Market Insights Personalized Questions

FAQs, Best Practices, and General Information

Frequently Asked Questions

How many questions can we field, and where?

→ You may field up to five (5) Personalized Questions per month per market as long as those markets don't overlap. In the case that two or more entities share geographically overlapping service area(s), a maximum of five (5) questions will be fielded in the combined market.

What is the timeline for submitting new questions?

→ New Personalized Questions must be submitted no later than the 10th of the month prior to the month in which questions are intended to field. For example, questions that are submitted by March 10th will begin fielding on the April survey, and the results will be available around May 15th, when April data publishes.

→ All questions should be limited to 300 characters and must adhere to NRC Health's survey design standards and are subject to review, edit and approval by NRC's survey committee.

How long can our questions field?

→ Your Personalized Questions will remain in the survey in the market(s) of your choice until you indicate that you would like to make a change. We recommend leaving your questions in field until you've established a sample size providing meaningful results, typically a minimum of 100 responses per time period.

Where can we find the results?

→ Results are published in the online tool in the month following fielding per standard data release timeline. Find them in the Personalized Questions dashboard. Note that No Preference responses are not reported in the online tool.

What if we need help with question wording or design?

→ Your Customer Success Manager can help identify questions pertaining to your research topic and offer suggestions on question design.

Use Personalized Questions for...

Tracking ad campaigns: taglines, images, awareness, etc.

→ Example: Before today, have you heard the tagline "Healthcare Excellence now goes by one name"?

→ Example: Which system do you associate with the tagline "Healthcare Excellence now goes by one name"?

Understanding awareness or activity related to sponsorships, events, name changes, new facilities or services, or affiliations.

→ Example: How does a health care system sponsoring, or hosting community events influence your impression of that health care system?

→ Example: As you may or may not know, ABC Health is the official sponsor of [Community Event]. Knowing this, how has your perception of ABC Health changed?

Identifying reasons for preference or selection.

→ Example: In which of the following ways does ABC Health help people in Anytown be healthier? (Select all that apply.)

→ Example: What do you believe is the biggest advantage of seeing doctors who are all part of the same health network?

Personalized Question Tips

→ Select question types that do not require verbatim responses: radio (single select), checklist (multi-select) or type assist. These questions can't be published to the online reporting tool.

→ Limit questions to 300 characters or fewer. Short, concise and direct questions are best.

→ Grid questions (see Question Types) count as one Personalized Question for each response option given.

→ Consider fielding question sets on a rotational basis quarterly to track year-over-year trends.

→ Field questions in the largest market possible (i.e. your DMA or CBSA) to gather as many responses as possible. Data can then be filtered in the tool by your custom markets for more targeted analysis.

Question Types

Radio (Single Select)

→ The "radio" question is a question in which the respondent is allowed to select only one response. The radio question can be used either with a list of options from which the respondent can select, or used in the form of a rating scale (poor to excellent, very familiar to not at all familiar, etc.). The versatility and simplicity of the radio question makes it easy to collect information as well as view, analyze, and report results.

- o **Example from the syndicated survey:** How would you rate the overall quality of this facility?
  - Poor
  - Fair
  - Good
  - Very Good
  - Excellent

Grid

→ A grid question is basically a radio question in a table format. It is useful for multiple single select questions with the same scale (response options) that are similar in nature. For example, rating the level of agreement with multiple statements. This question type counts as one Personalized Question for each response option given.

- o **Example from the syndicated survey:** Thinking of the last time you chose to receive healthcare, how useful was each of the following sources of information in decided where to go?
  - 1-Not useful at all   2   3   4   5-Very Useful
  - Hospital website
  - Online consumer reviews (e.g. Healthgrades, Yelp, RateMDs)
  - Social media (e.g. Facebook, LinkedIn, Twitter)
  - My insurance provider's website
  - Talking to another doctor
  - Talking to family and friends
  - Mailers and brochures

Type Assist

→ Within the core survey, all Quality/Image and Service Line Preference questions are presented as type-assist questions. Like a Google search, respondents are presented with a text box in which to type their response. As they type, a drop-down box appears with the names of facilities in their area (determined by zip code) containing text they have typed. Respondents can either choose from this list or continue typing their response.

- o **Example from the syndicated survey:** If you or a household member were in need of heart care, to which hospital or facility would you prefer to go? (If no hospital comes to mind, or you have no preference, please type and select "No hospital comes to mind" or "No preference.")

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Brodstone Memorial Hospital - Superior, NE
Brookings Health System - Brookings, SD
Brown County Hospital - Ainsworth, NE
Bryan LGH Medical Center East - Lincoln, NE
Bryan LGH Medical Center West - Lincoln, NE
Marshall County Healthcare Center - Britton, SD
Jennie M Melham Memorial Medical Center - Broken Bow, NE
Baum Harmon Mercy Hospital - Primghar, IA
Box Butte General Hospital - Alliance, NE
Alegent Health Mercy Hospital-Council Bluffs - Council Bluffs, IA
Avera Milbank Area Hospital - Milbank, SD
Avera St Benedict Health Center - Parkston, SD
Beatrice Community Hospital and Health Center - Beatrice, NE
Bellevue Medical Center - Bellevue, NE
Bennett County Healthcare Center - Martin, SD

Checkbox (Multiple Select)

→ The checkbox question allows respondents to select as many options as apply for each question. Remember while analyzing the results of checkbox questions that some respondents may choose 2 options while others may choose 5 – this means that response distributions will not sum to 100%.

- **Example from the syndicated survey:** Based on anything you have seen, read, heard, or know from personal experience, what factors, if any, stand out in your mind as things this facility does particularly well?

  - 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
  - Easy-to-understand bill paying process
  - Nothing
  - Don't know
  - Other, please specify: _____