

## Orthopedic Module

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Orthopedic care is devoted to the prevention, diagnosis, and treatment of disorders of the bones, joints, ligaments, muscles, and tendons. Have you or an immediate family member received orthopedic care in the last 12 months?

- Yes
- No

### *Respondents selected "Yes" to Recent Care*

Which options best describe the type(s) of orthopedic care you or your family member received in the last 12 months? (Select all that apply)

- Joint replacement (hip, knee, etc.)
- Back or spine treatment/care
- Back or spine surgery
- Shoulder/rotator cuff repair
- Connective tissue repair (ACL, Meniscus, MCL, etc.)
- Treatment for arthritis related condition
- Hand or wrist treatment/surgery
- Foot or ankle treatment/surgery
- Broken bone (arm, leg)
- Imaging/x-ray/diagnostic
- Hip treatment/care (other than hip replacement)
- Elbow treatment/surgery
- Physical therapy services (occupational therapy, rehabilitation, etc.)
- Sports medicine/performance services
- Musculoskeletal oncology (bone cancer, etc.)
- Knee treatment/care
- Other (please specify): \_\_\_\_\_

### *Respondents selected "Yes" to Recent Care*

Which of the following factors were most important in selecting where to go for your or your family member's orthopedic care? (Select all that apply)

- Location/proximity
- Online research (e.g. Google, Facebook, or hospital website)
- Reputation of hospital/health system
- Recommendation from another physician
- Recommendation from family/friends
- Overall reputation of provider
- Specialized in my condition
- Specialized in orthopedic care
- Best amenities/accommodations
- Accepts my insurance
- Advanced technology
- Personalized care
- Affiliated with my preferred health system or hospital
- Timeliness for getting an appointment/availability
- Awards/recognitions received
- Low out-of-pocket costs/affordability
- Average length of stay or same-day discharge options
- Minimally invasive surgery options (laparoscopic surgery, robotic surgery, etc.)
- Offers virtual care options (phone and/or video appointments)
- Known for positive outcomes/high success rates

*Respondents selected "No" to Recent Care*

If you or a family member were in need of orthopedic care, which of the following factors would be most important when deciding where to go for care? (Select all that apply)

- Location/proximity
- Online research (e.g. Google, Facebook, or hospital website)
- Reputation of hospital/health system
- Recommendation from another physician
- Recommendation from family/friends
- Overall reputation of provider
- Specialized in my condition
- Specialized in orthopedic care
- Best amenities/accommodations
- Accepts my insurance
- Advanced technology
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*Respondents selected "Yes" to Recent Care*

Please think about your or your family member's most recent experience with orthopedic care. How long after the pain began or injury occurred did you/your family member wait to seek orthopedic care?

- Sought care immediately
- Within one week
- Within one month
- Within three months
- Within six months
- Within one year
- Longer than one year

If you were experiencing orthopedic pain (e.g., knee, back, hand, foot), what is the first thing you would do?

- Wait and see what happens
- Look up symptoms online
- Ask for advice on social media
- Ask a family member, friend, or colleague what they would do
- Make an appointment with my primary care provider
- Make an appointment with an orthopedic provider/specialist
- Make an appointment with a chiropractor, physical therapist, acupuncturist, etc.
- Attempt to treat the pain myself (rest/elevation, creams, hot/cold treatments, over-the-counter medicine, etc.)
- Go to an urgent care clinic
- Go to an emergency room
- I don't know/unsure

MARKET INSIGHTS MODULE

Imagine you were in need of orthopedic care and your primary care doctor referred you to a specific orthopedic specialist. How would you use this referral?

- I would make an appointment with the specialist right away
- I would research the specialist first, but likely make an appointment with the specialist
- I would research the specialist, but consider other orthopedic specialists equally before making an appointment
- I would disregard the referral and start my own search for a specialist
- I don't know

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

- Facts/figures about the provider's orthopedic services (success rates, etc.)
- Type of technology used/available
- Clinical trials and orthopedic research
- Specialty programs within orthopedic 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 orthopedic condition
- Recovery process details
- Patient support services (availability of care navigators, etc.)
- Understanding medical bills and health insurance
- Stories from people with personal experience in orthopedic care
- Details about the physicians (their experience, bedside manner/personality, etc.)
- Other (please specify): \_\_\_\_\_

If you were in need of the following types of orthopedic care, how long would you be willing to drive for your orthopedic care provider?

	15 minutes or less	16-30 minutes	31-45 minutes	46-60 minutes	More than 60 minutes	Prefer a virtual appointment
Surgery (joint replacement, ligament repair, etc.)						
First appointment/meeting with a specialist						
Follow-up appointment with a specialist (to monitor progress)						
Physical therapy/rehabilitation appointment						
Pre-surgical classes/educational sessions						

## MARKET INSIGHTS MODULE

If you were in need of orthopedic care in the future, which barriers to seeking out orthopedic care would be most concerning to you?  
(Select all that apply)

- Ability to afford out-of-pocket costs
- Poor insurance coverage or no insurance
- Lack of transportation to appointments
- Scheduling conflicts (work, childcare, etc.)
- Feeling overwhelmed by too many options
- Difficulty keeping track of appointment details
- Trying to decide if my health issue warrants a doctor visit
- Fear of visiting the doctor or receiving bad news
- Difficulty navigating the doctor's office or hospital campus
- Limited parking availability
- Long wait times in the office
- Completing forms and/or paperwork
- Knowing what time to arrive at appointment
- Concerns with infection control/cleanliness
- Concern that care will not fix my symptoms/problems
- Concern that doctors will only recommend surgery
- Concern with time in recovery (having to miss work, etc.)
- None of these

If you were experiencing orthopedic pain (e.g., knee or spine pain) and your doctor suggested having surgery to correct the condition, how willing would be to consider this surgical solution?

- Very willing
- Somewhat willing
- Neither willing nor unwilling
- Somewhat unwilling
- Very unwilling

If you or a family member were in need of outpatient orthopedic surgery (not requiring an overnight stay), to which type of facility would you prefer to go?

- Outpatient surgical center (also known as an ambulatory surgical center/ASC)
- Hospital outpatient department
- No preference
- They're both the same

If you or a family member needed to visit a facility for physical therapy or rehabilitation, what site would you choose in your area?

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