Appendix A: Screener for CMAP Focus Groups

Prepared by the authors in conjunction with Karen Dubinsky, Marketing Insights

Hello, my name is \_\_\_\_\_\_\_ and I’m calling on behalf of Marketing Insights, a marketing research firm. We’re conducting research on people’s thoughts and opinions regarding healthcare. We’re inviting individuals who meet certain qualifying criteria to attend a focus group. Do you have time to answer a few questions?

We are not selling anything and if you qualify and we invite you to participate in the focus group you will not receive a sales call or be asked to buy anything. All information that we gather in the research, including the content of this survey will be kept confidential. If you are selected to participate in the focus group, you will be compensated for your time.

Would you like to continue with the survey to see if you qualify?

Aim to recruit a total of 10 respondents

* Male / female
* Ethnicity

1. Which of the following age categories do you fall within?

25-39 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Disqualify

40-50 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Qualify

51-60 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Qualify

61+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Disqualify

2a. What is your occupation? (Anyone who works in any area of the healthcare, medical insurance, medical equipment, pharmaceutical industry is disqualified.)

2b. Do you work in any of the following industries?

Insurance \_\_\_\_\_\_\_\_\_\_\_\_\_Ask: What Kind?

…If medical insurance: Disqualify

Healthcare \_\_\_\_\_\_\_\_\_\_\_Disqualify

Pharmaceutical \_\_\_\_\_\_\_Disqualify

2c. What is your work situation?

Full Time\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Qualify

Part Time\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Qualify

Retired\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Disqualify

Unemployed \_\_\_\_\_\_Disqualify

Homemaker \_\_\_\_\_\_\_\_\_\_\_\_\_Qualify (Not More Than 2 Per Group)

3. Which of the following best describes your annual household income?

Under $25,000\_\_\_\_\_\_\_\_\_\_\_\_Disqualify

$26,000-$49,000\_\_\_\_\_\_\_\_\_\_\_\_Disqualify

$50,000-$99,000\_\_\_\_\_\_\_\_\_\_\_\_Qualify… Recruit A Mix

$100,000-$199,000\_\_\_\_\_\_\_\_\_\_Qualify… Recruit A Mix

$200,000 +\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Qualify… Recruit A Mix

4. What is your family make-up?

Single \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Qualify, Not More Than 2 Per Grp

Married, No Children \_\_\_\_\_\_\_\_Qualify, Recruit A Mix

Married, Have Children \_\_\_\_\_\_Qualify, Recruit A Mix

5. Which of the following best describes your highest level of education?

High School \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Disqualify

Some College \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Qualify, Recruit A Mix

College \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Qualify, Recruit A Mix

Post-Graduate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Qualify

6. Do you have health insurance?

Yes \_\_\_\_\_\_\_\_\_\_\_\_\_

Through employer or spouse’s employer? Qualify

No \_\_\_\_\_\_\_\_\_\_\_\_\_\_Disqualify

7. How would you describe the current health situation of you and your immediate family (children, spouse, parents, siblings)?

Excellent Qualify------------------------------------------

Good Qualify-------------------------------------------

Fair Disqualify---------------------------------------

Poor Disqualify----------------------------------------

8a. How many times have you personally visited a physician this year (includes: psychiatrist, dentist, ophthalmologist)

* None \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Disqualify
* Once\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Disqualify
* 2-5 Times \_\_\_\_\_\_\_\_\_\_\_\_\_\_Qualify
* 6 Or More Times \_\_\_\_\_\_\_Disqualify

8b. How many times have you been hospitalized in the past 2 years?

* None\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Qualify
* Once\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Qualify
* 2-3 Times \_\_\_\_\_\_\_\_\_\_\_\_\_ Disqualify
* More Than 3 Times \_\_\_\_\_\_\_Disqualify

8c. How many prescriptions for yourself have you filled this year?

* None \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Disqualify
* One \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Qualify
* 2-4 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Qualify
* 5 Or More\_\_\_\_\_\_\_\_\_\_\_\_ Qualify

8d. How many prescriptions do you take on a regular basis?

* None\_\_\_\_\_\_\_\_\_\_\_\_ Disqualify
* One\_\_\_\_\_\_\_\_\_\_\_\_\_ Qualify
* Two\_\_\_\_\_\_\_\_\_\_\_\_ Qualify
* 3-4 \_\_\_\_\_\_\_\_\_\_\_\_\_ Disqualify
* 5 Or More\_\_\_\_\_\_ Disqualify

9. Do you agree or disagree with this statement:

“More, more expensive, newer medical tests and procedures are usually better”

1. Totally agree\_\_\_\_\_\_\_\_\_\_
2. Somewhat agree\_\_\_\_\_\_\_\_\_
3. Neither agree nor disagree\_\_\_\_\_\_\_\_\_\_
4. Somewhat disagree\_\_\_\_\_\_\_\_\_\_\_\_
5. Totally disagree\_\_\_\_\_\_\_\_\_\_\_\_\_

(This question is for information purposes only. It is not a qualifier for the groups.)

10. How satisfied are you today with the healthcare that you and your family receive?

Extremely satisfied\_\_\_\_\_\_\_\_

Satisfied\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Somewhat Satisfied \_\_\_\_\_\_\_\_\_

Somewhat Dissatisfied\_\_\_\_\_\_\_

Dissatisfied\_\_\_\_\_\_\_\_\_\_\_\_\_

Extremely Dissatisfied\_\_\_\_\_\_\_\_\_

(This question is for information purposes only. It is not a qualifier for the groups.)

11. Why do you feel that way? (We want to make sure we get thoughtful, articulate respondents.)