MARKET SURVEY CONSTRUCTION KIT

Practical Step-by-Step Information for Assessing Community Perceptions About Local Health Care Services

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Market Survey Construction Kit

Revised and Updated by: Linda Powell, MS

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For questions, concerns, clarification, or
technical assistance, contact:

Linda Powell
Mountain States Group, Inc.
1607 West Jefferson Street
Boise, Idaho 82702
(208) 336-5533 extension 235
(800) 382-4234 extension 235
lpowell@mtnstatesgroup.org

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SECTION I

Getting Started

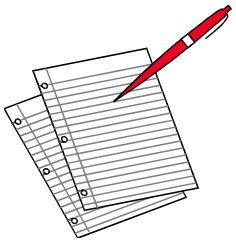
Getting Started….

The Market Survey Construction Kit is intended to provide you with a working understanding of the "why and how to" of conducting a market survey for local health care services in your service area. The Kit is a "roll up the sleeves and do it" guide designed for individuals with little experience in conducting surveys. The kit provides you with all the necessary tools, including proven survey questions, to build your own market survey to measure local residents' utilization of, attitudes toward and satisfaction with local hospital and health care services.

A properly conducted market survey provides important insight into local opinion and utilization of local health care services. You will identify where residents go for various health services and why and how they feel about your services. Your plan for providing services will be more responsive to the needs, expectations and preferences of local residents – which will encourage residents to stay local for care instead of leaving your community for services you do or could provide.

Surveys are often misused. Too often, organizations reach for the survey when, in fact, another method for gathering information may be more appropriate. Before developing a survey, we encourage local health care decision makers to consider other information gathering tools or a combination of tools such as Community-Wide Goal Setting Meetings (using Nominal Group Technique), key informant interviews, focus groups, and medical record audits and patient origin data analysis. Each information-gathering tool has its own strengths and limitations of the other, depending on the type of information you want to gather.

Surveys



Surveys are most appropriate when trying to:

- Gather information on residents' knowledge, attitudes, beliefs and opinions about local services, programs or issues
- Measure changes in attitudes about proposed or attempted solutions to a community problem
- Attempt to increase awareness of community problems
- Identify alternative solutions to problems
- Assess residents' attitudes toward spending public funds on specific services or projects

You should be also be aware of the capabilities/limitations and advantages/disadvantages of written surveys:

Capabilities

- Provide quantifiable data
- Gather information about a whole population from a small, randomly selected sample group
- Provide opportunity for many residents to feel they had a say on community issues
- Create a record of residents; behavior, opinions, attitudes, and beliefs

Limitations

- Poorly designed questions can be misinterpreted by respondents
- Generally do not provide in-depth understanding of underlying issues, reasons or behavior patterns
- Incorrectly designed surveys may produce invalid and misleading results

Advantages

- Mail surveys are generally the least expensive
- This is the only kind of survey you can do if you have the names and addresses of the target population, but not their telephone numbers
- The questionnaire can include pictures - something that is not possible over the phone
- Mail surveys allow the respondent to answer at their leisure, rather than at the often inconvenient moment they are contacted for a phone or personal interview. For this reason, they are not considered as intrusive as other kinds of surveys.

Disadvantages

- Time! Mail surveys take longer than other kinds. You will need to wait several weeks after mailing out questionnaires before you can be sure that you have gotten most of the responses
- In populations of lower educational and literacy levels, response rates to mail surveys are often too small to be useful. This, in effect, eliminates many immigrant populations that form substantial markets in many areas
- Even in well-educated literate populations, response rates vary from as low as 3% up to 90%[i]

The Good, the Bad, . . . and the Rest

The difference between a good and a bad survey is the value of the information it provides you. A good market survey will provide meaningful and accurate information that can be easily applied to a planning process. A survey that produces such information will be properly designed and properly conducted.

Designing Your Survey

There are seven basic steps in a survey project.

1. Establish goals of project - what you want to learn
2. Determine your sample - who will you ask
3. Choose interviewing methodology - how you will ask
4. Create questionnaire - what you will ask
5. Pre-test the questionnaire, if practical - test the questions
6. Distribute questionnaire - ask the questions
7. Enter and analyze data - produce the reports

1. What do you want to learn?

Write down what information you need or what you want to know from your service area population. Typically, in market surveys you want to learn where people are going for various types of health care services and how many are going. In addition you want to understand how and why they select their health care.

2. Who will you ask?

Correctly determining the target population (who you will ask) is critical. Typically, you want to survey individuals in your service area. If you have patient origin data, you could determine where patients/clients live by zip code and then obtain listings or mailing labels from those areas. Telephone directories or voter registration lists are two potential sources of mailing addresses. It is critical that you obtain mailing addresses since many postmasters will not deliver to a street address if the postal patron has a post office box. It is also critical that you avoid a biased sample. You can develop a list of all individuals within a service area and randomly select a sample from the total population. You would not want to survey only your clients/patients. Refer to Section V for further information.

3. How will you ask?

Once you have decided on your sample, you must decide on the method of data collection. There are a variety of methods including personal interviews, telephone surveys, mail surveys, computer direct interviews, and internet surveys. For our purposes, this guide is focused on constructing and conducting mail surveys.

4. What will you ask?

Write questions you think will elicit the information you need. Survey questions may be *open-ended* – questions requiring the respondents to provide answers in their own words, or *closed-ended* – questions requiring the respondents to select from responses or answers you provide. Most surveys use closed-ended questions typically in the form of multiple choice, *True-False, Yes-No, Agree-Disagree* or rating and agreement scales , *Excellent to Poor or Strongly Agree to Strongly Disagree*. While open-ended questions can potentially provide you with greater insights into respondents' attitudes or knowledge, interpreting responses to open-ended questions is time consuming and can be misleading, unless you develop a carefully created coding system. Closed-ended questions are much easier for you to use and score because of the uniformity of the responses. For your greatest benefit, if you are considering an open-ended question, first determine if you can create a closed-ended question that can provide you with the same information. You should also consider how the order of questions or the order of answer choices can affect the results. Mentioning something in one

question can make people think of it while they answer a later question. Tips to constructing questions follow later in this section.

5. Pre-test questions

If you are designing a set of questions from scratch, you should test them with a small number of individuals prior to distributing to the entire sample. Ideally, you should test the survey on the same kinds of people you will include in the main study. This kind of test run can reveal unanticipated problems with question wording, instructions to skip questions, etc. It can help determine if your questions are clear and concise and obtain useful answers.

6. Distribute survey

The distribution of a mail survey can be accomplished through either bulk mail or regular postage. If you have a bulk mail permit, this is usually the least expensive manner to mail out a survey. If you don't have a bulk mail permit, the costs of mailing using 2nd or 3rd class postage should be explored as a means to save some money. The only problem with bulk mail is that postmasters tend to throw undeliverable surveys (incorrect address, street address versus postal box number, etc.) in the trash and rarely notify you they are not getting delivered. That is why it is critical to obtain "mailing" addresses. You might even want to contact the local postmaster to determine their policy. In some instances, it might be cheaper and easier to distribute the survey to all "postal patrons" in an area. Then having an address is not a big issue. However, this method could compromise your sample since you did not distribute the survey to a randomly selected sample of the population, but to the population in total. In either event, depending on your need to achieve a certain level of confidence, usually 95%, and an acceptable margin of error, usually + or - 5%, you'll want around 380 returned surveys. If at all possible, include a postage paid return envelope to increase the number of responses. Additionally, you will want to publicize the distribution of the survey in advance through a press release to a local newspaper, public service announcement to local radio or television stations, posting flyers, or speaking at community organizations like the Kiwanis or Chamber of Commerce. Follow-up might be necessary if you don't receive an adequate number of returned surveys.

7. Produce report

All data from the surveys should be entered into a database or spreadsheet program for analysis. It would be too time consuming to try to manually tally responses to individual questions, although it is possible to do so. Analyze all the responses (avoid partial analysis). Do not extend results that are valid for the given sample to the entire population without taking the necessary precautions. Typically a report includes a description of survey's purpose, who received the survey, how it was distributed, how many responded, a brief summary of the highlights, and the actual responses to each question. To insure the

respondents are representative of the area population, you might want to compare the age/sex distribution of reported households to current population estimates (data obtainable from the U.S. Census Bureau). A market survey report should include the frequencies (numbers) or distribution (percentages) of responses for each question. Sometimes it is useful to compare responses to two or more questions (cross tabulations). Avoid biases and "politically correct" conclusions. Where ever possible, the use of charts and graphs should be included to visually depict the data. Most word processing programs have the capability to insert a chart or graph.

Basic Tips on Writing Closed-ended Questions

1.

Questions should be clearly related to what you are trying to accomplish with the survey – as outlined in your cover letter to the respondent or in an introductory paragraph at the beginning of the survey. Respondents need to see the connection between each question and the overall purpose of the survey.

2.

Keep your questions brief and concise, using Standard English and proper grammar. Avoid jargon, acronyms, and scientific terms – all of which are common pitfalls when trying to communicate health care issues to lay people.

3.

Avoid writing biased questions and responses, which lead the respondent to provide responses that reflect your opinions or attitudes. The best way to check this is to ask someone with contrary views to review your survey for biases.

4.

Do not introduce more than one concept, issue or thought per question. For example, financial questions followed by programmatically questions may require a transitional statement in between to help the respondent in answering questions.

5.

When asking background or demographic information, avoid being too personal, for you may offend or inhibit the respondent, thus discouraging them from completing the survey. For example, if trying to determine their annual household income provide income range choices rather than requiring them to

provide their specific income. This example holds true for age and education background as well.

6.

Always include instructions on how to answer the question, no matter how obvious it may seem to you. Such as “check all that applies”, “circle the one best answer”, and so forth.

7.

If you are coding your answers, check to see if your coding is consistent. (Coding is the assignment of a number that represents a response when using a computer to assist in handling the data). For example, all questions that are yes/no should use the same #1 to represent “yes” and #2 to represent “no”. Note the response categories to the various questions in the sample survey included in this kit and the consistency of numbers that represent similar responses. If you are planning to input your survey responses into a computer or contract with an agency or university to compile your data, double check your final survey draft to make sure all coded responses are consistent.

8.

Once you have drafted your questions, you need to group them in logical order or sequence. In the sample survey included in this kit, you’ll note that the survey questions are actually grouped into three categories: hospital, physician and other services; and questions within each section usually have some relationship to the preceding and proceeding questions.

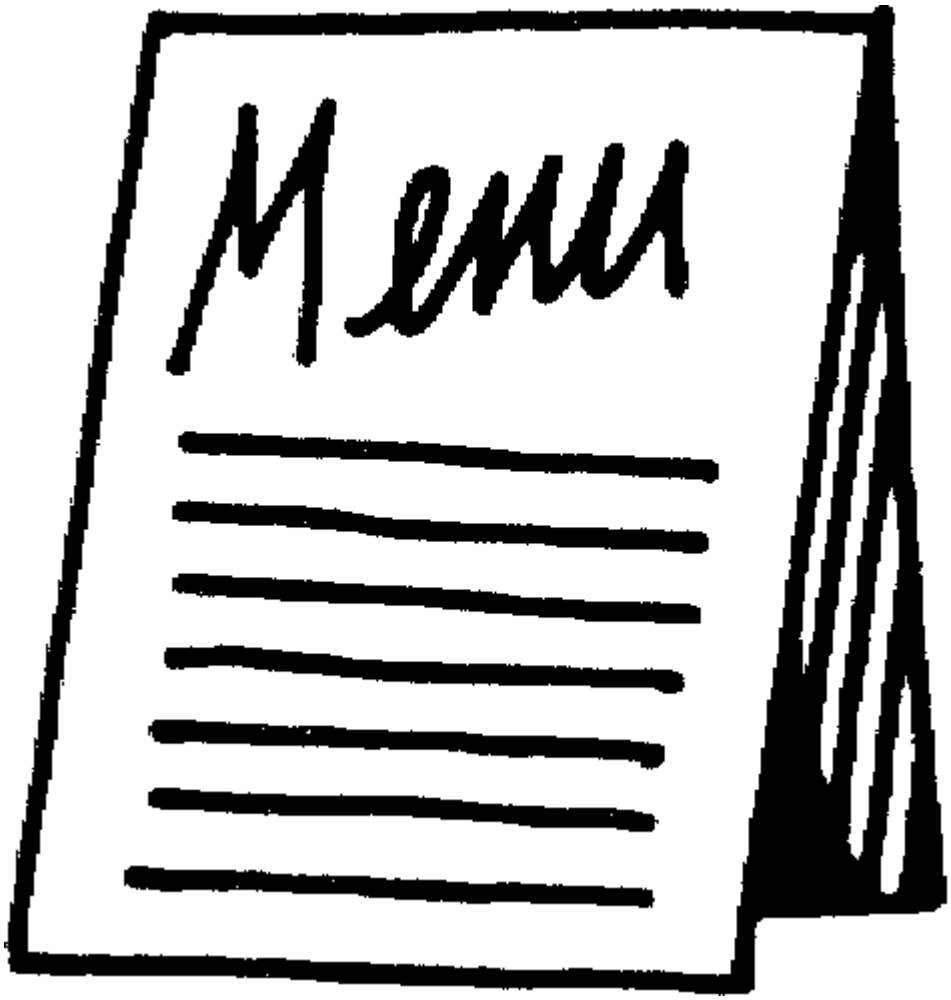
Decision time…

You can draft your own survey questions from scratch, create a market survey by selecting and sequencing questions from the menu of tested questions contained in the Market Survey Construction Kit, or create a survey using a combination of your own questions and the menu questions. In addition, the Market Survey Construction Kit includes a ready-to-use survey containing proven questions for measuring knowledge, attitudes, satisfaction levels, and utilization of various services. To customize the survey to your community, simply insert local names in questions which require them.

Your survey should be as brief as possible without compromising its ability to provide you the information you want. If your survey is too long, the response rate will suffer, the data gathered will become more difficult to manage, and the time you will need to process the data will increase. You should be able to gather the market information you need with 20 to 30 well-crafted questions.

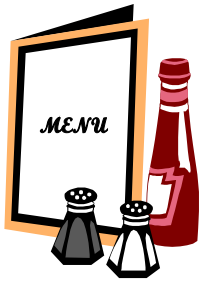
Once you have completed a draft of your survey, test it on a few employees or colleagues. Ask them to critique it for clarity, simplicity and the time it takes to complete it. In other words, test its "user-friendliness!" A disk with all sample questions and the market survey template can be found in Section IV.

SECTION II



Menu of Proven Questions

Menu of Proven Questions….



The following questions have been proven to provide many local health care decision-makers with valuable and accurate information for strategic planning and health services planning purposes. From this wide array of questions, you can quickly design an effective market survey for your particular service area by following the basic guidelines on developing surveys. To help you sequence your questions; the questions are sorted into general categories. Questions, which should be presented in a specific sequence, are noted. Many questions are followed by brief paragraphs explaining their purpose.

In addition, some questions are followed by alternative questions, which ask the same thing only in slightly different ways. These were developed by various local health care systems in recognition of the unique political, temperamental and cultural nuances of their particular service areas. Select the alternative that would be most acceptable to your service area population.

A special thanks to the University of Washington School of Medicine Community Health Services Development Program, Western Washington Area Health Education Center and Idaho Rural Health Education Center for their contributions to this menu of proven survey questions.

Demographic Questions

Demographic questions specifically define "who" makes up your service area population by segmenting the population into measurable characteristics. When preparing the results of your survey, you'll simply compare responses to these questions with responses to questions dealing with utilization, attitudes and satisfaction to determine who goes where for what and why. The key is asking enough of the right kind of demographic questions to make meaningful assumptions about the actions or motivations of various groups in your service area without becoming intrusive. We have found age, sex, income, payer source (insurance or other), health care services knowledge, and zip code to be the most relevant demographic information for rural health care system planning purposes. But, again, the demographic questions you ask should depend on what you want to accomplish or want to know from your survey.

MQ 1:

("MQ" – Menu Question)

List the age and circle the sex of the members of your household, starting with yourself. M = male F = female

Age	Sex	Age	Sex	Age	Sex	Age	Sex
____	M F	____	M F	____	M F	____	M F
____	M F	____	M F	____	M F	____	M F
____	M F	____	M F	____	M F	____	M F

MQ1 is for surveying entire households rather than individual residents. If you want to get the most accurate picture of market share for various health care services, we encourage you to have the respondents answer on behalf of their entire households rather than just themselves.

MQ 2:

Which of the categories best describes your annual total household income?

Circle one answer:

a) Less than $ 5,000

b) $ 5,000 - $ 9,999

c) $10,000 - $ 14,999

d) $ 15,000 - $ 24,999

e) $ 25,000 - $ 49,999

f) $ 50,000 or more

MQ 3:

What is your zip code? _____

This is a “must” question for a market survey. This question will help you break down your service area into smaller geographic units, enabling you to pinpoint differences in market share, attitudes, and so on, by geographical areas.

MQ 4:

How long have your lived in (name of your service area)?

_____ Years (indicate number)

MQ4 can help you determine if length of time in the community has any bearing on utilization, attitudes and knowledge of local health care services. The question is particularly good in communities that have or are experiencing an influx of new residents.

MQ 5:

Do you own a home or land in the (name of your service area)?

Circle one answer:

a) Yes

b) No

This question can be helpful if property tax support for local health care is an issue. Local property owners may view property tax issues much differently than renters.

MQ 6:

What city and state do you consider to be your permanent or full-time residence? *Write in spaces provided below.*

City:_____ State:_____

MQ 7:

If you are not a permanent resident and live in the (insert name of your service area) part-time, how many weeks per season do you typically spend living in the area? *(Give one answer for each season)*

Spring _____ weeks

Summer _____ weeks

Fall _____ weeks

Winter _____ weeks

TOTAL _____ weeks

MQ6 and MQ7 can be valuable to resort or retirement communities or other communities where there are a significant number of part-time residents. Is there a difference in utilization, attitudes, and knowledge between full-time and part-time residents? MQ7 can also help you forecast seasonal demand.

MQ 8:

Approximately how far do you live from (insert name of hospital or clinic) and how long does it take you to get there?

_____ Miles _____ Minutes

When zip codes can help you determine your market share for a general area, zip code areas can be rather vast. This question can help you visually define on a map at what point from your facility does your market share begin to diminish and by how much in terms of miles and minutes.

MQ 9:

What is the highest level of formal education you have obtained?

Circle one answer:

Year/Grade:	1 2 3 4 5 6 7 8 9 10 11 12
Post High School:	13 14 15 16
Post College Graduate:	17 18 19 20+

OR

MQ 10:

How many years of formal education have you completed?

Circle one answer:

a) 1 to 8 years

b) 9 to 12 years

c) 13 to 15 years (post high school training)

d) 16 to 19 years (post college graduate training)

e) 20+ years (doctorate training)

MQ 11:

What is your marital status? *Circle one answer:*

a) Single

b) Married

c) Separated

d) Divorced

e) Widowed

MQ 12:

How would you rate your overall health on a scale from 1 to 10?

Circle one answer:

Poor Health									Excellent Health
1	2	3	4	5	6	7	8	9	10

MQ 13:

How would you rate your knowledge of the health care services that are available in (name of your service area) area?

Circle one answer:

a) Poor

b) Fair

c) Good

d) Excellent

In nearly every community where this question has been asked, utilization and satisfaction levels increased with knowledge of the local health care system. This question can provide insight into the effectiveness of your promotion or community education efforts.

MQ 14:

If you were to be hospitalized tomorrow, who would pay for most of your bill?

Circle one answer:

a) You

b) Private insurance (including employer plans)

c) Medicare

d) Medicaid

e) Other Government (Veteran's Administration, Indian Health, Workers Compensation, CHAMPUS, etc.)

f) Other, please specify:_____

Determining your market share in pure numbers is not enough. Given today's reimbursement policies for rural hospitals and primary care providers, you need to know if you have a large enough share of adequately insured patients to compensate for those who are un- or under-insured to ensure your operations' viability.

Questions Related to Hospital Services

MQ 15:

How important do you feel it is that (insert the name of YOUR hospital) remain open?

Circle one answer:

a) Not Important

b) Important

c) Very Important

OR

MQ 16:

On a scale of one to ten, how important do you feel it is that (insert the name of your hospital) remain open?

Circle one number:

Not Important									Very Important
1	2	3	4	5	6	7	8	9	10

MQ 15 and MQ16 can help you determine the degree of community support for your hospital. You will probably find this number to be much greater than your market share, showing most residents say one thing but do another. This question can help you build a case for securing greater support from the community through donations, taxes, volunteerism, and, most importantly, utilization.

MQ 17:

If the hospital services you or your family needed were provided by each of the hospitals listed below, which hospital would you prefer to use for those services?

Circle one answer:

a) (insert name of YOUR hospitals' town)

b) (insert name of competing rural hospital A's town)

c) (insert name of competing rural hospital B's town)

d) (insert name of competing rural hospital C's town)

e) (insert name of towns with referral hospital or regional medical centers in your area)

f) Other (insert in parenthesis examples of other potential hospital towns where people may out-migrate for care):_____

This question can help you determine whether local residents' decision to seek care at certain facilities is based on their preference (which is shaped by their attitudes toward your facility) or scope of services provided by the facilities. If there is more than one hospital in a town and you want to distinguish the market share for each, use the names of the hospitals with the town names.

MQ 18:

How many times have you and/or members of your household been hospitalized overnight during the past two years in each of the following places? Do not count hospitalizations occurring before you lived in (insert the county or counties that comprise your service area).

Indicate the number of times hospitalized at each hospital.

a) (name of YOUR hospital's town _____

b) (name of competing rural hospital A's town) _____

c) (name of competing rural hospital B's town) _____

d) (name of competing rural hospital C's town) _____

e) (name of towns with referral hospital or regional medical centers in your area) _____

f) Other, town and number of hospitalization (in parenthesis, list examples of other potential hospital towns where people might out-migrate for care):_____

This is a market share question. It will provide not only your hospital market share of the local service population for all in-patient visits, but your competitors' market share as well. Unless you have access to another source of patient origin data for your service population, a market survey must include a question, which measures where residents are going for hospital services and how many are going. In many states, patient origin data is available through the state government or state hospital association.

MQ 19:

Please list for what condition or service you and/or members of your family were hospitalized for and where?

What Condition/Service	*Name of hospital*

This question can help determine if residents are going elsewhere for health care services you do or could provide. Their choice to go elsewhere for care you do provide could be caused by their lack of knowledge about what services you provide or by their perception of the level of quality you provide.

MQ 20:

If you or other household members were hospitalized outside (insert the name of YOUR hospital here) during the past two years, why were other hospitals used?

Circle all the reasons listed below that apply.

a) Referred by a local physician

b) Referred by a non local physician

c) More privacy at other hospital

d) Services less expensive at other hospital

e) Quality of services better at other hospital

f) Services needed are not provided by (insert name of your hospital here)

g) I lack confidence in the skill of the staff at (insert name of your hospital here)

h) I lack confidence in the equipment and level of technology at (insert the name of your hospital here)

i) If other reasons, please specify:_____

_____

This question asks “why” residents go where they do for hospital care.

MQ 21:

During the past two years, have you and/or other members of your household used other hospital services other than overnight hospitalization (*Inpatient*) provided by (*Insert name of your hospital here*)?

Indicate the number of times used in past two years.

a) Emergency room _____

b) Lab _____

c) X-ray _____

d) Physical Therapy _____

e) Health education classes _____

f) Health screenings
(blood pressure, cholesterol level, etc.) _____

g) Nursing home _____

h) Outpatient or same day surgery _____

i) Pharmacy _____

j) Counseling services _____

k) CT scan _____

l) Other, please specify: _____

This is a market share question for non inpatient hospital services. Feel free to amend or add to the response list as needed for your hospital.

MQ 22:

Please rate (insert the name of your hospital) in each of the following areas:

Circle one answer for each category.

Poor = 1 Fair = 2 Good = 3 Excellent = 4

a)	Quality of care	1	2	3	4	Don't know
b)	Physician care	1	2	3	4	Don't know
c)	Nursing care	1	2	3	4	Don't know
d)	Business office staff	1	2	3	4	Don't know
e)	Staff concern/compassion	1	2	3	4	Don't know
f)	Attentiveness of staff	1	2	3	4	Don't know
g)	Friendliness of staff	1	2	3	4	Don't know
h)	Building cleanliness	1	2	3	4	Don't know
i)	Building condition	1	2	3	4	Don't know
j)	Emergency room	1	2	3	4	Don't know
k)	Food	1	2	3	4	Don't know
l)	Billing/financial services	1	2	3	4	Don't know
m)	Outpatient services (lab, x-ray, physical therapy, etc.)	1	2	3	4	Don't know
n)	Admission process	1	2	3	4	Don't know
o)	Equipment	1	2	3	4	Don't know
p)	Hospital administration	1	2	3	4	Don't know
q)	Hospital board of directors	1	2	3	4	Don't know

MQ 23:

How do you feel about the number of different types of health services (physical therapy, x-ray, etc.) provided by (insert name of your hospital)?

Circle one answer:

a) Should decrease

b) Stay about the same

c) Should increase

MQ 24:

What services would you like to have provided by (insert name of your hospital)?

Please list:

_____

_____

_____

_____

MQ 25:

Should (insert name of your hospital) offer obstetrical care services?

a) Yes

b) No

You can ask this type of question for any service you are now providing or are thinking about providing.

MQ 26:

Should (insert name of your hospital) provide any of the following services to the community?

Circle "YES" or "NO" for each service listed.

		Yes	No
a)	Health education programs	1	2
b)	Meals on wheels	1	2
c)	Hospice programs	1	2
d)	Adult day care or respite care	1	2
e)	Weight loss clinic	1	2
f)	Day care for sick children	1	2

This question can be a way of "test marketing" an idea, if you are thinking of providing new services. Feel free to substitute or add to this list as needed.

MQ 27:

Are you aware (insert name of your hospital or sponsoring agency) has a home health program?

Circle one answer.

a) Yes

b) No

Feel free to substitute any program for "home health" in this question.

MQ 28:

Have any members of your household made use of (insert name of your hospital) home health program?

Circle one answer:

a) Yes

b) No

Again, this question can be asked about any specific service you provide.

MQ 29:

If you were a visitor at (insert name of your hospital) during the past two years, how satisfied were you with the treatment you received from the hospital employees?

Circle one answer.

a) Very satisfied

b) Satisfied

c) Dissatisfied

d) Have not been a visitor in the past two years

Questions Related to Hospital Funding

MQ 30:

Compared to other hospitals, how do you perceive (insert name of your hospital) costs for services as compared with other hospitals?

Circle one answer.

a) Most costly

b) About the same

c) Less costly

MQ 31:

How do you feel about the amount of local tax funds that are spent on medical care in your community?

Circle one answer.

a) Too much

b) About right

c) Too little

d) Don't know

MQ 32:

Approximately, what percent of (insert name of your hospital) operating budget would you estimate is supported by local public tax dollars?

Circle one answer.

1% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

OR

MQ 33:

What percent of (insert name of your hospital) operating expenses would you estimate are supported by local public taxes?

Circle one answer.

a)	1% - 10%	d)	51% - 70%
b)	11% - 30%	e)	71% - 90%
c)	31% - 50%	f)	OVER 90%

Questions MQ 30, MQ 31, MQ 32, and MQ 33 can help you gauge the community's understanding of your fiscal operations. Usually, the community thinks it provides much more tax support for the hospital than it actually does. If you have the same result and you want to build a case for increased tax support, do an economic impact study as well to show the community that their local health care taxes are actually an investment that turns over many times in the community through direct and indirect spending, job creation and job support.

Questions About Facility Appearance

MQ 34:

Does the age of the (insert name of your hospital) influence where you go for hospital services?

Circle one answer.

a) Yes

b) No

MQ 35:

Do you feel (insert name of your hospital) should be remodeled or updated?

Circle one answer.

a) Yes

b) No

The appearance of the facility can dramatically affect the image of your facility. Perceptions of quality, competency and professionalism can all be positively or negatively affected by the appearance of your facility, technology and/or employees.

MQ 36:

If you believe the (insert name of your hospital) should be remodeled or updated, how should such a project be funded?

Circle one answer.

a) Hospital should raise its own funds

b) Form a hospital district to raise taxes

c) Levy a bond

d) Donations/fund drive

Questions About Physician Services

MQ 37:

In what town is your personal physician located?

Circle one answer.

a) Don't have a personal physician

b) Insert Your town's name

c) Insert name of physician Town A

d) Insert name of physician Town B

e) Insert name of physician Town C

f) Insert name of physician Town D

g) Insert name of physician Town E

h) And so on

This question will help you to determine the percentage of residents who have a personal physician and to determine the personal physician market share of the local and non-local physicians for all residents, regardless of whether or not the residents have visited a physician recently. If you desire more specific information, you may want to use the physicians' names with the towns. We recommend you to first get permission from your physicians to use their names. Note, this list may differ from the list of towns you provided on the hospital question similar to this (MQ 18), for many rural communities that do not have hospitals do have physician practices.

MQ 38:

How many visits did you and/or members of your household make during the past year to physicians, physician assistants and nurse practitioners located in each of the following towns. *Do NOT count hospital inpatient visits. Do not count visits occurring before you lived in (name of your service area).*

		Number of Visits
a)	Your town's name	_____
b)	Town A	_____
c)	Town B	_____
d)	Town C	_____
e)	Town D	_____
f)	Town E	_____
g)	Name of town where area regional medical center or referral hospital is located	_____
h)	Other towns, please name and indicate number of visits:	
_____		_____

This market share question is based on residents' actual utilization of physicians over a set period of time rather than on the "stated loyalty" of residents (the previous question) to a particular provider who residents identify as their personal physician.

MQ 39:

(This question should follow the previous question.)

Why did you or other household members see physicians located outside (insert name of your community or SERVICE AREA here) during the past year?

Circle all that apply.

a) Services/specialty not provided locally

b) Quality of physician care better elsewhere

c) Physician services less expensive elsewhere

d) Referred by local physician

e) Referred by non local physician

f) Takes too long to get an appointment with local physicians

g) Wait too long in local physicians' office

h) Non local physicians offer more privacy

i) Do not trust the competency of the local physicians

j) Unsure of the abilities and limitation of local physicians

k) Do not like bedside manner of local physicians

l) Insurance requires seeing certain physicians

OR

MQ 40:

Why did you or household members see physicians located outside (insert name of your community OR SERVICE AREA here) during the past year?

Circle either 1 or 2 behind each response listed.	Yes a reason	Not a reason
a) Services/specialty not provided locally	1	2
b) Quality of physician care better elsewhere	1	2
c) Physician services less expensive elsewhere	1	2
d) Referred by local physician	1	2
e) Referred by non local physician	1	2
f) Takes too long to get an appointment with local physicians	1	2
g) Wait too long in office of local physicians	1	2
h) Non local physicians offer more privacy	1	2
i) Do not trust the competency of local physicians	1	2
j) Do not like bedside manner of local physicians	1	2
k) Insurance requires seeing certain physicians	1	2

MQ 40 is designed for planning purposes. It is not enough simply to know where people are going. You also need to know why. The response list in this question includes most reasons why people use certain physicians. Feel free to add to this list. Note the response categories in this question. They have been coded for easier processing.

MQ 41:

What physician specialists or health care provider types did you and/or members of your family see outside (insert name of YOUR community or service area here) in last year?

Circle all that apply.

a) Obstetrician/gynecologist

b) Pediatrician

c) Internist

d) Family/general practitioner

e) Urologist

f) Surgeon

g) Cardiologist

h) Orthopedic surgeon

i) Nurse practitioner

j) Physician assistant

k) Nurse midwife

l) Other, please specify_____

This question can help you determine if residents were leaving the community to see physician specialists or other provider types who do, or could, provide care in your community.

MQ 42:

How would you rate each of the following aspects of the overall physician care provided in (insert name of YOUR community or medical staff service area here)?

Circle one answer for each category.

Poor = 1 Fair = 2 Good = 3 Excellent = 4

a)	Quality of care	1	2	3	4	Don't know
b)	Competence of nursing staff	1	2	3	4	Don't know
c)	Availability of physician care during evenings and weekends	1	2	3	4	Don't know
d)	Billing services	1	2	3	4	Don't know
e)	Cost of services	1	2	3	4	Don't know
f)	Physician bedside manner	1	2	3	4	Don't know
g)	Friendliness of office staff	1	2	3	4	Don't know
h)	Amount of time spent waiting in waiting room	1	2	3	4	Don't know
i)	Ability to schedule timely appointments	1	2	3	4	Don't know
j)	Appearance of clinic facility	1	2	3	4	Don't know

This question will provide insight into the strengths and limitations of local physicians from the patients' perspective – the most important perspective. Again, feel free to add to this list as needed.

MQ 43:

How satisfied are you with the care you get from your personal physician?

Circle one answer.

a) Very satisfied

b) Satisfied

c) Dissatisfied

Questions About Recruitment

MQ 44:

If you currently see a physician outside the community, and new, full-time physicians were to establish a practice in (insert name of YOUR community or service area here), would you transfer your care to this new physician?

Circle one answer.

a) Yes

b) No

c) Yes, if (please specify what conditions would have to be met in order for you to transfer care to him/her):

_____

_____

This question can help you determine how loyal local residents are to non-local physicians and help you gauge the potential market share for a new local provider. Particular attention should be paid to the written "if" comments of respondents who select response Number 3.

MQ 45:

This community may have limited access to physician services. How many full-time physicians do you think are needed?

Circle one answer.

a) ONE

b) TWO

c) THREE

d) FOUR or more

MQ 46:

What physician specialists would you like to have available locally?

Circle as many as apply.

a) Family practitioner

b) Internist

c) Pediatrician

d) Obstetrician/gynecologist

e) General surgeon

f) Other, please specify:_____

OR

MQ 47:

What additional physician specialties would you like offered in your community?

Circle "yes" or "no" for each specialty.

		Yes	No
a)	Internal medicine	1	2
b)	Pediatrics	1	2
c)	Orthopedic surgeon	1	2
d)	General surgery	1	2
e)	Family practice	1	2
f)	Obstetrics/gynecology	1	2

The previous two questions should be applied to recruiting full-time physicians to the community as well as to recruiting visiting practitioners.

Questions about Midlevel Providers

MQ 48:

If you currently see a physician outside of the community, and a full-time physician assistant or nurse practitioner was to establish a practice in (insert name of YOUR community), would you transfer your care to this physician assistant or nurse practitioner?

Circle one answer.

a) Yes

b) No

c) Yes, if_____

This question will help you measure the current acceptability of a midlevel provider in your community. Particular attention should be paid to the written "if" comments of respondents who select response Number 3.

MQ 49:

Are you familiar with what a physician assistant or nurse practitioner can or cannot do as far as providing health care services?

Circle one answer.

a) Yes

b) No

The acceptability or patient utilization of midlevel providers is often a matter of patient familiarity with the capabilities and limitations of physician assistants and nurse practitioners. This question can help you determine how knowledgeable the local population is about midlevel providers.

Questions about the Nursing Home

MQ 50:

Do you feel we need a nursing home in (name of your service area)?

Circle one answer.

a) Yes

b) No

c) Don't know

This question can be applied in communities contemplating building a nursing home or closing a nursing home.

MQ 51:

Do you feel we need more nursing home rooms at (name of your nursing home facility)?

Circle one answer.

a) Yes

b) No

c) Don't know

With the aging of the rural population, keeping pace with the nursing home and long-term care needs of the community is becoming a great concern for many communities. This simple question can help gauge local knowledge of the long-term care issue in your community.

MQ 52:

Do you currently have a relative from (name of your service area) in a nursing home?

Circle one answer.

a) Yes
If yes, where is the nursing home located?

City: _____ State:_____

b) No

This question can help you determine potential demand. Such information works well with information gathered by one of the two following questions.

MQ 53:

Suppose there was a nursing home built in (name of your service area), would you transfer your relative to the local nursing home?

Circle one answer:

a) Yes

b) Yes, if (please specify):_____

c) No

d) It is not my decision

e) Don't know

MQ 54:

Suppose there was room for additional residents at (name of your nursing home), would you transfer your relative to this facility?

Circle one answer.

a) Yes

b) Yes, if (please specify):_____

c) No

d) It is not my decision

e) Don't know

From MQ 52 and MQ 53, which must follow MQ 51, you can gain insight into the amount of local demand for nursing home care and how much of that demand is influenced locally.

MQ 55:

How likely is it that you or a member of your family might require nursing home care in this area in the next three years?

Circle one answer.

a) Very likely

b) Somewhat likely

c) Unlikely

d) Very unlikely

Questions About All Health Services

MQ 56:

How satisfied are you with each of the following aspects of health care in (insert name of your community or service area)? *Circle one response after each service listed.*

Dissatisfied = 1 Satisfied = 2 Very Satisfied = 3

a)	(Name of your hospital)	1	2	3	Don't know
b)	(Your hospital's name) emergency room	1	2	3	Don't know
c)	Local physicians	1	2	3	Don't know
d)	Dentists	1	2	3	Don't know
e)	Hospital pharmacy	1	2	3	Don't know
f)	Drug store pharmacy	1	2	3	Don't know
g)	Ambulance service	1	2	3	Don't know
h)	Counseling/mental health services	1	2	3	Don't know
I)	Alcohol/drug abuse treatment services	1	2	3	Don't know
j)	Hospice care	1	2	3	Don't know
k)	Nursing home care	1	2	3	Don't know
l)	Home health care	1	2	3	Don't know
m)	Obstetrical care	1	2	3	Don't know
n)	Public health nurse	1	2	3	Don't know
o)	Health education	1	2	3	Don't know
p)	Health screenings	1	2	3	Don't know
q)	Preventive health care	1	2	3	Don't know
r)	Surgical services	1	2	3	Don't know

MQ 56 will help you see how selected local health care services compare with one another in terms of satisfaction. Feel free to substitute the generic services listed with the specific names of services or facilities in your area.

MQ 57:

In your opinion, are any of the following health care issues a problem in (insert name of your community or service area)?

Circle one number for each area.

		Serious	Mild	Not a Problem
a)	Too few physicians	1	2	3
b)	Too few physician services	1	2	3
c)	Too few hospital services	1	2	3
d)	Hospital care too expensive	1	2	3
e)	Physician care too expensive	1	2	3
f)	Poor access to emergency care	1	2	3
g)	Some physicians have poor image	1	2	3
h)	Some hospital staff are of low quality	1	2	3
i)	Lack of public support for local health care services	1	2	3
j)	Lack of public information about local health care services	1	2	3
k)	Hospital has poor image	1	2	3
l)	Takes too long to see local doctors	1	2	3
m)	Local doctors do not refer to specialists quick enough	1	2	3
n)	Local doctors refer to specialists to quick	1	2	3

As health care providers or representatives, we sometimes presume that most people see the issues facing health care as we do. MQ 57 can serve as a barometer to understanding the differences between what the community perceives are the problems and what you believe are the problems.

MQ 58:

(If asked, this question should follow the above question)
If you stated “it takes too long to get care” in the previous question, indicate services that take too long.

Circle all that apply.

a) Hospital emergency room

b) Getting an appointment with the doctor

c) Getting an appointment with the dentist

d) Waiting in the doctor’s waiting room

e) Waiting in the dentist’s waiting room

f) Receiving lab results from the hospital

g) Receiving report lab results from doctor’s clinic

h) Receiving hospital business office services

i) Receiving hospital billing

j) Receiving doctor’s office billing

k) Other, specify:_____

MQ 59:

During the past year, did members of your household visit any of the following non-physician health care providers outside (name of your community or service area)?

Circle "yes" or "no" on each row.

		Yes	No
a)	Dentist	1	2
b)	Chiropractor	1	2
c)	Public health nurse	1	2
d)	Optometrist	1	2
e)	Other, please specify:_____		

MQ 60:

If you could change three things about health care in (insert name of your community or service area here), what changes would you make?

a)_____

b)_____

c)_____

Most people are more than willing to express what they like or dislike about various things, but this question challenges them to process these likes and dislikes into constructive suggestions for improving the local health care system.

MQ 61:

Please rate the importance of having the following services located in (name of your service area). *Circle one response after each service listed.*

Not Important = 1 Important = 2 Very Important = 3

a)	Physician	1	2	3	Don't know
b)	Hospital	1	2	3	Don't know
c)	Pharmacy	1	2	3	Don't know
d)	Ambulance	1	2	3	Don't know
e)	Mental health care	1	2	3	Don't know
f)	Hospice care	1	2	3	Don't know
g)	Nursing home	1	2	3	Don't know
h)	Obstetrical care	1	2	3	Don't know
i)	Surgical services	1	2	3	Don't know
j)	Health education	1	2	3	Don't know
k)	Immunizations	1	2	3	Don't know
l)	Alcohol/chemical dependency counseling	1	2	3	Don't know
m)	Eye care	1	2	3	Don't know
n)	Dentist	1	2	3	Don't know
o)	Chiropractor	1	2	3	Don't know
p)	Physical therapy	1	2	3	Don't know
q)	Emergency room	1	2	3	Don't know
r)	School nurse	1	2	3	Don't know

This question asks the respondent to think of various components of the health care system and place a value on its local availability. Results to this question can be used to gather and focus resources on providing or maintaining services in the areas of highest importance to the community.

Questions About Health Care & Local Economics

Sometimes, health care providers must convince key community figures such as county commissioners, city council members, legislators and business leaders of the importance of health care to the local community. And, when "the health care for health care's sake" argument is not a strong enough argument to get their support, a "dollars and sense" case must be developed. The following questions place health care in the economic development perspective, providing you and community leaders with very valuable information about the importance of the health care system to the local economy.

MQ 62:

If you travel outside of (insert name of YOUR community or service area here) for hospital or physician care, how often do you shop for consumer goods (household goods, clothing, medications, automotive, etc.) on the same trip?

Circle one answer.

a) Always

b) Occasionally

c) Never

d) Does not apply

MQ 63: (This question should follow the previous one.)

On the average, how much money do you spend for consumer goods each time you travel outside (insert name of YOUR community or service area here) for medical care? *Circle one answer.*

a) $1 - $20

b) $21 - $50

c) $51 - $100

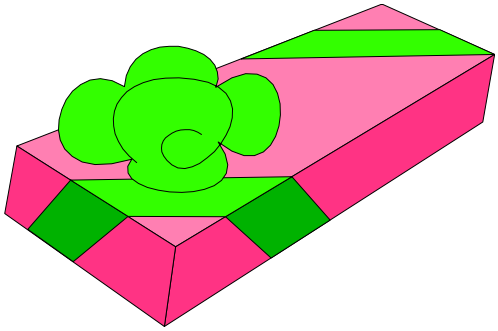
d) Over $100

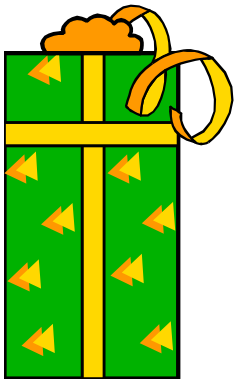
MQ 64:

How would you rate your community as a place to ……..?
Circle one answer in each row. **Poor = 1 Fair = 2 Good = 3 Excellent = 4**

a)	Raise children	1	2	3	4
b)	Earn a living	1	2	3	4
c)	Shop	1	2	3	4
d)	Invest your savings	1	2	3	4
e)	Receive quality hospital care	1	2	3	4
f)	Build a new house	1	2	3	4
g)	Receive quality emergency care	1	2	3	4
h)	Start a business	1	2	3	4
i)	Retire	1	2	3	4
j)	Educate your children	1	2	3	4
k)	Pursue your recreation interests	1	2	3	4
l)	Access quality physician care	1	2	3	4
m)	Find a good job	1	2	3	4
n)	Have a say in local affairs	1	2	3	4

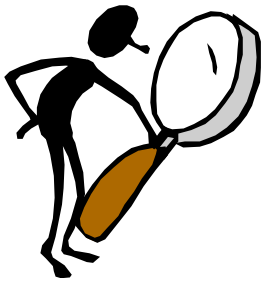
SECTION III





Packaging/Laying Out Surveys

Packaging and Laying Out Your Survey



The Appearance of Things

The appearance of the survey can have a major impact on the response rate. The more attractive and easy to read, the more likely the respondent is to complete it and return it promptly. The appearance of the survey also affects respondents' perceptions of the credibility and importance of the survey. Follow these basic rules of print design and layout when formatting the appearance of your survey:

1.
Never use a type (font) size smaller than 10 point (pt). Preferable, use 12 pt. Remember, the smaller the type, the more difficult to read.

2.
Don't crowd a page with type. Allow for space (known as "white space") between questions and provide adequate margins on the sides, top and bottom of the page. White space enhances the readability and eye appeal of the survey.

3.
Use boldface, underlining, and italics to set off key words, phrases or instructions.

4.

Use arrows and boxes to guide respondents to questions that must be asked in sequence. For example: “If you answered YES to Question 16, go to Question 18”. An arrow from YES could be drawn to a box-containing Question 18.

5.

Make two-sided copies. Single-sided pages will make the survey feel and look longer than it actually is, discouraging some respondents from completing it. In addition, a survey printed using both sides of a page will weigh less, saving you money on postage costs.

6.

Avoid page breaks within a question.

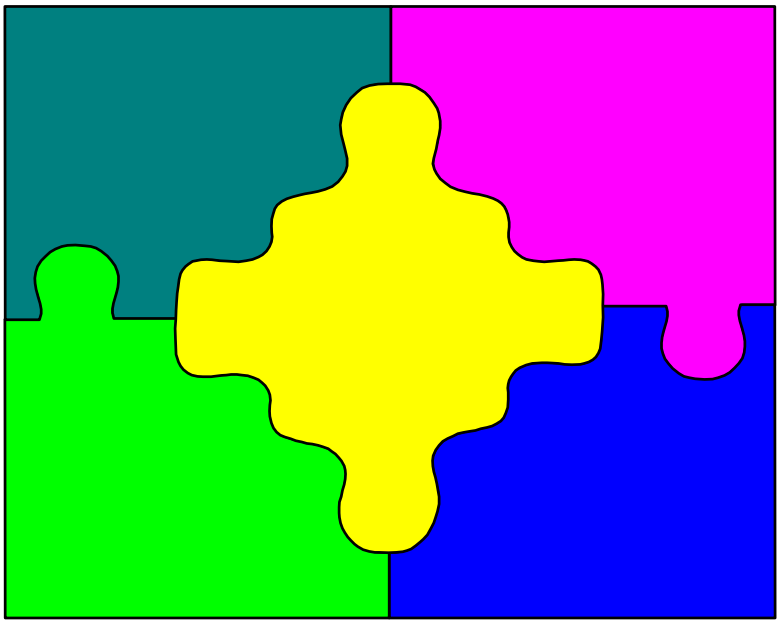
7.

When possible, arrange responses to each question so they create a vertical presentation on the page. Look at Question 21 and 22 on the template survey on page 70. Notice how the responses to each question are identically indented. This vertical presentation of responses on the page helps prevent respondents from inadvertently missing an answer, which can happen if the responses require respondents to visually move all around the page rather than in a straight, vertical line.

8.

Give the survey an attractive cover page, which should include the name of the survey, a brief statement of why you’re conducting the survey, and the name of the organization sponsoring the survey. An attractive illustration that relates to the topic of the survey is also a good idea.

SECTION IV



Market Survey Template

Market Survey Template

This is a complete 28-question sample market survey. To prepare this survey for your purposes, simply provide the information requested from you in each question and reproduce the survey with your modifications in a format similar to this. The disk below contains the file "Market Survey Template" in MS Word 97 format (*.doc) and in text format (*.txt). Simply edit this document and print it out.

As rural residents, access to quality, local health care is a major concern. This survey is designed to allow you and other local residents to share your opinions about health care services. The information you share will help us determine the types of care and services that best fits what (insert name of service area here, usually stated by whole or part of the communities served) residents, the people we are here to serve, need and want. This is a household survey. That is, please answer this on behalf of all family members living with you, including yourself. The survey is completely confidential, so please be open and honest, and return it as soon as possible. Thank You!

1. List the age and circle the sex of the members of your household, starting with yourself.

Age	Sex	Age	Sex	Age	Sex	Age	Sex
_____	M F	_____	M F	_____	M F	_____	M F
_____	M F	_____	M F	_____	M F	_____	M F
_____	M F	_____	M F	_____	M F	_____	M F

2. If you were to be hospitalized tomorrow, who would pay for most of your bill?

   Circle one answer.

   a) You

   b) Private insurance (including employer plans)

   c) Medicare

   d) Medicaid

   e) Other Government (Veteran's Administration, Indian Health, Workers Compensation, CHAMPUS, etc.)

   f) Other, please specify:_____

3. How would you rate your knowledge of the health care services available in (insert the name of your community or service area, which usually stated in whole and part of counties)?

   Circle one answer.

   a) Excellent

   b) Good

   c) Fair

   d) Poor

4. On a scale of one to 10, how important do you feel it is that (insert the name of YOUR hospital) remain open?

   Circle one number

Not Important									Very Important
1	2	3	4	5	6	7	8	9	10

5. If the hospital services you or your family needed were provided by each of the hospitals listed below, which hospital would you prefer to use for those services?

   Circle once answer.

   a) (insert name of YOUR hospital and town)

   b) (insert name of competing rural hospital A and its town)

   c) (insert name of competing rural hospital B and its town)

   d) (insert name of competing rural hospital C and its town)

   e) (insert name of referral hospital or regional medical centers in your area and its town)

   f) Other (insert in parenthesis examples of other potential hospital towns where people may outmigrate for care):_____

   _____

6. How many times have you and/or members of your household been hospitalized overnight during the past two years in each of the following places? Do not count hospitalizations occurring before you lived in (insert the county or counties that comprise your service area).

   Enter the number of times hospitalized at each hospital.

   a) (name of YOUR hospital's town) _____

   b) (name of competing rural hospital A's town _____

   c) (name of competing rural hospital B's town _____

   d) (name of competing rural hospital C's town _____

   e) (name of towns with referral hospital or regional medical centers in your area _____

   f) Other, town and number of hospitalization (in parenthesis examples of other potential hospital towns where people may outmigrate for care): ___
   _____

7. In your own words if you like, please list for what condition/services you and/or members of your family were hospitalized and where?

What Condition or (Service)	*Name of Hospital*

8. If you or other household members were hospitalized outside (insert the name of YOUR hospital here) during the past two years, why were other hospitals used? *Circle all the reasons listed below that applies.*

   a) Referred by local physician

   b) Referred by non local physician

   c) More privacy at other hospital

   d) Services less expensive at other hospital

   e) Quality of services better at other hospital

   f) Services needed are not provided by (insert name of your hospital here)

   g) I lack confidence in the skill of the staff at (insert name of your hospital here)

   h) I lack confidence in the equipment and level of technology at (insert name of your hospital here)

   i) If other reasons, please specify:_____
   _____

9. During the past two years, have you and/or other members of your household used other hospital services – other than overnight hospitalization – provided by (insert name of your hospital here)? Please indicate the number of times used in past two years. *Enter number of times used.*

   a) Emergency room _____

   b) Lab _____

   c) X-ray _____

   d) Physical Therapy _____

   e) Health education classes _____

   f) Health screenings
   (Blood pressure, cholesterol level, etc) _____

   g) Other, please specify:_____

10. Please rate (insert the name of your hospital) in each of the following areas:

Circle one answer for each category
Poor = 1 Fair = 2 Good = 3 Excellent = 4.

a)	Quality of care	1	2	3	4	Don't know
b)	Physician care	1	2	3	4	Don't know
c)	Nursing care	1	2	3	4	Don't know
d)	Business office staff	1	2	3	4	Don't know
e)	Staff concern/compassion	1	2	3	4	Don't know
f)	Attentiveness of staff	1	2	3	4	Don't know
g)	Friendliness of staff	1	2	3	4	Don't know
h)	Building cleanliness	1	2	3	4	Don't know
i)	Emergency room	1	2	3	4	Don't know
j)	Food	1	2	3	4	Don't know
k)	Billing/financial services	1	2	3	4	Don't know
l)	Outpatient services (lab, x-ray, physical therapy, etc.)	1	2	3	4	Don't know
m)	Admission process	1	2	3	4	Don't know
n)	Equipment	1	2	3	4	Don't know
o)	Hospital administration	1	2	3	4	Don't know
p)	Hospital board of directors	1	2	3	4	Don't know

11. What services would you like to have provided by (insert name of your hospital)?

*Please list*_____

_____

_____

12. How do you feel about the amount of local tax dollars spent on medical care in (name of your community or service area)?

    a) Too much

    b) About right

    c) Too little

    d) Don't know

13. What percent of (insert your hospital's name) operating expenses would you estimate are supported by local taxes?

    Circle one answer.

a)	1% - 10%	d)	51% - 70%
b)	11% - 30%	e)	71% - 90%
c)	31% - 50%	f)	Over 90%

14. In what town is your personal physician located?

    Circle one answer.

    a) (insert your town's name)

    b) (insert name of physician Town A)

    c) (insert name of physician Town B)

    d) (insert name of physician Town C)

    e) (insert name of physician Town D)

    f) (insert name of physician Town E)

    g) (and so on)

    h) I don't have a personal physician

15. How many visits to physicians, physician assistants and nurse practitioners did you and or members of your household make during the past year to physicians, physician assistants and nurse practitioners located in each of the following towns. Do NOT count hospital inpatient visits. Do not count visits occurring before you lived in (name of your service area).

Enter number of visits to physicians, physician assistants, and nurse practitioners in each town

a) Your town's name _____

b) Town A _____

c) Town B _____

d) Town C _____

e) Town D _____

f) Town E _____

g) Name of town where area regional medical center or referral hospital is located _____

h) Other towns, please name and number of visits:

_____

_____

16. Why did you or household members see physicians located outside (insert name of your community OR SERVICE AREA here) during the past year?

Circle either 1 or 2 behind each response listed

		Yes a reason	***Not a reason***
a)	Services/specialty not provided locally	1	2
b)	Quality of physician care better elsewhere	1	2
c)	Physician services less expensive elsewhere	1	2
d)	Referred by local physician	1	2
e)	Referred by non local physician	1	2
f)	Takes too long to get an appointment with local physicians	1	2
g)	Wait too long in local physician's office	1	2
h)	Non local physicians offer more privacy	1	2
i)	Do not trust the competency of the local physicians	1	2
j)	Unsure of the abilities and limitations of local physicians	1	2
k)	Do not like bedside manner of local physicians	1	2
l)	Insurance requires seeing certain physicians	1	2

17. What physician specialists or health care provider types did you and/or members of your family see outside (insert name of YOUR community or service area here) in the last year?

Circle all that apply.

a) Obstetrician/gynecologist
b) Pediatrician
c) Internist
d) Family/general practitioner
e) Urologist
f) General surgeon
g) Cardiologist
h) Orthopedic surgeon
i) Nurse practitioner
j) Physician assistant
k) Nurse midwife
l) Other, please specify:_____
_____

18. How would you rate each of the following aspects of the overall physician care provided in (insert the name of YOUR community or medical staff service area here)? *Circle one answer for each row.*

Excellent = 1; Good = 2; Fair = 3; Poor = 4

a)	Quality of care	1	2	3	4	Don't know
b)	Competence of nursing staff	1	2	3	4	Don't know
c)	Availability of physician care during evenings and weekends	1	2	3	4	Don't know
d)	Billing services	1	2	3	4	Don't know
e)	Cost of services	1	2	3	4	Don't know
f)	Physician bedside manner	1	2	3	4	Don't know
g)	Friendliness of office staff	1	2	3	4	Don't know
h)	Amount of time spent waiting in waiting room	1	2	3	4	Don't know
i)	Ability to schedule timely appointments	1	2	3	4	Don't know
j)	Appearance of clinic facility	1	2	3	4	Don't know

19. If you currently see a physician outside the community, and a new, full-time physician was to establish a practice in (insert name of YOUR community or service area here), would you transfer your care to this new physician?

Circle one answer.

a) YES

b) NO

c) Yes, if (specify what conditions would have to be met in order for you to transfer care to him/her):

_____

_____

20. How satisfied are you with each of the following aspects of health care in (insert name of YOUR community or service area)? *Circle one answer in each row.*

Dissatisfied = 1 Satisfied = 2 Very Satisfied = 3

a)	(Name your hospital)	1	2	3	Don't know
b)	(Your hospital name)	1	2	3	Don't know
c)	Emergency room	1	2	3	Don't know
d)	Local physicians	1	2	3	Don't know
e)	Dentists	1	2	3	Don't know
f)	Hospital pharmacy	1	2	3	Don't know
g)	Drug store pharmacy	1	2	3	Don't know
h)	Ambulance service	1	2	3	Don't know
i)	Counseling/mental health services	1	2	3	Don't know
j)	Alcohol/drug abuse treatment services	1	2	3	Don't know
k)	Hospice care	1	2	3	Don't know
l)	Nursing home care	1	2	3	Don't know
m)	Home health care	1	2	3	Don't know
n)	Obstetrical care	1	2	3	Don't know
o)	Public health nurse	1	2	3	Don't know
p)	Health education	1	2	3	Don't know
q)	Health screenings	1	2	3	Don't know
r)	Preventive health care	1	2	3	Don't know
s)	Surgical services	1	2	3	Don't know

21. In your opinion, are any of the following health care issues a problem in (insert name of YOUR community or service area)? *Circle one number for each issue listed.*

		Serious	Mild	Not a problem
a)	Too few physicians	1	2	3
b)	Too few physician services	1	2	3
c)	Too few hospital services	1	2	3
d)	Hospital care too expensive	1	2	3
e)	Physician care too expensive	1	2	3
f)	Some physicians have poor image	1	2	3
g)	Some hospital staff are of low quality	1	2	3
h)	Lack of public support for health care services	1	2	3
i)	Lack of public information on local health care services	1	2	3
j)	Hospital has poor image	1	2	3
k)	Takes too long to see local doctors	1	2	3
l)	Local doctors do not refer to specialists quick enough	1	2	3
m)	Local doctors refer to specialists to quick	1	2	3

22. If you travel outside of (insert name of YOUR community or service area here) for hospital or physician care, how often do you shop for consumer goods (household goods, clothing, medications, automotive, etc.) on the same trip? *Circle one answer.*

a) Always b) Occasionally

c) Never d) Does not apply

23. On the average, how much money do you spend for consumer goods each time your travel outside (insert name of YOUR community or service area here) for medical care? *Circle one answer.*

    a) $1 - $20

    b) $21 - $50

    c) $51 - $100

    d) over $100

24. If you could change three things about health care in (insert name of YOUR community or service area here), what changes would you make?

    Please list.

    a) _____

    b) _____

    c) _____

25. What is your zip code? _____

26. How long have you lived in (name of YOUR service area)? _____ Years

27. Which of the categories best describes your yearly total household income? *Circle one answer.*

    a) Less than $5,000

    b) $5,000 - $9,999

    c) $10,000 - $14,999

    d) $15,000 - $24,999

    e) $25,000 - $49,999

    f) $50,000 or more

28. If you would like to make any additional comments about local health care, please do so below.

Please return the survey in the self-addressed, postage paid envelope provided or by sending it to:

Contact Person's Name

ORGANIZATION

ADDRESS

TOWN, STATE, ZIP CODE

SECTION V

Conducting Your Survey

Conducting Your Survey

For statistical accuracy, we recommend following the survey sampling and dissemination method developed by the University of Washington School of Medicine's Community Health Services Development Program for use specifically in rural health care system service areas. This method involves mailing a written survey to 1000 households in your service area.

The 1000 household sample size is large enough to compensate for an expected number of "undeliverable" surveys, to adequately cover the typical rural health care system service area, and to ensure 95% confidence with a +/- 5% margin of error down to a 40% response rate or 400 returned surveys.

The absolute number of responses, not the response rate determines levels of confidence and margins of error. The following chart should be helpful in determining whether the number of responses will provide you with the confidence level and margin of error required.

REQUIRED NUMBER OF RETURNS[ii]

Margin of Error	Confidence Level 90%	95%	99%
+/-2%	1,702	2,401	4,160
+/-3%	756	1,067	1,849
+/-4%	425	600	1,040
+/-5%	272	384	666
+/-6%	189	267	462

Follow These Steps:

1.
Define your service area by zip codes.

2.
Determine the percent of the total service population which resides in each zip code area contained in your service area.

Example:

Let us say your total service area population is 7,000 and of those 7,000, 2,300 live in Zip Code area A, 1,100 live in Zip Code area B, and 3,600 live in Zip Code area C. To determine the percent of the total population living in each Zip Code area, simply divide the number of people living in each zip code area by the total service area population (7,000).

Zip Code Area A
2,300/7,000 = .328 or 33 percent

Zip Code Area B
1,100/7,000 = .157 or 16 percent

Zip Code Area C
3,600/7,000 = .514 or 51 percent

3.
Multiply 1000 (surveys) by the percent of the total population living in each zip code. This will determine how many residences (or households) in each zip code area should receive the survey, ensuring even distribution of surveys throughout your service area and preventing under-representation of larger communities and over representation of smaller communities or vice-versa.

Example:

Using previous zip code area examples:

Zip Code Area A
1000 x .33 = 330 households will receive surveys

Zip Code Area B
1000 x .16 = 160 households will receive surveys

Zip Code Area C
1000 x .51 = 510 households will receive surveys

You now know the “sample size” for each zip code in your area for this survey.

4.

To determine who should receive a survey.

a) Obtain a phone directory or other directory that contains an accurate list of names and **mailing** addresses for most of your service population. You might also be able to obtain voter registration lists from the county clerk for a fee. They may also be willing or able to provide their lists on disk or printed out on labels. You want to make sure the list doesn't exclude major sub-populations; e.g. people without telephones; illegal aliens; etc. You may want to combine lists from several sources. Also make sure the addresses you have are "mailing" addresses since many post offices won't deliver to street addresses if the postal patron has a box. You may want to check with your local postmasters to determine their policies and also give them some advance notice that a survey will be forthcoming.

b) Go through the list and manually cross out non-residential listings.

c) Determine the total number of persons in the service area you wish to survey.

Example: 7000 persons

d) Divide this number (7000) by 1000. The answer will be your “systematic sampling” number to determine who on the list will receive a survey.

Example:

The total population of the service area is 7,000. 7,000/1000 = 7. You'll select every seventh resident on the list or labels. Before you start counting, you need a random starting point to begin your count.

e) Using either a "random numbers table" (usually available from your local high school or college) or, less scientifically but more simply, picking a number from one to 10, you'll now determine your starting point.

Example:

Let's say you picked the number six. Starting with the sixth residential listing in the directory, you'll now select every seventh listing (Step 4d): listing 6, 13, 20, 27, 34, and so on until you reach 1000 listings.

Note: Given the size and nature of many rural service areas, it is often difficult to find all residents listed in one directory. If this is the case in your service area, simply use the number of surveys per zip code area determined in Step 3 to determine how many listings from each directory you need to systematically select.

Example:

Only Zip Codes A and B are contained in your local phone directory, and the number of residents living in Zip Codes A and B comprise 49 percent (see Step #2) of the total services are population. Now using our example in Step 4d-e, begin with the number 6 and select every seventh listing until 490 listings (49 percent of 1000) have been selected. If you have to use several directories or lists, just make sure you take a proportionate sample from each. You are now ready to mail your survey.

5.

When you mail the survey, you'll want to send along a brief cover letter to explain the purpose of the survey and to motivate them to complete and return the survey as soon as possible. On page 77, you will see a sample cover letter as an example. You should also include a self addressed stamped envelope. (SASE) in which respondents can return the survey to you. An SASE will improve your response rate by simplifying the response process. A simple rule of thumb regarding direct mail response:

The fewer steps involved in completing and returning reply mail, the greater the response will be.

The return envelope should also be numbered so you can track who and who has not returned surveys. To do this, simply:

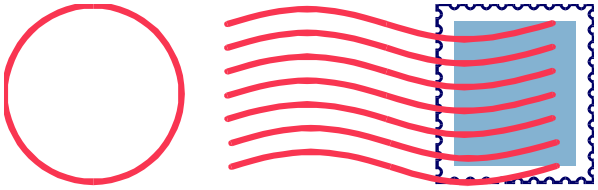
a) Number all the addresses on your mailing list in serial fashion.

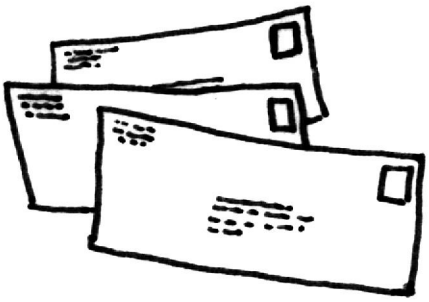
b) Write the assigned number for each addressee on his/her return envelope and on the survey.

c) As surveys are returned, check the number on the return envelope or survey and cross out the name on your mailing list which has been assigned that same number. The numbering system also helps prevent "ballot box stuffing", by providing you with a simple, fail-safe way to detect duplicate or unauthorized surveys, which have been known to make their way into surveys that are about sensitive or controversial issues.

Typically, the majority of survey recipients who intend on responding to the survey will do so within two to three weeks of receiving the survey. If you have not reached your targeted number of returns (40 percent response-400 fully completed and returned surveys is suggested for +/- 5% @95% confidence level), you should begin follow up activities. This can be done either by making a reminder phone call to or by sending another survey and a reminder letter to those from your survey list who have not returned a survey. To improve your survey response rate, you will want to do some promotion and publicity work prior to and after mailing out the survey. Those communities, which realized quickest response times – reaching at least 40 percent response in the shortest period of time – used a combination of press releases, radio and/or newspaper ads, and flyers.

Postage





Regarding postage, what postal delivery class you wish to utilize is your decision. But a word of caution about bulk mail: In most instances, the post office will not return “non deliverables” to senders for bulk mailings, and when you are trying to determine which non-respondents to target with survey follow up activities, knowing which addressees are non-deliverables can save you time and money in your follow up.

Always check with the local postmasters in your service area to determine local delivery policies and to give them advance notice (warning) that a survey will be distributed.

Sample Cover Letter

If you can personalize the letter using each respondent's name and address rather than "resident" or "occupant", etc., do so. People are more likely to acknowledge letters directly addressed to them. Keep the letter to one page maximum.

(Sample Letter)

Green Creek Mountain Clinic

101 Meanwhile
Back at the Ranch, Idaho
80000

May 15, 2000

Dear Area Resident:

This letter concerns the future of health care in (name of your service area). Your help is critical.

You are probably aware of many problems facing health care, particularly rural health care in America. Unfortunately, many of the same things that threaten health care services in other rural areas, threaten our local health care system as well. But we believe, with your help, we can maintain and improve health care services in (name of your service area).

All we ask is that you take a few moments to answer the very important questions in the enclosed survey. Your response is critical because this survey is only being sent to 1000 residents in (name of your service area), and your comments will represent the opinions of 5-10 individuals (to determine this range, divide your service area population by 1000 surveys) in your community. Your answers are kept confidential. The number on the questionnaire is only for checking your name off the mailing list when you return the survey. Your name will never be associated with your responses. Once you complete your survey, simply return it as soon as possible in the self-addressed, postage paid return envelope provided for your convenience.

The results of this survey will be made available to local health care providers, local leaders and interested residents. If you have any questions, simply call (name of contact person) at (phone number) during business hours.

Thank you for your assistance. Your input will make a difference!

Sincerely,

Your name, title
Organization

Processing Survey Responses

You have a couple of choices when it comes to processing the survey responses and compiling the data. If you are simply planning on comparing the number of respondents who answered one way or another per question, you can elect to do this yourself manually; however, if you really want to get the most from your data, by comparing multiple responses or variables, you should either enter and analyze the data yourself or consider contracting with a college, university or other agency practiced in research to compile and prepare the data for you. Many outside agencies will charge you only a nominal fee based on the number of questions and number of respondents.

If you choose to contract with an outside agency, have them review your survey questions before you mail out the survey. Many of these agencies utilize a certain response "coding" system to fit their particular computer program capabilities, and they may want to modify each question's response categories. In addition, they may prefer that responses be mailed directly to them so they can compile the responses as they are returned.

If you would like to have an outside agency compile your data for you and are unable to locate such an agency in your area, call the Mountain States Group at (1-208-336-5533 extension 235). We have extensive experience in conducting rural health market surveys.

MARKET SURVEY REPORT

When preparing your report, we suggest you emphasize graphics along with text. Market surveys lend themselves very well to a variety of graphs and charts. You will find graphs present the data in a much more concise and digestible manner than text and are much more effective in presentations. Text can be used to clarify and reveal greater analysis.

Typically a report includes a description of survey's purpose, who received the survey, how it was distributed, how many responded, a brief summary of the highlights, and the actual responses to each question. To insure the respondents are representative of the area population, you might want to compare the age/sex distribution of reported households to current population estimates (data obtainable from the U.S. Census Bureau). A market survey report should include the frequencies (numbers) or distribution (percentages) of responses for each question. Sometimes it is useful to compare responses to two or more questions (cross tabulations). Avoid biases and "politically correct" conclusions. [iii]

Preparation of an "Executive Summary" is typically a good way to share the data gathered with the public and the media. A press release that contains the highlights of the survey is a good way to provide feedback to those who took the time to complete the survey. It is also wise to thank those that responded. Appendix A contains a "sample" of an "Executive Summary" that could be used for a press release.

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APPENDIX A

_____ COUNTY
COMMUNITY MARKET SURVEY

The _____ staff and the administration and board at _____ Hospital developed a community market survey instrument for distribution to _____ County residents. In _____, _____ surveys were sent to a random sample of _____ County residents. After several weeks when the response rate was only 15%, a decision was made to follow-up with non-respondents in the hopes of increasing the number of surveys returned. In _____, another _____ surveys were sent to a random sample of non-respondents. A total of _____ surveys were returned for a response rate of _____%.

The following report provides an Executive Summary and the actual aggregated data for each question on the survey instrument.

EXECUTIVE SUMMARY

Roughly _____ of the respondents have resided in _____ County less than 10 years; another _____ between 10 and 25 years; close to _____ between 25 and 50 years; and the remaining _____ have resided in _____ County over 50 years. Over _____ have an annual income of $_____ or more. Roughly __ out of __ have private insurance with most having some form of _____. _____ percent (__%) felt it was extremely important that _____ Hospital remain open and most prefer to use _____ Hospital for a variety of services. If they did use other hospitals, they did so primarily because services were not available or they were referred by a local physician. Most rated aspects of _____ Hospital as excellent (selected 1 or 2 on a 4 point scale). Most personal physicians were located in _____ and most rated overall physician care as excellent (selected 1 or 2 on a 4 point scale). Slightly more than _____ would seek care elsewhere because of concerns about physician assistants. The high cost of health care was an issue along with access and availability of after hour services and more physicians.

<u>Utilization</u>

Respondents chose the local _____ Hospital for ___% of their hospitalizations, somewhat better then the median of ___% for other communities in the _____. Close to _____ hospitalizations occurred in _____ and another ___% went to _____. Market share is related to the location of the respondent's personal physician. While __% of respondents indicated their personal physician resided in _____ (or _____ in combination with other communities), __% of these respondents were

hospitalized in _____. Only __% of the respondents with a non-local personal physician were hospitalized locally. If __% of the total market area is selecting _____ Hospital for its hospitalization, who is leaving and why are they going elsewhere?

Who is leaving?

People with incomes greater than $_____ are slightly more likely than those with lower incomes to seek care locally. Those individuals who appear to be leaving the area almost _____ as much as staying are in the $_____-$_____ annual income range.

Roughly __% of Medicare patients who answered the survey went to _____ Hospital while __% sought care elsewhere (___ went to _____ and ___ went to _____). Private insurance patients are slightly more inclined to seek care locally versus out of town (__% versus __%).

Why are they leaving?

About __% of those not choosing _____ Hospital for care said they did so because they perceived that the services they needed were not provided there. A combined __% responded that either specialty staff or equipment was not available at _____ Hospital. Another __% said their local physician referred them out and approximately __% said a non-local physician referred them away.

Physician Market Share

__% of respondents indicated they had a personal physician, and __% stated their physician was located in _____. Another __% selected _____ in combination with other communities and another __% selected _____. Of all physician or mid-level reported visits (_____), __% took place in _____, __% in _____, and __% in _____. The two predominant reasons why respondents saw physicians outside of _____ were that services/specialty were not provided locally (__%) and referred by a local physician (__%).

When people sought specialty physician services out of the area, they primarily needed _____, _____, and _____. Fewer left for _____, _____, and _____.

Satisfaction Ratings

Hospital Satisfaction

When asked which hospital would they prefer to use for emergency room, inpatient, surgery, outpatient, and home health services, respondents

overwhelmingly selected _____ Hospital. Services provided by _____ and _____ hospitals were also listed to a much lesser degree.

When asked to rate _____ Hospital in various areas, building cleanliness was rated as excellent/good (1 or 2) by __% of all respondents. Other hospital areas that were rated high (either a "1" or "2") include _____ (__%), _____ (__%), _____ (__%), _____ (__%), _____ (__%), and _____ (__%). _____ and _____ were the two top areas that respondents rated as poor ("4").

Physician Satisfaction

When asked to rate certain aspects of overall physician care provided in _____, __% rated quality of care either excellent/good ("1" or "2"). Other highly rated aspects include _____ (__%), _____ (__%), _____ (__%), _____ (__%), and _____ (__%). _____ and _____ were the two top areas that respondents rated as poor ("4").

Satisfaction with Health Care in _____

Roughly __% of the respondents were "Very Satisfied" with the _____. Ratings of "Very Satisfied" for other services included: _____ (__%), _____ (__%), _____ (__%), _____ (__%), and _____ (__%). The top three aspects of health care that received a "Dissatisfied" response were _____ (__%), _____ (__%), and _____ (__%).

Slightly over _____ of respondents (__%) said they would seek health care services elsewhere because they have concerns about seeing a physician assistant.

<u>Serious Problems</u>

_____ (__%) was the most frequently named "serious problem" identified by survey respondents. Other serious problems named included _____ (__%), _____ (__%), _____ (__%), _____ (__%), and _____ (__%). With the exception of "_____", most respondents selected "not a problem" more than "serious problem". A fair number selected "mild" for all categories.

<u>Hospital Support</u>

Over __% of those responding felt it was extremely important the _____ Hospital remain open. When asked how they felt about the amount of tax dollars spent on medical care in _____, __% "Don't know", __% felt it was "About right", and __% each felt it was either "Too much" or "Too little".

[i] Creative Research Systems; http://www.surveysystem.com/sdesign.htm; 11/17/1999.
[ii] FSG Research; http://www.fcul.com/research/memsvys.htm; 11/17/99.
[iii] Visionary Marketing; http://www.webcom.com/ygourven/quest12.html; 11/17/99