

Market Insights



Heart Module

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If someone you provide care for, was experiencing symptoms of a heart attack, which of the following would you be most likely to do?

- Drive to the nearest urgent care center
- Drive to the nearest hospital
- Call 911
- Call their primary care provider
- Search online to determine what to do
- Other (please specify): _____

If you, or someone you provide care for, were in need of the following heart care/cardiology services, how long would you be willing to drive for each service?

	Less than 30 minutes	30-59 minutes	1-2 hours	3-4 hours	5-7 hours	8 hours or more	Unsure
Initial appointment with a specialist (cardiologist)							
Heart Surgery							
Follow-up appointment with a specialist (cardiologist)							

Have you, or anyone you provide care for, received heart care/cardiology services in the last 5 years?

- Yes
- No

In the next 12 months, how likely are you to schedule an appointment with a doctor to discuss your heart care?

- 1-Not at All Likely
- 2
- 3
- 4
- 5-Very Likely

On a scale of 1-5, how confident do you feel about managing your heart health?

- 1-Not at all confident
- 2
- 3
- 4
- 5-Very Confident

On a scale of 1-5, with 1 being not preventable at all and 5 being very preventable, how preventable is heart disease?

- 1-Not at all preventable
- 2
- 3
- 4
- 5-Very Preventable

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Which of the following factors do you believe contributes most to developing heart disease? (Select all that apply)

- Diabetes
- High cholesterol
- Obesity
- Poor diet
- Physical inactivity
- Excessive alcohol use
- Smoking
- Hereditary/Genetics
- Other (please specify): _____
- I don't know

Imagine you, or someone you provide care for, needed non-urgent heart care/cardiology services (for example, an appointment with a specialist/cardiologist). Which resources would you use to search for a healthcare provider for this type of care? (Select all that apply)

- Hospital or physician websites
- Family or friend recommendations
- Health-related websites, such as WebMD
- Insurance provider
- Internet search engines (Google, Yahoo, Bing, etc.)
- Online patient ratings/reviews (Healthgrades, Yelp, Google, etc.)
- Referral from my physician
- Social media (Facebook, X, etc.)
- Health-related rankings (US News & World Report, etc.)
- News media (newspapers, television news stories, etc.)
- I don't know

When learning about heart care/cardiology providers, which topics would you most prefer to receive information about? (Select all that apply)

- Facts/figures about the provider's heart care services (success rates, etc.)
- Type of technology used / available
- Clinical trials and heart care research
- Specialty programs within heart care
- 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 heart condition
- 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 heart care
- Details about the physicians (their experience, bedside manner/personality, etc.)
- Other (please specify): _____

MARKET INSIGHTS MODULE

Imagine you, or someone you provide care for, needed non-urgent heart care/cardiology services (for example, an appointment with a specialist/cardiologist). Which of the following factors would be most important to you when selecting a heart care provider? (Select all that apply)

- Actively involved in the community
- Affiliated with my preferred hospital or health system
- Awards or recognitions received by the provider
- Caring/compassionate staff
- Conducts research and/or clinical trials
- Facility has the best doctors and nurses
- Insurance acceptance at the facility
- Is specialized in cardiology/heart care
- Is specialized in the specific heart condition/diagnosis needing care
- Located nearby
- Offers personalized care
- Offers the latest technology, equipment, and treatment options
- Positive online ratings or reviews
- Recommended by family or friends
- Recommended by my doctor
- Reputation of the facility
- Wait time for an appointment
- Affiliated with an academic or teaching institution/university
- American Heart Association endorsement
- I don't know

Imagine you, or someone you provide care for, needed non-urgent heart care/cardiology services. What is the longest time you would be willing to wait for a first appointment to see a specialist?

- Less than 2 weeks
- 2 weeks – less than 1 month
- 1 month – less than 2 months
- 2 months – 3 months
- More than 3 months

When you think of heart care providers in your area, which hospital or facility comes to mind first? _____

Which of the following is the most important element that sets ~Top of Mind Heart Care Provider~ apart from other heart providers you have heard of?

- Award-winning
- Better doctors and nurses
- Caring & compassionate doctors and nurses
- Community involvement
- Ease of access
- Location/Proximity
- My family/friends have received heart care through this provider
- New and advanced technology/treatment options
- Patient Outcomes
- Personalized care
- Strong image/reputation
- Nothing
- Don't know
- Other (please specify): _____

MARKET INSIGHTS MODULE

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

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

- Cleveland Clinic
- Mayo Clinic
- New York-Presbyterian University Hospital of Columbia and Cornell
- Massachusetts General Hospital
- Duke University Hospital
- Northwestern Memorial Hospital
- Brigham and Women's Hospital
- Mount Sinai Hospital
- Johns Hopkins Hospital
- Cedars-Sinai Medical Center
- NYU Langone Medical Center
- UCLA Medical Center
- Hospitals of the University of Pennsylvania-Penn Presbyterian
- Barnes-Jewish Hospital/Washington University
- Stanford Health Care-Stanford Hospital
- Emory University Hospital
- St. Francis Hospital
- The Heart Hospital Baylor Plano
- UPMC Presbyterian Shadyside
- St. Luke's Hospital
- None of these