

WEIGHT LOSS

Imagine you, or someone you provide care for, needed to lose a large amount of weight. Which of the following weight-loss methods would you consider? (Select all that apply)

- Surgery or medical procedures
- Support groups/classes
- Prescription medications
- Diet and nutrition/Nutritionist
- Physical therapy
- Psychologist
- Exercise and physical activity
- Weight loss programs or apps
- Herbal supplements or diet pills
- Other: _____
- Nothing
- I don't know

What might make you consider stopping use of prescription medication for losing weight? (Select all that apply)

- Lack of effectiveness
- Unmanageable side effects
- Cost of medication
- Concerns about long-term health risks
- Desire for a different approach
- Recommendation from my doctor
- Other: _____
- Nothing

Where are you likely to get information about weight loss? (Select all that apply)

- Advertisements (TV, online, print)
- Social media (Facebook, Instagram, YouTube, X, etc.)
- Social media influencer recommendations
- My doctor
- Hospital or health system website
- Friends or family recommendations
- Other: _____

What would likely influence your decision in selecting a weight loss option? (Select all that apply)

- Recommendation from my doctor
- Personal research and information seeking
- Advertisement or promotion
- Social media influencer endorsement
- Recommendation from friends or family
- Desire for quick results
- Desire for long-term results
- Concerns about health risks
- Other: _____

BARIATRICS

Overall, how familiar would you consider yourself with the definition of “bariatrics” and the type of healthcare that “bariatrics” refer to?

- Extremely familiar
- Very familiar
- Moderately familiar
- A little familiar
- Not familiar at all

Bariatrics refers to healthcare that treats obesity. Bariatric surgery is performed on the stomach and/or intestines to help induce weight loss. Imagine you, or someone you provide care for, needed bariatric surgery.

Which of the following factors would you look for most in a bariatric provider? (Select up to 5)

- Actively involved in the community
- Affiliated with my preferred hospital or health system
- Awards or recognitions received by the facility
- Conducts research and/or clinical trials
- Facility has the best doctors and nurses
- Insurance acceptance at the facility
- Is specialized in bariatrics
- 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
- I don't know

Imagine you, or someone you provide care for, needed bariatric healthcare. Which resources would you use to search for a healthcare provider? (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.)
- I don't know

MARKET INSIGHTS MODULE

Imagine you, or someone you provide care for, needed bariatric healthcare. What is the longest time you would be willing to drive for the following types of appointments? Initial consult/appointment with a specialist

	15 minutes or less	16-30 minutes	31-45 minutes	46-60 minutes	More than 1 hour
Initial consult/appointment with a specialist					
Support groups related to your condition					
Routine visits to manage obesity					
Bariatric surgery					
Follow-up visits after bariatric surgery					

To the best of your knowledge which of the following statements about bariatrics are true, if any? (Select all that apply)

- Bariatric surgery candidates must be more than 100 pounds overweight
- Bariatric surgery candidates must be over 30 years old
- Bariatric surgery candidates must have obesity-related health conditions (high blood pressure, sleep apnea, type II diabetes, etc.)
- Most people who have bariatric surgery regain the weight they initially lose
- Bariatric surgery often causes vitamin and mineral deficiencies
- Insurance providers do not pay for bariatric surgery
- The risks of bariatric surgery are lower than most other surgeries
- The only reason to visit a bariatrics provider is to eventually have surgery
- Patients must complete certain criteria before qualifying for bariatric surgery (diet, exercise, attend classes, etc.)
- None of these
- I don't know

Imagine you, or someone you provide care for, needed bariatric surgery. Which of the following topics would you most want to learn about in order to move forward with the surgery? (Select up to 5)

- Facts/figures about the procedure (success rates, average weight lost, etc.)
- Type of technology used in the procedure
- Information about how a patient's life can be improved
- Awards or recognitions received by the bariatric facility or surgeon
- Information about health problems that can be avoided by having the surgery
- Recovery process details
- Understanding medical bills and health insurance
- Stories from people who actually had the procedure
- Risks that are associated with the procedure
- I don't know

MARKET INSIGHTS MODULE

Imagine you, or someone you provide care for, needed bariatric surgery. Through which sources of information would you most prefer to receive information about the surgery? (Select all that apply)

- In-person at a healthcare appointment
- In-person groups with other patients
- Online groups/forums with other patients
- In-person nutritional or exercise classes
- Online nutritional or exercise classes
- Email newsletters
- Direct-mail brochures or newsletters
- Brochures or pamphlets at my physician's office
- Online videos
- Written articles online
- I don't know