

Market Insights

Cancer Module

Version Date: 3/18/2024

EXPERIENCE WITH CANCER

Have you ever been diagnosed with cancer?

- Yes, and I am in remission
- Yes, and I am currently undergoing or planning treatment
- No

If respondent has not been diagnosed with cancer

Has a doctor ever told you that you may be at risk for cancer?

- Yes
- No
- Not sure

Has an immediate family member of yours (such as a parent, sibling, child, or spouse) ever had cancer?

- Yes
- No

CANCER CARE

Imagine you, or someone you provide care for, needed the following types of cancer care services. How long would you be willing to travel for these services?

	Less than 30 minutes	30-59 minutes	1-2 hours	3-4 hours	5-7 hours	8 hours or more	Unsure
Initial appointment or consultation							
Follow-up visits to measure your treatment's progress							
Cancer screenings after your cancer is in remission							
Cancer treatment sessions (e.g. chemotherapy, radiation therapy)							
Surgery							
Clinical trial sessions							

MARKET INSIGHTS MODULE

Outside of insurance acceptance, which of the following factors would you look for most in a cancer care provider? (Select all that apply)

- Reputation of facility
- Located nearby
- Facility has the best doctors and nurses
- Latest technology/equipment/treatment options
- Most personalized care
- Recommendation from family or friends
- Recommendation from doctor
- Awards or recognitions received by the facility
- Part of a larger hospital or healthcare system
- Offers/conducts clinical trials
- Specializes in cancer care
- Known for caring/compassionate staff
- Positive patient outcomes
- Conducts research about cancer
- Involved in the community
- Positive online ratings and reviews
- Timeliness for getting an appointment
- Other (please specify): _____

Through which sources would you most prefer to receive information about cancer care providers in your area? (Select all that apply)

- Email
- Direct mail
- Brochures/pamphlets
- Television commercials
- Radio commercials
- Newspaper or magazine articles
- Health fairs
- Open houses at a facility
- Internet search engine (e.g., Google, Yahoo)
- Hospital or healthcare provider's website
- Online patient ratings or reviews
- Outdoor signage (e.g., billboards, buses)
- Through my insurance provider
- Social media (e.g., Facebook, X, Instagram)
- Other (please specify): _____

Which topics would you most prefer to receive information about when learning about cancer care providers? (Select all that apply)

- Facts/figures about the provider's cancer treatment services (success rates, etc.)
- Type of technology used/available
- Clinical trials and cancer research
- Specialty programs (Hematology, Medical Oncology, Radiation Oncology, Surgical Oncology, Neuro-Oncology, Complex Gastrointestinal)
- Information about how a patient's life can be improved
- Awards or recognitions received by the provider
- Information about treating the whole person, not just the cancer
- Recovery process details
- Patient support services (availability of care navigators, mental health support, etc.)
- Understanding medical bills and health insurance
- Stories from people with personal experience in cancer care
- Other (please specify): _____

MARKET INSIGHTS MODULE

Imagine a doctor told you, or someone you provide care for, that cancer care services were needed and referred you to a specialist. Which of the following statements best describe what you would do next?

- I would go where my doctor told me to go – without question or additional research
- I would get a second opinion from another doctor of where to go
- I would do online research before deciding
- I would ask family and friends before deciding
- I would ask my insurance company before deciding
- Other (please specify): _____

When you think of cancer providers in your area, which one comes to mind first? _____

CANCER BRANDS

The following are some of the top cancer care providers according to the US News & World Report.

Before today, which of the cancer care providers were you aware of? (Select all that apply)

- University of Texas MD Anderson Cancer Center
- Memorial Sloan Kettering Cancer Center
- Mayo Clinic
- Dana-Farber/Brigham and Women's Cancer Center
- UCLA Medical Center
- Moffitt Cancer Center and Research Institute
- Fred Hutchinson Cancer Center
- Cleveland Clinic
- Johns Hopkins Hospital
- UCSF Medical Center
- Massachusetts General Hospital
- Hospitals of the University of Pennsylvania-Penn Presbyterian
- Stanford Health Care-Stanford Hospital
- Northwestern Memorial Hospital
- Barnes-Jewish Hospital/Washington University
- University of North Carolina Hospitals
- New York-Presbyterian University Hospital of Columbia and Cornell
- USC Norris Cancer Hospital-Keck Medical Center of USC
- Wake Forest Baptist Medical Center
- Sarah Cannon Cancer Center
- None of the above

Of those you selected, which are you most likely to utilize for cancer care?

- University of Texas MD Anderson Cancer Center
- Memorial Sloan Kettering Cancer Center
- Mayo Clinic
- Dana-Farber/Brigham and Women's Cancer Center
- UCLA Medical Center
- Moffitt Cancer Center and Research Institute
- Fred Hutchinson Cancer Center
- Cleveland Clinic
- Johns Hopkins Hospital
- UCSF Medical Center
- Massachusetts General Hospital
- Hospitals of the University of Pennsylvania-Penn Presbyterian
- Stanford Health Care-Stanford Hospital
- Northwestern Memorial Hospital

MARKET INSIGHTS MODULE

- Barnes-Jewish Hospital/Washington University
- University of North Carolina Hospitals
- New York-Presbyterian University Hospital of Columbia and Cornell
- USC Norris Cancer Hospital-Keck Medical Center of USC
- Wake Forest Baptist Medical Center
- Sarah Cannon Cancer Center
- Don't know

Which of the following are things that set [*National Cancer Brands Most Likely to use*] apart from other cancer providers you have heard of? (Select all that apply)

- Reputation of facility
- Located nearby
- Facility has the best doctors and nurses
- Latest technology / equipment / treatment options
- Most personalized care
- Recommendation from family or friends
- Recommendation from doctor
- Awards or recognitions received by the facility
- Part of a larger hospital or healthcare system
- Offers / conducts clinical trials
- Specializes in cancer care
- Known for caring / compassionate staff
- Positive patient outcomes
- Conducts research about cancer
- Involved in the community
- Positive online ratings and reviews
- Timeliness for getting an appointment
- Other (please specify): _____
- Nothing
- Don't know