

## Consumer Survey Plan for Hospital / HealthCare System – Sample

The purpose of a one page consumer survey plan is to ensure that all stakeholders agree on the objectives of the survey, including what is most critical to know and from which customer groups. Frequently, hospitals create long surveys in an attempt to solve multiple challenges. This happens as different stakeholders review a survey and then suggest additions in the spirit of “since we’re doing this, it would be good to know...” A survey needs to be short for consumers to respond.

This is an example of consumer survey plan for healthcare system that focused on serving a mainly lower income Hispanic population and wanted to understand if they could broaden their target market with a retail clinic to a non-Hispanic population, new Hispanic populations, or serve their existing patients in new ways.

<b>Objectives</b>	<ul style="list-style-type: none"> <li>✓ Confirm the overall interest and consumer demand for a limited service clinic located in a chain drug store in zip code xxxxx</li> <li>✓ Test the interest in a limited service offering with NPs (vs MDs) for:               <ul style="list-style-type: none"> <li>▪ current provider patients in a new location</li> <li>▪ patients aware of provider but not patients with provider</li> <li>▪ patients not aware of provider</li> </ul> </li> <li>✓ Test a drug store location in a particular zip code</li> </ul>
<b>Online panels</b>	<ul style="list-style-type: none"> <li>✓ Both panels to be surveyed from the following zip codes: Zip code list here</li> <li>✓ Online Panel 1 – 250 Hispanic with income to match the national sample</li> <li>✓ Online Panel 2 – 250 People of any ethnic descent with income to match the national sample</li> <li>✓ Online Panel 3 – 250 People who had used the healthcare provider</li> </ul>
<b>Paper-based survey panels</b>	<ul style="list-style-type: none"> <li>✓ Paper Panel 1 – 250 respondents for an English survey on paper to be distributed to shoppers near the potential location – at a transit location to reach low-income respondents</li> <li>✓ Paper Panel 2 – 250 respondents for an Spanish survey on paper to be distributed to shoppers near the potential location – at a transit location to reach low-income respondents</li> <li>✓ Paper surveys to be entered into the survey tool manually</li> </ul>
<b>Other information on respondents</b>	<ul style="list-style-type: none"> <li>✓ Income, zip code of home, zip code of work, number of children at home between the ages of 2-21, specific ethnicity</li> <li>✓ Which local pharmacies do they fill prescriptions or buy OTC at: Longs, RiteAid, Walgreens, Target, Safeway, CostCo, and Wal-Mart</li> </ul>
<b>Costs: panel, deployment, data input and translations</b>	<ul style="list-style-type: none"> <li>✓ Online survey with panels above</li> <li>✓ Paper survey – provider to distribute 250 surveys to patients using ED service for acute episodic care – handed out post-visit by receptionist</li> <li>✓ Translation of survey into Spanish – tbd</li> <li>✓ Costs – Likely \$12 per paper survey (collected and data entry); \$7 per online survey</li> </ul>