

# Market Insights

## Maternity Module

This document outlines the Maternity questions that ran on the Market Insights syndicated survey between June 2021 and July 2021.

### Maternity Module

#### PCP & OB/GYN CURRENT SITUATION

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

#### CONCERNING HEALTH ISSUES

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 receiving adequate sleep and/or quality sleep
- Sexual wellness
- Stress management
- Alcohol, tobacco, nicotine, and/or drug use
- Urinary leakage
- Weight management
- None of these

**MAX TRAVEL TIME**

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 drive to receive each type of care?

	15 minutes or less	16-30 minutes	31-45 minutes	46-60 minutes	More than 60 minutes
Prenatal Care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Childbirth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infertility treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Abnormal Bleeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contraception	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**RECENT BIRTH**

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

**HIGH RISK PREGNANCY**

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

**FIRST DECISION**

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

**HOSPITAL SELECTION FACTORS**

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
- Online Research (e.g. Google, Facebook, or hospital website)
- Reputation of hospital/health system
- Recommendation from another physician/medical professional
- Recommendation from family/friends
- Neonatal Intensive Care Unit (NICU)
- Ability to use a midwife
- Ability to use a doula (birth coach)
- Best amenities/accommodations
- Accepts my insurance
- None of these

**DOCTOR SELECTION FACTORS**

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
- Ease of appointment scheduling
- None of these

**LIKELIHOOD TO FOLLOW DOCTOR RECOMMENDATION**

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

### IMPORTANT HOSPITAL AMENITIES

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
- Doulas (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

### MOST APPEALING LUXURIES/AMENITIES

Which of the following hospital and room amenities/services would be most appealing when choosing a hospital for childbirth? (Select all that apply)

- Meal Service / Delivery
- Linens (lush bedroom and bathroom)
- Robe
- Slippers
- Massage Therapy (i.e., healing touch, comfort touch, myofascial release, and deep tissue)
- Massage (i.e., head, neck, shoulder, hands, and feet)
- Reiki (pre- & post-surgery)
- Aromatherapy
- Music Therapy
- Nail Care (Hands & Feet)
- Hair Care
- Spa gift basket
- Fresh Flower Arrangement
- Separate hospital entrance for maternity and childbirth patients
- Well Baby Nursery to care for your baby when you need a break
- Complementary celebratory breakfast after childbirth
- Afternoon tea service during stays
- Continental breakfast for the patient's birth partner
- Kids' happy hour (snacks and beverages for baby's siblings and parents' other children)

**IMPORTANCE OF ON-SITE NICU**

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

- 5-Very Important
- 4
- 3
- 2
- 1-Not at all important

**IMPORTANCE OF MIDWIFE**

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

- 5-Very Important
- 4
- 3
- 2
- 1-Not at all important

**IMPORTANCE OF DOULA**

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

- 5-Very Important
- 4
- 3
- 2
- 1-Not at all important

**MOST USEFUL INFORMATION SOURCE**

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, Twitter, 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

### LIKELIHOOD TO UTILIZED FREESTANDING BIRTH CENTER

Freestanding birth centers are specialized hospitals that provide maternity care and newborn care in one place. They offer combined expertise in both maternity and newborn care. As such, patients have access to a coordinated care plan including community OB physicians, prenatal testing & evaluation, labor and delivery care, and a nursery all on one campus. Some freestanding birth centers also have a Neonatal Intensive Care Unit (NICU) onsite. If a freestanding birth center were located in your area, how likely would you be to select it for your maternity care services?

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

### HIGHEST LEVEL NICU CARE

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