

Additional Questions for The Hospital Retail Clinic Toolkit Consumer Survey

These questions allow a hospital to understand how a consumer might make tradeoffs between different options.

To create these questions, first determine which 2-4 options you are considering. For example, are you weighing the demand of a drug store versus a grocery store location? One specific retailer versus another? Different prices? The “price tag” of waiting? Or using a doctor versus a nurse?

These questions are designed to understand tradeoffs with price, waiting time, NP vs. MD, and location of care (retail location, doctor’s office, emergency room). The fundamental assumption is that most people prefer their own doctor, in their doctor’s office, at the lowest price with no waiting. The set of questions are asked first for an adult’s own care and then for their child.

The reason to ask “would you really choose this option” is that it allows you to read only “true” answers that consumers believe reflect their own choices and decisions.

1. Of the following options, which are you most likely to choose when you have a very sore throat and think that you might need a prescription? Please choose only one.
 - a. A nurse practitioner; \$45 consumer payment; at grocery/drug store clinic; same day appointment; total travel/wait/appointment time 30 minutes or less
 - b. Your family doctor; \$25 consumer payment; at your doctor’s office; next day appointment; total travel/wait/appointment 2 hours
 - c. A nurse practitioner; \$25 consumer payment; at your doctor’s office; same day appointment; total travel/wait/appointment 2 hours
 - d. A doctor (not your own); \$45 consumer payment; at the emergency department; same day; total travel/wait/appointment 3 hours

2. Would you really choose this option?
 - a. Yes
 - b. No

3. Of the following options, which are you most likely to choose when you have a very sore throat and think that you might need a prescription? Please choose only one.
 - a. A nurse practitioner; \$25 consumer payment; at your doctor’s office; next day appointment; total travel/wait/appointment 2 hours or less
 - b. Your family doctor; \$55 consumer payment; at your doctor’s office; same day appointment; total travel/wait/appointment time 2 hours or less

- c. A doctor (not your own); \$55 consumer payment; at grocery/drug store clinic; same day appointment; total travel/wait/appointment time 30 minutes or less
 - d. A nurse practitioner; \$45 consumer payment; at grocery/drug store clinic; same day appointment; total travel/wait/appointment time 30 minutes or less
4. Would you really choose this option?
- a. Yes
 - b. No
5. Of the following options, which are you most likely to choose when you have a very sore throat and think that you might need a prescription? Please choose only one.
- a. A nurse practitioner; \$25 consumer payment; at the emergency department; same day appointment; total travel/wait/appointment 3 hours
 - b. A doctor (not your own); \$55 consumer payment; at the emergency department; same day appointment; total travel/wait/appointment time 2 hours or less
 - c. A nurse practitioner; \$45 consumer payment; at grocery/drug store clinic; same day appointment; total travel/wait/appointment time 30 minutes or less
 - d. Your family doctor; \$25 consumer payment; at your doctor's office; next day appointment; total travel/wait/appointment time 3 hours
6. Would you really choose this option?
- a. Yes
 - b. No
7. Do you have dependent children?
- a. Yes
 - b. No – (If no terminate survey here.)
8. Of the following options, which are you most likely to choose when your child has a middle ear infection and you think your child might need a prescription? Please choose only one.
- a. A nurse practitioner; \$45 consumer payment; at grocery/drug store clinic; same day appointment; total travel/wait/appointment time 30 minutes or less
 - b. Your family doctor; \$25 consumer payment; at your doctor's office; next day appointment; total travel/wait/appointment 2 hours
 - c. A nurse practitioner; \$25 consumer payment; at your doctor's office; same day appointment; total travel/wait/appointment 2 hours
 - d. A doctor (not your own); \$45 consumer payment; at the emergency department; same day; total travel/wait/appointment 3 hours

9. Would you really choose this option?

- a. Yes
- b. No

10. Of the following options, which are you most likely to choose when your child has a middle ear infection and you think your child might need a prescription? Please choose only one.

- a. A nurse practitioner; \$25 consumer payment; at your doctor's office; next day appointment; total travel/wait/appointment 2 hours or less
- b. Your family doctor; \$55 consumer payment; at your doctor's office; same day appointment; total travel/wait/appointment time 2 hours or less
- c. A doctor (not your own); \$55 consumer payment; at grocery/drug store clinic; same day appointment; total travel/wait/appointment time 30 minutes or less
- d. A nurse practitioner; \$45 consumer payment; at grocery/drug store clinic; same day appointment; total travel/wait/appointment time 30 minutes or less

11. Would you really choose this option?

- a. Yes
- b. No

12. Of the following options, which are you most likely to choose when your child has a middle ear infection and you think your child might need a prescription? Please choose only one.

- a. A nurse practitioner; \$25 consumer payment; at the emergency department; same day appointment; total travel/wait/appointment 3 hours
- b. A doctor (not your own); \$55 consumer payment; at the emergency department; same day appointment; total travel/wait/appointment time 2 hours or less
- c. A nurse practitioner; \$45 consumer payment; at grocery/drug store clinic; same day appointment; total travel/wait/appointment time 30 minutes or less
- d. Your family doctor; \$25 consumer payment; at your doctor's office; next day appointment; total travel/wait/appointment time 3 hours

13. Would you really choose this option?

- a. Yes
- b. No