

Disruptors Module

QUESTIONS

- How much do you think healthcare has changed in the last 12 months? [single-select]
 - Completely changed
 - Mostly changed
 - Somewhat changed
 - Changed a little
 - Not changed at all
- Which of the following companies have entered the healthcare industry or do you think will enter the healthcare industry in the near future? Please think of “entering the healthcare industry” as beginning to provide healthcare appointments and/or health insurance. (Select all that apply)[multi-select, rotate responses]
 - Walmart
 - Amazon
 - Apple
 - Neuralink
 - Google
 - Fitbit
 - Samsung
 - Microsoft
 - CVS
 - Walgreens
 - Target
 - Best Buy
 - Other (please specify): [anchor, open end]
 - I don’t think any other companies or brands will enter the healthcare industry [anchor, exclusive]
 - I don’t know [anchor, exclusive]
- The companies previously presented are not traditionally involved in healthcare. If these companies began providing healthcare services, how do you think the following aspects of the healthcare industry would change? [single-select, rotate rows]

	Improve	Stay the Same	Worsen
Cost of care			
Access to care			
Quality of care			

- To what extent would you trust the following companies in providing healthcare services to you or your family? [single-select, rotate rows like Q2]

	Greatly trust	Somewhat trust	Not trust at all
Walmart			

Amazon			
Apple			
My preferred hospital or health system			
Neuralink			
Google			
Fitbit			
Samsung			
Microsoft			
CVS			
Walgreens			
Target			
Best Buy			

5. How likely would you be to utilize healthcare providers that were not traditionally involved in healthcare, like those previously presented? [single-select]
 - Very Likely
 - Somewhat Likely
 - Neither Likely Nor Unlikely
 - Somewhat Unlikely
 - Very Unlikely

6. [If somewhat or very likely in Q5] Which reasons best describe why you would be likely to utilize healthcare services through organizations not traditionally involved in healthcare? (select all that apply) [multi-select, rotate responses]
 - It will be convenient to use the same organizations/facilities I already visit or interact with
 - It will be easier to access care through these organizations (schedule appointments, find a provider, etc.)
 - I expect these organizations to have lower out-of-pocket costs
 - I trust these organizations already
 - I trust these organizations more than my local doctors/healthcare providers
 - I expect these organizations will be able to better estimate my costs prior to receiving care
 - I am frustrated with receiving care through traditional healthcare providers
 - I want to interact with my healthcare providers online and these organizations already have useful online tools
 - I trust these organizations to provide higher quality care
 - I believe these organizations to be better able to keep my healthcare information secure
 - I believe these organizations will have access to better/newer technology
 - Other (please specify): [anchor, open end]

7. [If somewhat or very unlikely in Q5] Which reasons best describe why you would be unlikely to utilize healthcare services through organizations not traditionally involved in healthcare? (select all that apply) [multi-select, rotate responses]
 - I have a good relationship with my current providers/doctors and don't want to lose it
 - My current providers/doctors are convenient to use (located close to me, good appointment availability, etc.)
 - I do not want these organizations to have access to my health information

- I feel these organizations do not belong in the healthcare industry
 - I believe these organizations cannot provide high quality healthcare
 - I believe the cost of healthcare would be higher or the same as my current providers
 - I believe my current providers have better technology
 - I believe my current providers have more expertise/experience
 - I do not trust these organizations
 - My providers already have my medical history and I do not want to repeat it
 - I do not think these organizations will provide locations/services that are convenient (located close to me, good appointment availability, etc.)
 - I think these organizations will require mostly virtual visits and I prefer in-person visits
 - Other (please specify): [anchor, open end]
8. Which services would you consider using through a healthcare provider that was not traditionally involved in healthcare? [multi-select, rotate responses]
- Health insurance
 - Urgent care visit
 - Pharmacy visit
 - Inpatient stay
 - Outpatient surgery
 - Emergency room visit
 - Primary care visit
 - Specialty care visit
 - Imaging or lab services
 - Physical therapy/rehabilitation
 - Virtual care or telehealth visit
 - Mental/behavioral health visit
 - Pediatric care visit
 - None of these [anchor, exclusive]
9. Which of the following companies, if any, have you or someone you provide care for already used for healthcare services? Again, please think of “healthcare services” as healthcare appointments and/or health insurance. [multi-select, rotate responses like Q2]
- Walmart
 - Amazon
 - Apple
 - Neuralink
 - Google
 - Fitbit
 - Samsung
 - Microsoft
 - CVS
 - Walgreens
 - Target
 - Best Buy
 - None of these [anchor, exclusive]
10. Do you utilize a phone app to access healthcare information of any kind? [single-select]

- Yes
- No
- Don't know

11. [If yes in Q10] What type of healthcare information do you access via that app? (select all that apply) [multi-select, rotate responses]

- Overall health tracking (steps, heart rate, etc.)
- Nutrition/food information or tracking
- Finding a doctor
- Prescription pricing
- Mental health services
- Appointment scheduling
- Estimating out-of-pocket costs for a healthcare visit
- Determining insurance acceptance by a provider/facility
- Conduct virtual visits/telehealth (phone visits, video visits, etc.)
- Receive medication reminders
- View my medical history
- View notes from my recent healthcare visits
- View estimated wait times at a healthcare facility
- Fill out paperwork prior to an appointment
- Online symptom checker
- Billing/payment information for healthcare visits
- Other (please specify): [anchor, open end]

12. If you had a choice to keep your current insurance coverage or switch to insurance provided by Amazon, and your monthly cost would stay the same, what would you do? [single-select]

- I would switch to Amazon-provided insurance
- I would keep my current insurance
- Don't know
- Don't have insurance