

Market Insights

Maternity Module

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SCREENER QUESTION

Is it recommended that you receive services typically used by women (gynecology, obstetrics, or other)?

- Yes
- No

If respondent says "Yes" to Maternity Module Screener

OB/GYN QUESTIONS

Which of the following best matches your situation when it comes to having a primary care provider and/or OB/GYN?

- My primary care provider and OB/GYN are different people
- My OB/GYN and primary care provider are the same person
- I have an OB/GYN but not a primary care provider
- I have a primary care provider but not an OB/GYN
- I have neither an OB/GYN nor a primary care provider

When thinking about your personal health, which of the following items are most concerning to you? (Select all that apply)

- Aging skin concerns
- Balance concerns
- Birth control
- Consistent or chronic pain
- Fertility/ability to conceive a child
- Flexibility concerns
- Hormone disorders/hormone replacement therapy
- Menopausal wellness
- Menstrual disorders
- Mental acuity (sharpness of the mind)
- Mental health/behavioral health
- Osteoporosis/bone health
- Problems with sleep
- Sexual wellness
- Stress management
- Alcohol, tobacco, nicotine, and/or drug use
- Urinary leakage
- Weight management
- None of these

MARKET INSIGHTS MODULE

Imagine you, or a person you provide care for who uses OB/GYN or midwife services, needed healthcare for the following conditions and types of appointments. How long would you be willing to travel to receive each type of care?

	15 minutes or less	16-30 minutes	31-45 minutes	46-60 minutes	More than 60 minutes	Prefer a virtual appointment
Prenatal care (OB appointments)						
Childbirth						
Infertility treatment						
Care for abnormal menstrual bleeding						
Contraception discussion/prescription						

Have you given birth in the past five years or do you anticipate giving birth in the next five years? (Select all that apply)

- Yes, I have given birth in the last five years
- Yes, I anticipate giving birth in the next five years
- No, have not given birth in the last five years nor anticipate giving birth in the next five years

Have you previously had a high-risk pregnancy, or do you know you will be a high-risk pregnancy if you give birth in the future?

- Yes
- No

If you were preparing to have a child, which of the following would you do FIRST?

- I would pick the hospital or health system where I would want to deliver my baby
- I would pick the doctor/OB group that I would want to deliver my baby and/or provide pre-natal care
- I don't know

Which of the following factors would be most important to you in selecting the hospital or health system you would use for maternity/OB services? (Select all that apply)

- Location/Proximity
- Ease of Access for Appointments
- Caring and compassionate staff
- Affiliated with my preferred hospital or health system
- Facility has best doctors and nurses
- Online Research (e.g. Google, Facebook, or hospital website)
- Reputation of hospital/health system
- Recommendation from another physician/medical professional
- Offers personalized care
- Recommendation from family/friends
- Neonatal Intensive Care Unit (NICU)
- Ability to use a midwife
- Offers latest technology and equipment
- Clean facility
- Ability to use a doula (birth coach)
- Best amenities/accommodations
- Treats me as a unique person
- Accepts my insurance
- None of these

MARKET INSIGHTS MODULE

Which of the following factors would be most important to you in selecting the doctor/medical professional you would use for maternity/OB services? (Select all that apply)

- Respects my personal choices
- Years of experience/education
- Gender of doctor
- Provides educational resources to me
- Open to holistic or alternative care options
- Responds to email or text messages
- Recommended by family/friends
- Listens to me well
- Treats me as a unique person
- Ease of appointment scheduling
- None of these

MATERNITY SERVICES

When thinking about places where you would consider having your child, how likely are you to follow a physician's recommendation about where to deliver?

- Extremely unlikely
- Unlikely
- Neither likely nor unlikely
- Likely
- Extremely likely

If you were selecting a hospital to deliver your baby, which of the following would be most important to you? (Select all that apply)

- Comfortable, nicely decorated rooms
- Certified nurse midwives
- On-site neonatal intensive care unit (NICU)
- Proven reputation in handling complex or high-risk births
- Whirlpool/birthing tub
- Access to natural and holistic care and/or pain management options
- Parent education available (e.g. labor and delivery classes, infant care classes, etc.)
- Multiple meal options
- Breastfeeding support and counseling from staff
- Labor and delivery in same room
- Doula (birth coaches) available
- Respect of my cultural/religious wishes
- My preferred doctor/medical professional practices here
- Family-friendly visitor policy
- Children's hospital (only provides care for children)
- Access to programs for high-risk pregnancies
- Support/education available after childbirth (post-partum)
- None of these

How important would the presence of an onsite Neonatal Intensive Care Unit (NICU) be in your maternity provider selection?

- Not at all Important (1)
- 2
- 3
- 4
- Very Important (5)

MARKET INSIGHTS MODULE

How important would the access to a certified midwife be in your maternity provider selection?

- Not at all Important (1)
- 2
- 3
- 4
- Very Important (5)

How important would the access to a doula (birth coach) be in your maternity provider selection?

- Not at all Important (1)
- 2
- 3
- 4
- Very Important (5)

If you were selecting a hospital to deliver your baby, which of the following information sources would you find most useful?

- My current doctor/medical professional
- Friends/family members
- Social media (e.g. Facebook, X, Instagram, YouTube)
- Online search engines (e.g. Google)
- Online patient ratings & reviews
- Online maternity forums/blogs
- Hospital/healthcare provider's website
- Insurance provider (website or phone calls)
- None of these

If a freestanding birth center were located in your area, how likely would you be to select it for your maternity care services?

- Extremely unlikely
- Unlikely
- Neither likely nor unlikely
- Likely
- Extremely likely

To the best of your knowledge, which Neonatal Intensive Care Unit (NICU) level provides highest level/most comprehensive care for newborns?

- Level I
- Level II
- Level III
- Level IV
- I don't know