medicare & Medicaid Services on *From Coverage to Care*, or C2C. As you may know, C2C aims to help people with health care coverage understand their benefits and connect to primary care. It is also designed to help community organizations and providers support consumers as they connect to care.

Purpose of the Study

This is a research project being conducted by PIRE. This study is funded by the Centers for Medicare & Medicaid Services (CMS) Office of Minority Health. This survey will ask you about health care, health insurance, and if you have seen or received informative health insurance materials. Your responses are important for understanding and improving health care utilization in the United States.

Procedures

This survey should take approximately 20 minutes to complete and can be completed at your convenience. We will not collect personally identifiable information, and your answers will not be linked back to you. Question types include multiple choice and fill-in-the-blank. You may skip any questions you do not feel comfortable answering.

Potential Risks and Discomforts

There are no identifiable risks associated with this survey. All information will be kept confidential. Your name will not be collected or linked to the data you provide at any time.

Potential Benefits

This research is not designed to help you personally, but the results may help improve health care utilization in the United States. We hope that, in the future, other people might benefit from this study through improved understanding of this phenomenon.

Confidentiality

We will not collect any identifiable information; thus, confidentiality will be maintained, except as required by law. Should you choose not to participate in the study, information on your refusal to participate will not be released to CMS. The data collected through this survey will be summarized in aggregate form, grouped with data others provide for reporting and presentation.

All data collected will only exist in electronic form. Data collected will be securely stored on Ipsos data servers. All communications between your web browser and the Ipsos servers will be encrypted to maintain your confidentiality. Data provided to the PIRE Principal Investigator will not contain any personally identifying information and will only occur through encrypted electronic communication (i.e.,

secure file transfer protocol). All analysis data files possessed by PIRE will be securely stored on the investigators' password-protected computers and network drives.

Incentives

You will receive your standard panel incentive for completing this survey.

Right to Withdraw and Questions

Your participation in this research is completely voluntary. You may choose not to take part at all. If you decide to participate in this research, you may stop participating at any time.

If you have questions or concerns about this study, please contact the Principal Investigator of the study, Bill Scarbrough at 502-238-7326 or by emailing bscarbrough@PIRE.org.

Participant Rights

For questions about your rights as a research participant, you may call Elysia Oudemans-Tilley at 866-PIRE-ORG (866-747-3674), option 1, or by emailing oudemans@pire.org.

This research has been reviewed according to PIRE's Institutional Review Board (IRB) procedures for research involving human subjects.

C2C Consumer Survey

Standard Demographics

Note: Standard demographics will be provided by the Ipsos Knowledge Panel and do not appear on the survey.

Gender

Age

Marital status

- Married
- Widowed
- Divorced
- Separated
- Never married
- Living with partner

Children

- Age
- Gender
- Number

Education

- No formal education
- 1st, 2nd, 3rd, or 4th grade
- 5th or 6th grade
- 7th or 8th grade
- 9th grade
- 10th grade
- 11th grade
- 12th grade, no diploma
- High school graduate—high school diploma or the equivalent (GED)
- Some college, no degree
- Associate's degree
- Bachelor's degree
- Master's degree
- Professional or doctorate degree

Race

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian/Pacific Islander
- 2+ races

Hispanic origin

- Mexican, Mexican-American, Chicano
- Puerto Rican
- Cuban, Cuban American
- Other Spanish/Hispanic/Latino

Household income

- Less than \$5,000
- \$5,000 to \$7,499
- \$7,500 to \$9,999
- \$10,000 to \$12,499
- \$12,500 to \$14,999
- \$15,000 to \$19,999
- \$20,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$74,999
- \$75,000 to \$84,999
- \$85,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$174,999
- \$175,000 to \$199,999
- \$200,000 to \$249,999
- \$250,000 or more

Home ownership

- Owned or being bought by you or someone in your household
- Rented for cash
- Occupied without payment of cash rent

Domicile location

- ZIP code
- County
- Metro area
- Urban/suburban/rural
- DMA
- State
- Region

Household head (yes/no)

Empty-nester (yes/no)

Internet access

- By paying a cell phone company or internet service provider
- Without paying a cell phone company or internet service provider
- No access to the internet in my house, apartment, or mobile home

Personal/household Internet use locations

- Home
- Work
- School or library
- Another place

Personal/household Internet access mode at home

- Cellular data plan for a smartphone or other mobile device
- High-speed Internet service such as cable, DSL, or fiber-optic service
- Satellite Internet service
- Dial-up service
- Other service

Employment status

- Working—as a paid employee
- Working—self-employed
- Not working—on temporary layoff from a job
- Not working—looking for work
- Not working—retired
- Not working—disabled
- Not working—other

Employed full time or part time (yes/no, of employed)

Currently a student (yes/no, of students)

Currently a stay-at-home spouse or partner (yes/no)

Sexual orientation

- Gay or Lesbian
- Straight, that is, not gay
- Bisexual
- Something else

Gender identity

- Cisgender
- Transgender
- Other

U.S. citizenship

- Born a citizen
- Naturalized citizen
- Not a citizen

Personal Health

Note: Variables below are collected by the Ipsos KnowledgePanel annually and do not appear on the survey.

Self-reported health status (options not presented in reference)

Height/weight/BMI

Personal medical conditions

- Acid reflux disease
- ADHD or ADD
- Asthma, chronic bronchitis, or COPD
- Cancer
- Concussion
- Chronic pain (such as low back pain, neck pain, or fibromyalgia)
- Diabetes or pre-diabetes
- Eye condition (other than poor vision)
- Gastrointestinal condition
- Heart attack, heart disease, or other heart condition
- Hepatitis C
- High blood pressure
- High cholesterol
- HIV/AIDS
- Inflammatory Bowel Disease (IBD) (such as Ulcerative colitis or Crohn's disease)
- Kidney disease
- Menopause or perimenopause
- Migraines
- Multiple sclerosis
- Nonalcoholic fatty liver disease
- Osteoarthritis, joint pain, or inflammation
- Osteoporosis or osteopenia
- Psoriasis
- Pulmonary Arterial Hypertension (PAH)
- Rheumatoid arthritis
- Seasonal allergies
- Sexual dysfunction
- Sleep disorders such as sleep apnea or insomnia
- Stroke
- Traumatic brain injury
- Uterine fibroids

Personal mental health conditions

- Anxiety disorder
- Bipolar disorder
- Depression
- Mood disorders
- Schizoaffective disorder
- Schizophrenia

Diagnosed with Type 1 diabetes/Type 2 diabetes/Pre-diabetes or IGT

How diabetes is managed (options not presented in reference, of those with diabetes)

Type of cancer diagnosis (options not presented in reference, of those with diabetes)

Frequency of VIGOROUS exercise and frequency of LIGHT OR MODERATE exercise (options not presented in reference)

Health Coverage and Attitudes

Note: Variables below are collected by the Ipsos Knowledge Panel annually and do not appear on the survey.

Type of health insurance

- Through own or someone else's employer or union
- Medicare
- Medicaid or a state medical assistance plan
- Health insurance you bought through an insurance exchange
- Veteran's Affairs, Department of Defense, or other military program
- Health insurance from some other source

Ever covered by health insurance purchased through a state or federal exchange (yes/no)

Year in which first purchased health insurance through an exchange (yes/no, of those purchasing exchange plan)

Sources of health information in past 12 months

- Doctor
- Pharmacist
- Nurse, nurse practitioner, or physician's assistant
- Relative, friend, or co-worker
- Someone you know who has a particular medical condition
- Disease-related association or society
- Patient support group or foundation
- Educational forum at a local clinic, hospital, community center, or other location
- Pharmaceutical company
- Health insurance company
- Newspapers or magazines
- Television
- The internet
- Social media
- Health care app

Attitudes about vaccination (options not presented in reference)

[Begin survey]

Introduction

Welcome! Thank you for agreeing to complete this survey. It will ask you about health care, health insurance, and if you have seen or received informative health insurance materials. Your responses are important for understanding and improving health care use in the United States.

This survey should take about 20 minutes to complete. It should be completed in one session. All responses will remain confidential, as we will not collect any personally identifiable information.

Thank you in advance for your time.

Survey Description

This survey contains multiple choice and fill-in-the-blank questions. Once you begin the survey, please try to complete it in one sitting, as you will not be able to save or return to the survey. This survey does not require the assistance of outside resources. Please complete the survey to the best of your ability, or based on minimal information searching. If you have any questions about this survey or require assistance, please contact the Panel Member Support Center at the toll free number (**Ipsos help line number**).

[SCREENER]

KnowledgePanel records indicate that you have health insurance through [POPULATE WITH Medicare / Medicaid or a state medical assistance plan / Health insurance you bought through an insurance exchange]. Is this still your insurance provider?

- Yes [CONTINUE]
- No [ASK INSURANCE TYPE QUESTION AND CONTINUE ONLY IF ONE OF THREE SELECTED INSURERS]
- Don't know [END SURVEY]

Section 1: Usual Source of Care

Research questions answered:

- *Among those exposed to C2C, was there a greater change in the percentage with an identified primary care provider? (INT8)*

We would like to start with some questions about where you receive your health care services and who provides your health care.

1. **Is there a place that you usually go to when you are sick or need advice about your health?**
 - Yes
 - No

[IF YES SHOW QUESTIONS 2 AND 3]

2. **What kind of place [is it/do you go to most often] -- a clinic, a doctor's office, an emergency room, or some other place?**
- Clinic (e.g. urgent care)
 - Doctor's office (e.g. primary care physician)
 - Emergency room
 - Some other place: _____
3. When you attend _____ (fill in from question 2), do you usually see the same care provider?
- Yes
 - No

Section 2: Health Insurance and Health Literacy

Research questions answered:

- *Did consumers report HHIE materials improved their health insurance literacy (HIL) and health literacy (HL)? (ST3)*
- *Did the consumers understand and feel confident about key HIL and HL concepts? (ST4)*

Domain: Health Insurance Literacy

Subdomain: Confidence choosing

These next questions deal with health, health care, and health insurance information.

4. **How confident would you feel that you...**
- Know where to go for help if you have trouble affording health insurance outside of an employer?
 - Know how to estimate what you would have to pay for your health care needs in the next year, not including emergencies?
 - Know if a service is covered by insurance?
 - Know what questions to ask so that you can choose the best health plan for you?
 - Know where to find the information you need to choose a health plan if you were not offered insurance through an employer?
 - Understand health insurance terms?
 - Would choose the health plan that is best for you?
 - Not at all confident
 - Slightly confident
 - Moderately confident
 - Very confident

Subdomain: Comparing plans

5. **When comparing health plans how likely are you to...**
- Find out if the plans cover unexpected costs such as hospital stays?
 - Understand what you would have to pay for emergency department visits?
 - Understand what you would have to pay for specialist visits?
 - Understand what you would have to pay for prescriptions drugs?
 - Find out if you have to meet a deductible for health care services?
 - Look to see which doctors and hospitals are covered in each plan?
 - Not at all likely
 - Somewhat likely

- Moderately likely
- Very likely

Subdomain: Using insurance

6. How confident are you that...

- You know how to figure out your share of the costs for care, after the health plan pays their share?
- You know what to do if your health plan refuses to pay for a service you think should be covered?
- You know what questions to ask your health plan if you have a coverage problem?
- You know most of the things you need to know about using health insurance?
- You know how to find out what is and is not covered before you receive a health care service?
 - Not at all confident
 - Slightly confident
 - Moderately confident
 - Very confident

Subdomain: Being proactive

7. When using your health insurance plan, how likely are you to...

- Look to member services to tell you what medical services your health plan covers?
- Look into what your health plan will and will not cover before you get health care services?
- Review the statements you get from your health plan showing what you owe and what they paid for a service?
- Find out if a doctor is in-network before you see him/ her?
 - Not at all likely
 - Somewhat likely
 - Moderately likely
 - Very likely

8. Please assume the following information is on your health insurance card. Please refer to this card to answer the following questions...

INSURANCE COMPANY NAME	
Plan type: PPO	Member Name: Jane Doe
Effective Date: 12/21/2019	Member Number: 123-45-678
Prescription Group #: 13579	Group Number: 98765-432
Prescription Copay: \$15.00 Generic \$20.00 Name brand	PCP Copay: \$15.00 Specialist Copay: \$25.00 Emergency Room Copay: \$75.00
	Member Service: 800-123-4567

- a. Your doctor's office asks you for your health insurance member number. Please enter it here:

- b. The pharmacy fills a generic prescription for you. How much money total will you need to pay out of your own pocket for this prescription? _____
- c. You have forgotten to mail in your monthly insurance premium and you are not sure what to do. What number should you call? _____
- d. Your doctor's office asks you if you have a PPO (preferred provider organization) or an HMO (health maintenance organization). Which do you have? _____
- e. You have visited your primary care physician, because of a cold that will not go away. How much will you have to pay out of pocket for the visit? _____
- f. This is your first insurance plan you have enrolled in. You visited the ER on 12/19/2019. Will this insurance plan cover the services you received? yes/no
- g. Will you have to pay more out of pocket for an ER visit or a PCP visit? PCP/ER
- h. Your pharmacist asks you if you want the brand name prescription or you would like the generic alternative. How much more money will you need to pay out of your pocket for the brand name? _____

Domain: Health Literacy

Subdomain: Functional Health Literacy

9. This information is on the back of a container of a pint of ice cream.

Nutrition Facts			
Serving Size		½ cup	
Servings per container		4	
Amount per serving			
Calories	250	Fat Cal	120
			%DV
Total Fat	13g	20%	
Sat Fat	9g	40%	
Cholesterol	28mg	12%	
Sodium	55mg	2%	
Total Carbohydrate	30g	12%	
Dietary Fiber	2g		
Sugars	23g		
Protein	4g	8%	

*Percentage Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Ingredients: Cream, Skim Milk, Liquid Sugar, Water, Egg Yolks, Brown Sugar, Milkfat, Peanut Oil, Sugar, Butter, Salt, Carrageenan, Vanilla Extract.

- If you eat the entire container, how many calories will you eat? [Answer: 1,000 is the only correct answer]
- If you are allowed to eat 60 grams of carbohydrates as a snack, how much ice cream could you have? [Answer: Any of the following is correct: 1 cup (or any amount up to 1 cup), half the container.]

- Your doctor advises you to reduce the amount of saturated fat in your diet. You usually have 42 g of saturated fat each day, which includes one serving of ice cream. If you stop eating ice cream, how many grams of saturated fat would you be consuming each day? [Answer: 33 is the only correct answer]
- If you usually eat 2,500 calories in a day, what percentage of your daily value of calories will you be eating if you eat one serving? [Answer: 10% is the only correct answer]

Pretend that you are allergic to the following substances: penicillin, peanuts, latex gloves, and bee stings.

- Is it safe for you to eat this ice cream? [yes/no; Answer: No]
- (Ask only if the patient responds “no” to question 5): Why not? [Answer: Because it has peanut oil.]

Subdomain: General Health Literacy

10. How confident are you filling out medical forms by yourself?
- Extremely confident
 - Quite confident
 - Somewhat confident
 - A little confident
 - Not at all confident

Subdomain: Provider Fosters Health Literacy

11. These next questions ask about the person or place from whom you receive most of your health care services. This is often referred to as your provider. With this provider in mind, how often...
- Does this provider give you all the information you want about your health?
 - Does this provider encourage you to talk about all your health problems or concerns?
 - Does this provider ask you to repeat back or describe how you are going to follow their instructions?
 - Did this provider give you easy to understand instructions about how to take your medicines?
 - Are the results of your blood test, x-ray, or other test easy to understand?
 - Never
 - Almost never
 - Sometimes
 - Usually
 - Almost always
 - Always

Domain: Confidence in understanding health insurance terms

12. How confident are you that you know what the following terms mean?...
- Provider
 - Network
 - Deductible
 - Co-insurance
 - Co-payment

- Premium
- Out-of-pocket maximum
- Prescription drug list (or formulary)
- Explanation of benefits
 - Not at all confident
 - Slightly confident
 - Moderately confident
 - Very confident

Section 3: Preventive Health Care Utilization

Research questions answered:

- *Among those exposed to C2C, was there greater utilization of preventive care (including check-ups, screenings, and vaccinations)? (INT9)*
- *Return on Investment Items*

These next questions ask about your use of health care services.

13. About how long has it been since you had a routine check-up by a doctor or other health professional?

- Within past 12 months
- Within past 1-2 years
- Within past 3-4 years
- Within past 5-6 years
- More than 7 years
- Never
- Don't know

14. About how long has it been since you had your blood pressure checked by a doctor, nurse, or other health professional?

- Within past 12 months
- Within past 1-2 years
- Within past 3-4 years
- Within past 5-6 years
- More than 7 years
- Never
- Don't know

15. About how long has it been since you had a flu vaccination (shot or nasal spray)?

- Within past 12 months
- Within past 1-2 years
- Within past 3-4 years
- Within past 5-6 years
- More than 7 years
- Never
- Don't know

16. About how long has it been since you had bloodwork to try to prevent future health problems?

- Within past 12 months
- Within past 1-2 years

- Within past 3-4 years
- Within past 5-6 years
- More than 7 years
- Never
- Don't know

17. Do you have Hypertension, Diabetes, or Heart Disease?

- Yes [ASK NEXT QUESTION]
- No [SKIP TO 22]
- Don't Know [SKIP TO 22]

18. Has a doctor given you instructions on how to manage your condition?

- Yes [ASK NEXT QUESTION]
- No [SKIP TO 20]
- Don't Know [SKIP TO 20]

19. Have you generally followed your doctor's instructions?

- Yes
- No
- Don't Know

20. Have you received regular diagnostic tests (blood pressure, A1C, and/or cholesterol count) for your chronic condition?

- Yes [ASK NEXT QUESTION]
- No [SKIP TO 22]
- Don't Know [SKIP TO 22]

21. Have your test results been within the acceptable range your doctor mentioned?

- Yes
- No
- Don't Know

22. Have you taken a test to see if you have COVID-19 (also called the coronavirus or SARS-CoV-2)?

- Yes
- No
- Don't know

Section 4: Care Utilization

Research questions answered:

- *Among those exposed to C2C, was there greater utilization of behavioral health services? (INT9)*
- *Among those exposed to C2C, was there a change in the use of emergency department (ED) services? (INT9)?*

Domain: Primary care use

23. During the past 12 months, how many times have you seen your doctor or other health care professional about your own health (this could be for a well visit or when you were sick)?

- None
- 1
- 2-3
- 4-5
- 6-7
- 8-9
- 10-12
- 13-15
- 16 or more
- Don't know

Domain: ER use

24. During the past 12 months, how many times have you gone to a hospital emergency room about your own health (this includes emergency room visits that resulted in a hospital admission)?

- None
- 1
- 2-3
- 4-5
- 6-7
- 8-9
- 10-12
- 13-15
- 16 or more
- Don't know

[IF PARTICIPANT REPORTS ER USE (ALL BUT FIRST OR LAST RESPONSE) SHOW QUESTIONS 25 AND 26]

25. Did your last emergency room visit result in a hospital admission?

- Yes
- No

26. Tell me which of these apply to your last emergency room visit? Check all that apply.

- It was a life-threatening illness or injury
- You didn't have another place to go
- Your doctor's office or clinic was not open
- It was a night or weekend
- Your health provider advised you to go
- The problem was too serious for the doctor's office or clinic
- The emergency room is your closest provider
- You get most of your care at the emergency room
- You arrived by ambulance or other emergency vehicle

Domain: Urgent care use

27. During the past 12 months, how many times have you gone to an urgent care clinic about your own health?

- None
- 1
- 2-3

- 4-5
- 6-7
- 8-9
- 10-12
- 13-15
- 16 or more
- Don't know

[IF PARTICIPANT REPORTS URGENT CARE USE SHOW QUESTION 28]

28. Tell me which of these apply to your last urgent care visit? Check all that apply.

- You didn't have anywhere else to go
- Your doctor's office or clinic was not open
- The doctor's office did not have any available sick appointments
- It was a night or weekend
- Your health provider advised you to go
- The problem was too serious for the doctor's office or clinic
- Only an urgent care clinic could help you
- The urgent care clinic is your closest provider
- You get most of your care at the urgent care clinic
- You arrived by ambulance or other emergency vehicle

Domain: Confidence in Deciding Which to Use

29. I feel confident that I know...

- When to go to my doctor or another health care professional instead of going to the emergency room or an urgent care.
- When to go to an urgent care instead of going to my doctor or another health care professional or the emergency room.
- When to go to the emergency room instead of going to my doctor or another health care professional or an urgent care.
 - Not at all confident
 - Slightly confident
 - Moderately confident
 - Very confident

Domain: Behavioral health use

30. During the past 12 months, have you seen or talked to a behavioral or mental health professional such as a psychiatrist, psychologist, psychiatric nurse, or clinical social worker?

- Yes
- No

31. During the past 12 months, have you needed or wanted to see a behavioral or mental health professional such as a psychiatrist, psychologist, psychiatric nurse, or clinical social worker but didn't?

- Yes
- No

32. If you needed or wanted to see a behavioral or mental health professional such as a psychiatrist, psychologist, psychiatric nurse, or clinical social worker, do you know how to get this care?

- Yes
- No

Section 5: Health Care Experience

Research questions answered:

- *Do those exposed to C2C materials report a more favorable health care experience than those not exposed? (LT15)*
- *Is there a difference between Latino/Hispanic, African American, and Caucasian subpopulations in their reported health care experiences? (LT17)*

These next questions ask you about your experiences receiving health care.

Domain: Patient-Centeredness of Experience

32. How often do providers:

- Give you the chance to ask all the health-related questions you have?
- Give the attention you need to your feelings and emotions?
- Involve you in decisions about your health care as much as you want?.
- Make sure you understand the things you need to do to take care of your health?
- Explain things in a way you can understand?
- Spend enough time with you.?
- Help you deal with feelings of uncertainty about your health or health care?
 - Always
 - Often
 - Sometimes
 - Never

Domain: Discrimination in Medical Settings

33. Please indicate how often each of the following happen when you are receiving medical services.

- You are treated with less courtesy than other people.
- You are treated with less respect than other people.
- You receive poorer service than others.
- A doctor or nurse acts as if he or she thinks you are not smart.
- A doctor or nurse acts as if he or she is afraid of you.
- A doctor or nurse acts as if he or she is better than you.
- You feel like a doctor or nurse is not listening to what you were saying.
 - Never
 - Rarely
 - Sometimes
 - Most of the time
 - Always

Section 6: Consumer Exposure to C2C

Research questions answered:

- *Among the populations targeted by C2C efforts, how are they being exposed or why are they not being exposed to C2C materials? (Process)*
- *Were consumers satisfied with the C2C health and health care information education (HHIE) received? (ST1)*
- *Did the consumers report that the C2C HHIE materials met their needs? (ST2)*
- *Did consumers report C2C HHIE materials improved their health insurance literacy (HIL) and health literacy (HL)? (ST3)*
- *Did C2C increase the likelihood of consumer enrollment in health insurance? (INT7)*

These next questions ask about your exposure to information about health care.

Domain: Unaided ad recall

34. During the past 12 months, how many times have you needed information or materials to help you understand your health insurance coverage or insurance terms?

- Not at all [SKIP NEXT ITEM]
- Once
- 2 to 4 times
- 5 to 10 times
- More than 10 times

35. During the past 12 months, how many times have you sought out health insurance information or materials to help you understand your health insurance coverage or insurance terms?

- Not at all
- Once
- 2 to 4 times
- 5 to 10 times
- More than 10 times

36. During the past 12 months, how many times have you seen or received health insurance materials that help you understand your health insurance coverage or insurance terms?

- Not at all
- Once
- 2 to 4 times
- 5 to 10 times
- More than 10 times

[IF NOT ALL ASK 37, ELSE, SKIP TO 38]

37. How do you prefer to see or receive resources that help you understand your health insurance coverage or insurance terms? Please rank the top three sources you use.

- From an assister or navigator while enrolling in health insurance
- At your provider's office or other health care setting
- Event (i.e., a community event, health promotion fair, etc.)
- From an informational table or bulletin board (e.g., at a community organization or library)
- Online (e.g., by visiting a website)
- Social media (Facebook, Twitter, etc.)
- Print (Newspaper, magazine, poster, etc.)
- Mail
- Radio

- Television
- I do not know where to find resources on health insurance
- Other: _____

[SKIP TO 39]

38. How did you see or receive these resources that helped you understand your health insurance coverage or insurance terms? Check all that apply.

- From an assister or navigator while enrolling in health insurance coverage
- At your provider’s office or other health care setting
- At an event (i.e., a community event, health promotion fair, etc.)
- From an informational table or bulletin board (e.g., at a community organization or library)
- Online (e.g., by visiting a website)
- Social media (Facebook, Twitter, etc.)
- Print (Newspaper, magazine, poster, etc.)
- Mail
- Radio
- Television
- Other: _____

Domain: Aided ad recall

[Sample visuals to be shown included in survey Appendix]

39. During the past 12 months, how many times have you seen or heard about *From Coverage to Care* or its materials?

- Not at all
- Once
- 2 to 4 times
- 5 to 10 times
- More than 10 times
- Don’t Know

[IF NOT AT ALL OR DON’T KNOW, SKIP TO ITEM 53]

40. Have you seen, heard about, or received any *From Coverage to Care* materials? For example, have you seen a booklet called “A Roadmap to Better Care and a Healthier You?”, or “Preventive Services Flyer,” or “5 Ways to Make the Most of Your Health Coverage”?

- Yes
- No

[IF YES SHOW QUESTIONS 41-46]

41. How did you see or hear about *From Coverage to Care*? Check all that apply.

- From an assister or navigator while enrolling in health insurance coverage
- At your provider’s office or other health care setting
- At an event (i.e., a community event, health promotion fair, etc.)
- From an informational table or bulletin board (e.g., at a community organization or library)
- Online (e.g., by visiting a website)
- Social media (Facebook, Twitter, etc.)

- Print (Newspaper, magazine, poster, etc.)
- Mail
- Radio
- Television
- Other

Domain: Consumer Enrollment

42. Please indicate the extent to which you agree or disagree that *From Coverage to Care* (C2C) materials encouraged you to obtain health insurance or continue your health insurance coverage.
- Strongly Disagree
 - Disagree
 - Agree
 - Strongly Agree

Domain: C2C targeted knowledge

43. Have you seen *From Coverage to Care's* (C2C): “A Roadmap to Better Care and a Healthier You”?
- Yes [ASK NEXT QUESTION]
 - No [SKIP TO ITEM 47]
 - Don't Know [SKIP TO ITEM 47]

44. Please rate the following statements to indicate how your understanding of the following topics have changed as a result of seeing *From Coverage to Care's* (C2C): “A Roadmap to Better Care and a Healthier You”?

- Why I should see a doctor on a regular basis, even if I don't feel sick
- Health insurance terms
- How to find out about my plan benefits and what my insurance covers
- Where to go for care if I don't feel well
- How to find a regular health care provider that fits my needs
- What to bring with me to my health care appointment
- What to ask my provider when I am there
- That I can change my provider if I don't like the one I have
- Where I can go if I have questions
- Other: _____
- None
 - My understanding is the same as it was before I saw C2C materials.
 - I have a slightly better understanding.
 - I have a better understanding.
 - I have a much better understanding.

Domain: C2C satisfaction

- 45. Please indicate the extent to which you were satisfied with *From Coverage to Care's* (C2C): “A Roadmap to Better Care and a Healthier You” coverage of the following topics?**
- Why I should see a doctor on a regular basis, even if I don't feel sick
 - Health insurance terminology
 - How to find out about my plan benefits and what my insurance covers

- Where to go for care if I don't feel well
- How to find a regular health care provider that fits my needs
- What to bring with me to my health care appointment
- What to ask my provider when I am there
- That I can change my provider if I don't like the one I have
- Where I can go if I have questions
 - Very Satisfied
 - Satisfied
 - Dissatisfied
 - Very Dissatisfied

Domain: C2C met needs

46. Please indicate the extent to which you agree that *From Coverage to Care's* (C2C): "A Roadmap to Better Care and a Healthier You" met your needs for the following topics?

- Why I should see a doctor on a regular basis, even if I don't feel sick
- Health insurance terminology
- How to find out about my plan benefits and what my insurance covers
- Where to go for care if I don't feel well
- How to find a regular health care provider that fits my needs
- What to bring with me to my health care appointment
- What to ask my provider when I am there
- That I can change my provider if I don't like the one I have
- Where I can go if I have questions
 - Strongly Disagree
 - Disagree
 - Agree
 - Strongly Agree

Domain: C2C targeted knowledge for future products

47. Have you seen [INSERT C2C MATERIAL NAME]?

- Yes [ASK NEXT QUESTION]
- No [SKIP TO ITEM 51]
- Don't Know [SKIP TO ITEM 51]

48. Please rate the following statements to indicate how your understanding of the following topics have changed as a result of seeing [INSERT C2C MATERIAL NAME]?

- [Insert Learning Objective 1]
- [Insert Learning Objective 2]
- [Insert Learning Objective 3]
- [Insert Learning Objective 4]
- [Insert Learning Objective 5]
- Other: _____
 - My understanding is the same as it was before I saw C2C materials.
 - I have a slightly better understanding.
 - I have a better understanding.
 - I have a much better understanding.

Domain: C2C satisfaction

49. Please indicate the extent to which you were satisfied with [INSERT C2C MATERIAL NAME]?

- [Insert Learning Objective 1]
- [Insert Learning Objective 2]
- [Insert Learning Objective 3]
- [Insert Learning Objective 4]
- [Insert Learning Objective 5]
 - Very Satisfied
 - Satisfied
 - Dissatisfied
 - Very Dissatisfied

Domain: C2C met needs

50. Please indicate the extent to which you agree that [INSERT C2C MATERIAL NAME]?

- [Insert Learning Objective 1]
- [Insert Learning Objective 2]
- [Insert Learning Objective 3]
- [Insert Learning Objective 4]
- [Insert Learning Objective 5]
 - Strongly Disagree
 - Disagree
 - Agree
 - Strongly Agree

Domain: C2C-related conversation

51. Have you shared information about C2C with someone else?

- Yes
- No

[IF YES SHOW QUESTION 52]

52. Who have you shared information with about C2C? Check all that apply.

- Health care professional
- Family member
- Friend
- Co-worker
- Community organization
- Other

53. Is there additional information you would like to see, which would help you understand your health insurance coverage or insurance terms?

- Yes [ASK NEXT ITEM]
- No [SKIP TO END OF SURVEY]

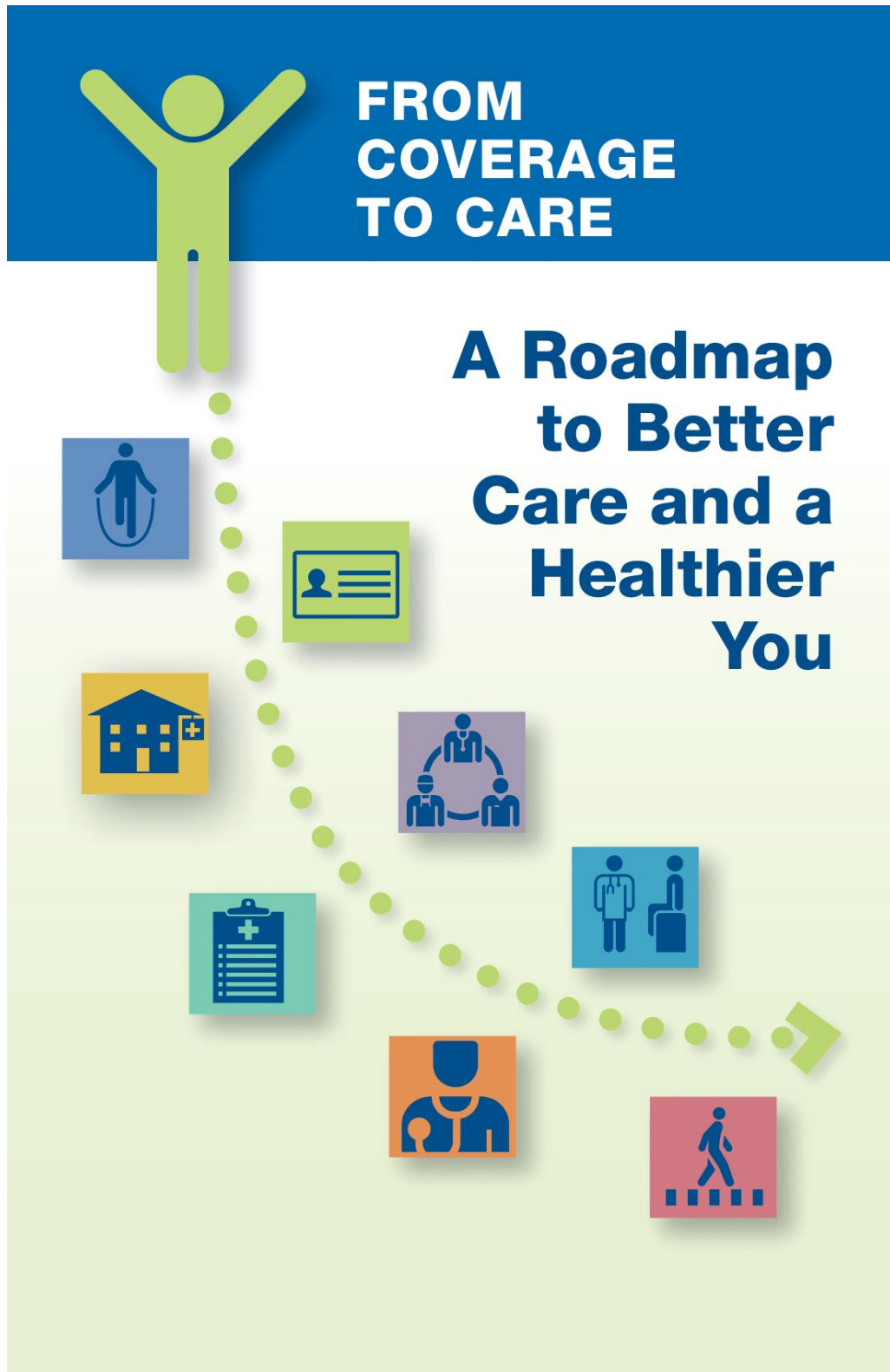
54. Please indicate what additional information would be helpful? _____

Conclusion

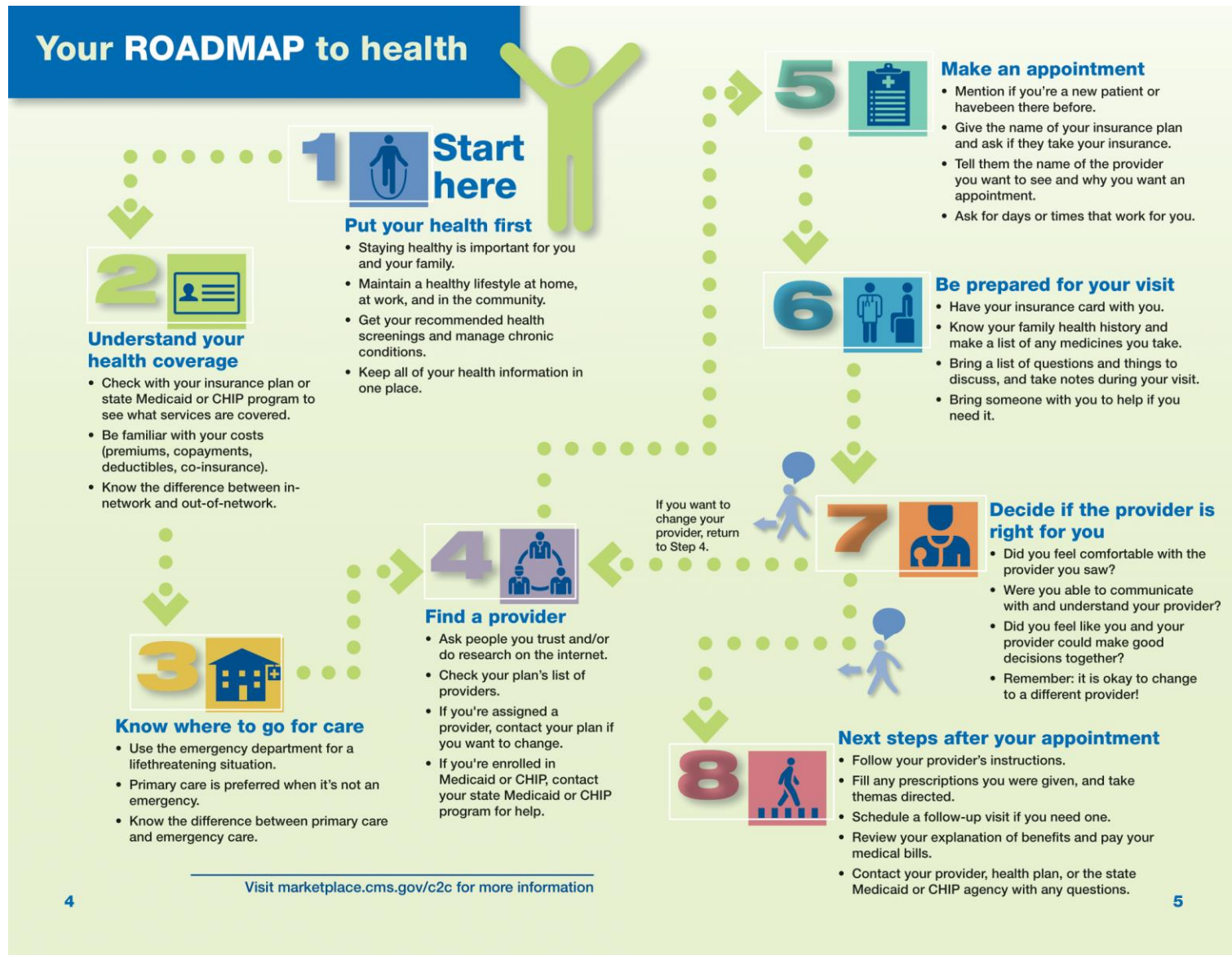
You have completed the survey. Thank you for your time!

Appendix

Visual 1: Coverage to Care's (C2C): "Roadmap to Better Care and a Healthier You" Cover Page



Visual 2: Coverage to Care’s (C2C): “Roadmap to Better Care and a Healthier You” Map



Visual 3: Coverage to Care's (C2C): "Preventive Services Flyer"?

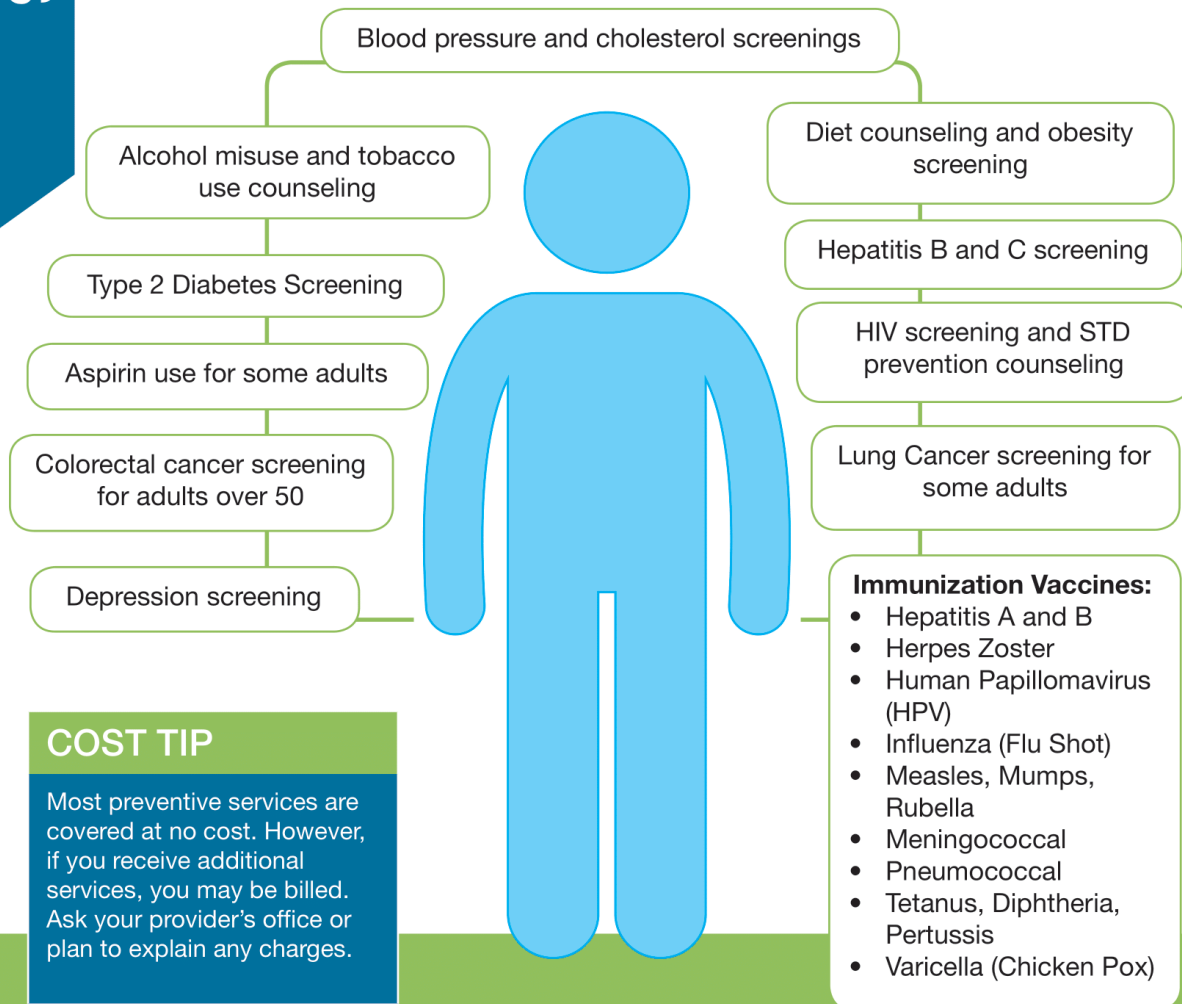
COVERAGE TO CARE >>> Prevention

ADULTS

Put Your Health First

Get the preventive services that are right for you!

Take advantage of these and other services available at no cost to adults under most health coverage.



For additional resources and a full list of the preventive services covered at no cost sharing under most health plans, please visit go.cms.gov/c2c.

CMS Product No. 11943
September 2017

Visual 4: Coverage to Care’s (C2C): “5 Ways to Make the Most of Your Health Coverage”?



1 Confirm your coverage

- Be sure your enrollment is complete. Contact your health plan and/or state Medicaid office.
- Pay your premium if you have one, so you can use your health coverage when you need it.



2 Know where to go for answers

- Contact your health plan to see what services are covered, and what your costs will be.
- Read the *Roadmap to Better Care and a Healthier You* to learn about key health insurance terms, like coinsurance, and deductible.



3 Find a provider

- Select a health care provider in your network who will work with you to get your recommended health screenings.
- Remember you might pay more if you see a provider who is out-of-network.



4 Make an appointment

- Confirm your provider accepts your coverage.
- Talk to your provider about preventive services.
- Ask questions about your concerns and what you can do to stay healthy.



5 Fill your prescriptions

- Fill any prescriptions you need.
- Some drugs cost more than others. Ask in advance how much your prescription costs and if there is a more affordable option.

**For more information about
From Coverage to Care,
visit go.cms.gov/c2c**



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