

Market Insights

National Brands Survey

This document outlines the National Brands question set that appears on the Core Survey on a rotational basis, fielding nationally the first month of each quarter — January, April, July, and October. These questions first appeared on the Market Insights Core Survey in October 2013.

National Brands

NATIONAL BRANDS – AIDED AWARENESS

The following is a list of hospitals from around the country. Which hospital are you most familiar with?

- | | |
|---|---|
| <input type="checkbox"/> Mayo Clinic | <input type="checkbox"/> New York Presbyterian Hospital |
| <input type="checkbox"/> Cleveland Clinic | <input type="checkbox"/> Brigham and Women's Hospital |
| <input type="checkbox"/> Kaiser Permanente | <input type="checkbox"/> NYU Langone Medical Center |
| <input type="checkbox"/> Baylor University Medical Center | <input type="checkbox"/> UCSF Medical Center |
| <input type="checkbox"/> Massachusetts General | <input type="checkbox"/> Mount Sinai Medical Center |
| <input type="checkbox"/> UPMC Medical Center | <input type="checkbox"/> Hospital of the University of Pennsylvania |
| <input type="checkbox"/> Cedars-Sinai | <input type="checkbox"/> Indiana University Health |
| <input type="checkbox"/> UCLA Medical Center | <input type="checkbox"/> University of Michigan |
| <input type="checkbox"/> Northwestern | <input type="checkbox"/> Duke University Medical Center |
| <input type="checkbox"/> Johns Hopkins | <input type="checkbox"/> Baptist Hospital of Miami |
| <input type="checkbox"/> Barnes-Jewish Hospital | |

NATIONAL BRANDS – GEOGRAPHIC PRESENCE

When thinking of the geographical influence of (National Brand), which of the following best describes how well known they are as a hospital?

- Local provider of healthcare
- Regional provider of healthcare
- National provider of healthcare

NATIONAL BRANDS – CHARACTERISTICS

When thinking of what makes (National Brand) a well-known hospital, which of the following accurately describes them? (Please select all that apply):

- A destination for advanced treatment or surgery
- An elite provider of health and wellness education
- A well known name in the healthcare industry
- A longstanding reputation for great medicine
- Other—please specify

NATIONAL BRANDS – DIFFERENTIATION

Based on anything you have read, heard, or know from personal experience, what factors, if any, stand out in your mind as things that (National Brand) does especially well, which set it apart from other providers across the country?

- Caring and compassionate doctors and nurses
- New and advanced technology and equipment
- Strong image/reputation
- Better doctors and nurses
- Participates in my health plan
- Convenient locations/easy access/proximity
- Faster emergency-room service/treatment
- Expertise in all fields
- Award winning
- Community involvement
- Other—please specify _____
- Nothing
- Don't know

NATIONAL BRANDS – IMAGE/REPUTATION

How would you rate the overall image/reputation of (National Brand)?

- Poor
- Fair
- Good
- Very Good
- Excellent

NATIONAL BRANDS – MOMENTUM

Based on your own experience and perceptions, which of the following best describes (National Brand)

- It is really on the way up
- It is on the way up
- It is not moving
- It is on the way down
- It is really on the way down
- Not sure/don't know

NATIONAL BRANDS – RELEVANCE

Using a 5-point scale, with “1” being “Not at all relevant” and “5” being “Very relevant,” how relevant is (National Brand) to you personally?

- 1 – Not at all relevant
- 2
- 3
- 4
- 5 – Very relevant

NATIONAL BRANDS – PREFERENCE

Using a 5-point scale, with “1” being “lowest possible preference” and “5” being “highest possible preference,” how much do you prefer (National Brand) to you personally?

- 1 – Lowest possible preference
- 2
- 3
- 4
- 5 – Highest possible preference

NATIONAL BRANDS – UTILIZATION

Have you or a household member used (National Brand) for any services in the last three years?

- Yes
- No

NATIONAL BRANDS – FUTURE USABILITY

When considering (National Brand) for medical treatment or surgery in the future, which of the following best describes how you feel about them?

- I would consider using them for any treatment or surgery I might need
- I would consider using them for only an extremely serious treatment or surgery
- I would not consider using them— (please specify why)

NATIONAL BRANDS – ADVOCACY

Would you recommend (National Brand) to family and friends?

- Definitely not
- Probably not
- Probably yes
- Definitely yes