

Market Insights

ER/Urgent Care/Primary Care Module

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DECIDING FACTOR FOR HEALTHCARE PROVIDER

When you are feeling ill, which of the following is most important when deciding which type of healthcare provider to go to for care (primary care provider, urgent care, emergency room, etc.)?

- Location (closest to you)
- Appointment availability
- Wait time
- Out-of-pocket Cost
- Online ratings and reviews
- Past experience
- Being able to see a doctor and not a PA etc.

How does an urgent care differ from an emergency room? (Select all that apply)

- It is closer
- It is faster
- It is cheaper
- It is not affiliated with a hospital or system
- It has shorter wait times
- The doctors are not as experienced
- Not as equipped to handle serious injuries
- The environment is more like a doctor's office
- I don't know
- It isn't any different

When it comes to selecting an urgent care center/facility, which of the following influence your decision of where to go? (Select all that apply)

- Ability to check-in online
- Affiliated with my preferred doctor
- Affiliated with my preferred hospital/system
- Treats me as a unique person
- Offers pediatric-specific health care providers
- Reputation of facility
- Clean facility
- Estimated cost of care
- Location/Proximity
- Night and weekend hours
- Previous experience using the provider
- Quality of care
- Recommended by friend/family member
- Online ratings and reviews
- Time I will spend waiting
- Best amenities/accommodations
- Offers latest technology and equipment
- Recommendation from another physician/professional
- Caring and compassionate staff
- Doctors/specialist on staff
- Other (please specify): _____
- None of these

MARKET INSIGHTS MODULE

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- Offers latest technology and equipment
- Recommendation from another physician/professional
- Caring and compassionate staff
- Doctors/specialist on staff
- Trauma center designation
- Other (please specify): _____
- None of these

MARKET INSIGHTS MODULE

For each of the following medical conditions to which type of facility would you most likely go to seek treatment?

	Primary Care	Urgent Care	Emergency Room	Don't know
Allergic reactions to food, animal, or bug bites				
Allergy symptom (itchy, water eyes, runny nose, etc.)				
Broken bones				
Continuous bleeding				
Coughs and sore throat				
Flu and cold				
Head injuries				
High fevers				
Immunizations and vaccinations				
Occupational medicine (work-related injury or illness)				
Pediatric care				
Prescription drugs/medications				
Routine care (physicals, sports physicals, health screenings, etc.)				
Severe shortness of breath				
Sports injuries				
Treatment of minor illness or injury				
Treatment of serious injuries or health conditions (chest pain, severe bleeding, etc.)				
Urinary tract infection				
Vomiting, diarrhea, stomach pain				

Would you prefer to use an urgent care center/facility that is independent, or to use one that is affiliated with your local hospital/healthcare system or network?

- Prefer urgent care providers that are affiliated
- Prefer urgent care providers that are independent
- No opinion/It makes no difference

MARKET INSIGHTS MODULE

If you had a non-life-threatening illness or injury, what is the longest amount of time you would be willing to travel to seek treatment from an urgent care center/facility?

- Less than 5 minutes
- 5-9 minutes
- 10-14 minutes
- 15-19 minutes
- 20-24 minutes
- 25-29 minutes
- 30 minutes or more

Please select all the times of day you would expect an urgent care center/facility to be open, for both weekdays and weekends.

	Weekdays	Weekends
12:01am-3:00am		
3:01am-6:00am		
6:01am-9:00am		
9:01am-12:00pm		
12:01pm-3:00pm		
3:01pm-6:00pm		
6:01pm-9:00pm		
9:01pm-12:00am		

PRIMARY CARE PROVIDER

Do you have a primary care doctor?

- Yes
- No

If respondent has a primary care doctor

Thinking of the last time you visited your primary care doctor, how recent was that visit?

- Within the last two weeks
- Within the last month
- Within the last three months
- Within the last six months
- Within the last year
- More than a year ago

If respondent has a primary care doctor

Is your primary care doctor affiliated with a local hospital?

- Yes
- No
- Don't know

If respondent has a primary care doctor

Is your primary care doctor affiliated with a health system?

- Yes
- No
- Don't know

MARKET INSIGHTS MODULE

If respondent has a primary care doctor

How long does it take to travel to your primary care doctor's office from your home?

- 5 minutes or less
- 6-10 minutes
- 11-15 minutes
- 16-20 minutes
- 21-25 minutes
- 26 minutes or more

If respondent has a primary care doctor

If you were to leave your primary care doctor, what would be the most likely reason?

- Cheaper alternatives
- No appointments available when I need them
- Doctor doesn't know me
- Office staff is unpleasant
- Distance too far/availability of closer locations
- No need for primary care doctor/I am healthy
- Doctor does not listen to me or respect me
- My appointments feel rushed
- The billing/payment process is difficult
- The overall length of appointment is too long
- The office is not nice enough
- Other (please specify): _____

If respondent has a primary care doctor

When your primary care doctor recommends something to you, what best describes your level of trust in his/her recommendation?

- Complete and total trust
- Mostly trust but will do my own research
- Somewhat trust but will seek a second opinion
- Very little trust
- No trust

If respondent has a primary care doctor

When selecting a primary care doctor, how important is it for the doctor to be the same gender as you?

- Extremely important – must be the same gender
- Somewhat important – I would prefer same gender
- Does not matter what gender they are

If respondent does not have a primary care doctor

What plays the biggest factor in you not having a primary care doctor?

- It costs too much
- Takes too long to get an appointment
- I don't need one, I am healthy
- I don't know how to find one
- I am too busy
- The office isn't open when I need to see a doctor
- There is not an office close enough
- It makes me nervous to see a doctor
- I receive general care from a different provider
- Other (please specify): _____