**AHRQ Hospital-Public Report (H-PR) Survey**

Version 1.0, July 2011

Survey formatting notes:

* Survey directions are in blue (i.e., anything blue is not visible in survey).
* “Page x” refers to a new survey page.
* Survey Pages 1 and 2 appear for all respondents. After Page 2, the survey branches to separate question sets for each Persona on Page 1. The answer to “What best describes you?” on Page 1 determines which question set is presented to the respondent. In the document below, each Persona-specific question set starts with a new header and new document page.
* For Patients (including Health Care Professionals who indicate that they are “Choosing a hospital for myself”) and Friend or Family Members, survey software can be programmed to show a subset of survey pages. For example, survey software can be programmed to show only three of the five question topics (Purpose of Visit, Topics of Interest, Using the Website, What would you like added or changed, Demographic questions) and can be programmed to choose which three to show at random.

Survey invitation [pops up upon arrival at the Webpage where code for the popup is inserted]

**We’d like your feedback.**

Your participation in this 2-minute survey will help improve this nonprofit website, making it easier for everyone to find a good hospital.

The survey will appear at the end of your website visit.

**Take Our Survey** No Thanks

All website visitors are being asked only once to participate in this research survey and participation is voluntary. All results are strictly confidential and anonymously collected. If you have any questions about the survey, please contact us at: youremailhere@xxxx.com

If a visitor agrees to take the survey by selecting “Take our survey,” the survey window opens behind the open browser window and the visitor can continue the visit without further interruption. The survey window remains open to be completed later.

Page 1

**Thank you for agreeing to participate in our survey!**

Please answer these questions **after you complete** your website visit.

Item 1

[This is a required question]

What best describes you? I am a:

Patient (or an interested member of the public) [branch to PATIENT questions]

Friend or family member of a patient [branch to FRIEND OR FAMILY MEMBER questions]

Health care professional (for example, doctor, nurse, hospital executive) [branch to HEALTH CARE PROFESSIONAL questions]

Employer or Labor Union representative [branch to EMPLOYER OR LABOR UNION questions]

Insurer [branch to INSURER questions]

Other (for example, media, advocate, elected official, researcher, etc.) [branch to OTHER questions]

Page 2

20% complete

Item 1

How would you rate your experience using the website?

|  |  |  |
| --- | --- | --- |
| Poor |  | Excellent |
|  |  |  |  |  |  |  |  |  |  |  |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Item 2

How easy was it to use the website?

(for example, not too many clicks, easy to search the website)

|  |  |  |
| --- | --- | --- |
| Very Difficult |  | Very Easy |
|  |  |  |  |  |  |  |  |  |  |  |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

**PATIENT (or interested member of the public)**

Page 3

30% complete

**Purpose of your visit**

Item 1

What was the primary purpose of your visit to the website today? To:

(choose only one)

Choose the best hospital for myself or compare hospitals

See how good my hospital is

Prepare for a talk with my doctor

Get information for my family or friends [branch to FRIEND OR FAMILY MEMBER]

Learn about a particular disease

Get practical information about a hospital (phone number, location)

Find out how much I would have to pay at a hospital

Other: [free text]

Item 2

Were you able to accomplish the primary purpose of your visit?

Definitely

Mostly

Only partially

Not at all

Item 3

Did you have other reasons (in addition to the primary reason above) for your visit today? To:

(choose all that apply)

Choose the best hospital for myself or compare hospitals

See how good my hospital is

Prepare for a talk with my doctor

Get information for my family and friends

Learn about a particular disease

Get practical information about a hospital (phone number, location)

Find out how much I would have to pay at a hospital

No, I had no other reason

Other: [free text]

Page 4

40% complete

**Topics of interest to you**

Item 1

What medical conditions are you looking for information about today?

(choose all that apply)

Heart disease (for example, heart attacks or heart failure)

Surgery (for example, hip or knee replacement, or gallbladder surgery)

Obstetrics and gynecology (for example, having a baby)

Pediatric conditions

Cancer

Asthma

Pneumonia

None of the above

Other: [free text]

Item 2

What types of information about hospital care are you looking for today?

(choose all that apply)

How often complications or errors occur

How often infections occur

How patients rate their care (for example, how many patients would recommend the hospital)

How often patients survive

How often patients get the correct care (for example, how many stroke patients get the right medicine)

None of the above

Other: [free text]

Page 5

50% complete

**Using information from the website**

Item 1

How likely are you to use the website information now to choose a hospital or change hospitals?

Very likely

Likely

Unlikely [branch to page 6]

Very unlikely [branch to page 6]

Item 2

How likely are you to use the website information to have a conversation with your doctor or other health care provider?

Very likely

Likely

Unlikely

Very unlikely

Item 3

What do you like about the website?

(choose all that apply)

The number of hospitals included

The range of conditions and treatments included

Information provided about quality of care (for example, whether the right treatments were given)

Information about how to talk to your doctor

Information about how to choose a doctor

Nothing (I do not like anything about the website)

Other: [free text]

Item 4

If you searched using Google (or Yahoo, Bing, or other search engine) to get to the website, did you search for a:

Specific hospital (for example, “St. Francis Medical Center”)

Website comparing hospitals

Medical problem or treatment (for example, “heart failure” or “high blood sugar”)

I did not use Google or another search engine

I do not know

Other: [free text]

Page 6

55% complete

Item 1

Why are you unlikely to use the information to choose a hospital?

(choose all that apply)

I do not have a choice of hospitals

I do not need to choose a hospital or change hospitals at this time

The information provided is not specific to my personal health condition

Other factors are more important in my decision making

The information provided does not cover the specific hospital I want to know about

The information provided did not seem trustworthy

The information is confusing or difficult to understand

Other: [free text]

Page 7

75% complete

**What would you like added or changed?**

Item 1

What additional information would make the website more useful? More information about:

(choose all that apply)

How well the hospital treats my specific medical condition

How well the hospital does my specific surgery or procedure

How much I would pay

Practical aspects of the hospital (for example, phone number, location)

Comments from people who have been patients at the hospital

Hospitals that are not currently on the website

Individual doctors within a hospital

No other information

Other: [free text]

Item 2

What would make the website easier for youto use?

(choose all that apply)

Provide a different way of searching the website

Provide a different way of sorting the results on the website

Make the information easier to understand (for example, fewer technical terms)

Make it easier to find the best hospital

Require fewer clicks to get information that I want

Other: [free text]

Item 3

Please use this box to add details about your choices in the prior two questions or comments about how to make the website more useful to you.

[Free text box]

Item 4

How likely are you to visit the website again?

Very likely

Likely

Unlikely

Very unlikely

Page 8

85% complete

**A few last questions about you**

Item 1

What is your age?

<18 years old

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 or older

Item 2

Are you male or female?

Male

Female

Item 3

Are you of Hispanic or Latino descent?

Yes, Hispanic or Latino

No, not Hispanic or Latino

Item 4

What is your race?

White

Black or African American

Asian

Native Hawaiian or Other Pacific Islander

American Indian or Alaska Native

Other

Item 5

What is the highest grade or level of school that you have completed?

8th grade or less

Some high school but did not graduate

High school graduate or GED

Some college or 2-year degree

4-year college graduate

More than 4 year-college degree

Item 6

What type of health insurance do you have?

(choose only one)

Private insurance (i.e., from your employer or purchased by you)

Medicare

Medicaid

No insurance

I don’t know

Other: [free text]

**HEALTH CARE PROFESSIONAL**

Page 9

40% complete

**Purpose of your visit**

Item 1

What was the primary purpose of your visit to the website today? To:

(choose only one)

See how my hospital is performing

Compare my hospital’s performance to other hospitals’ performance

Choose a hospital to make a patient referral

Choose a hospital for myself [branch to HEALTH CARE PROFESSIONAL (CHOOSE A HOSPITAL FOR MYSELF)]

Get practical information about a hospital (phone number, location)

Other: [free text]

Item 2

Were you able to accomplish the primary purpose of your visit?

Definitely

Mostly

Only partially

Not at all

Item 3

Did you have other reasons (in addition to the primary reason above) for your visit today? To:

(choose all that apply)

See how my hospital is performing

Compare my hospital’s performance to other hospitals’ performance

Choose a hospital for the purposes of making a patient referral

Choose a hospital for myself

Get practical information about a hospital (phone number, location)

No, I had no other reason

Other: [free text]

Page 10

60% complete

**What would you like added or changed?**

Item 1

What additional information would make the website more useful? More information about:

(choose all that apply)

Quality measures that are not currently included

Quality by inpatient service (for example, intensive care unit, pediatric unit)

Costs for patients (for example, cost of a procedure, cost of a hospital stay)

Methodology used to calculate performance measures (for example, risk adjustment methods)

Detailed results for each hospital (for example, sample size or 95% confidence intervals around their performance)

Hospitals that are not currently on the website

Individual doctors within a hospital

No other information

Other: [free text]

Item 2

What would make the website easier for you to use?

(choose all that apply)

Provide a different way of searching the website

Provide a different way of sorting the results on the website

Make the information easier to understand (for example, fewer technical terms)

Make it easier to find the best hospital

Require fewer clicks to get information that I want

Other: [free text]

Item 3

Please use this box to add details about your choices in the prior two questions or comments about how to make the website more useful to you.

[Free text box]

Item 4

How likely are you to visit the website again?

Very likely

Likely

Unlikely

Very unlikely

Page 11

80% complete

**A few last questions about you**

Item 1

Are you a:

(choose all that apply)

Physician [branch to page 35, for specialty question]

Nurse

Nurse practitioner [branch to page 35, for specialty question]

Pharmacist

Social worker

Executive

Quality manager

Other: [free text]

Item 2

What is your age?

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 or older

Item 3

If you searched using Google (or Yahoo, Bing, or other search engine) to get to the website, did you search for a:

Specific hospital (for example, “St. Francis Medical Center”)

Website comparing hospitals

Medical problem or treatment (for example, “heart failure” or “high blood sugar”)

I did not use Google or another search engine

I do not know

Other: [free text]

Item 4

What is the ZIP Code at your primary workplace?

**FRIEND OR FAMILY MEMBER**

Page 12

30% complete

Item 1

I am looking for information for a:

(choose all that apply)

Family member

Non-family member

Child (under 18 years)

Non-senior adult (18-65 years)

Senior (65+)

Non-English speaker. Please specify language spoken: [free text]

Page 13

40% complete

**Purpose of your visit**

Item 1

What was the primary purpose of your visit to the website today? To:

(choose only one)

Choose the best hospital or compare hospitals

See how good a specific hospital is

Prepare for a talk with a doctor

Learn about a particular disease

Get practical information about a hospital (phone number, location)

Find out how much one would have to pay at a hospital

Other: [free text]

Item 2

Were you able to accomplish the primary purpose of your visit?

Definitely

Mostly

Only partially

Not at all

Item 3

Did you have other reasons (in addition to the primary reason above) for your visit today? To:

(choose all that apply)

Choose the best hospital or compare hospitals

See how good a specific hospital is

Prepare for a talk with a doctor

Learn about a particular disease

Get practical information about a hospital (phone number, location)

Find out how much one would have to pay at a hospital

No, I had no other reason

Other: [free text]

Page 14

50% complete

**Topics of interest to you**

Item 1

What medical conditions are you looking for information about today?

(choose all that apply)

Heart disease (for example, heart attacks or heart failure)

Surgery (for example, hip or knee replacement, or gallbladder surgery)

Obstetrics and gynecology (for example, having a baby)

Pediatric conditions

Cancer

Asthma

Pneumonia

None of the above

Other: [free text]

Item 2

What types of information about hospital care are you looking for today?

(choose all that apply)

How often complications or errors occur

How often infections occur

How patients rate their care (for example, how many patients would recommend the hospital)

How often patients survive

How often patients get the correct care (for example, how many stroke patients get the right medicine)

None of the above

Other: [free text]

Item 3

What type of health insurance does your friend or family member have?

(choose one)

Private insurance (i.e., from his or her employer or that he or she purchased)

Medicare

Medicaid

No insurance

I don’t know

Other: [free text]

Page 15

60% complete

**Using information from the website**

Item 1

How likely are you to use the website information now to help your friend or family member to choose a hospital or change hospitals?

Very likely

Likely

Unlikely [branch to page 16]

Very unlikely [branch to page 16]

Item 2

How likely are you or your friend or family member to use the website information to have a conversation with a doctor or other health care provider?

Very likely

Likely

Unlikely

Very unlikely

Item 3

What do you like about the website?

(choose all that apply)

The number of hospitals included

The range of conditions and treatments included

Information provided about quality of care (for example, whether the right treatments were given)

Information about how to talk to a doctor

Information about how to choose a doctor

Nothing (I do not like anything about the website)

Other: [free text]

Item 4

If you searched using Google (or Yahoo, Bing, or other search engine) to get to the website, did you search for a:

Specific hospital (for example, “St. Francis Medical Center”)

Website comparing hospitals

Medical problem or treatment (for example, “heart failure” or “high blood sugar”)

I did not use Google or another search engine

I do not know

Other: [free text]

Page 16

65% complete

Item 1

Why are you unlikely to use the information to help your friend or family member choose a hospital?

(choose all that apply)

My friend or family member does not have a choice of hospitals

He or she does not need to choose a hospital or change hospitals at this time

The information provided is not specific to his or her personal health condition

Other factors are more important in the decision making

The information provided does not cover the specific hospital he or she wants to know about

The information provided did not seem trustworthy

The information is confusing or difficult to understand

Other: [free text]

Page 17

80% complete

**What would you like added or changed?**

Item 1

What additional information would make the website more useful? More information about:

(choose all that apply)

How well the hospital treats the specific medical condition my friend or family member has

How well the hospital does the specific surgery or procedure my friend or family member needs

How much my friend or family member would pay (for example, cost of a procedure or cost of a hospital stay)

Practical aspects of the hospital (for example, phone number, location)

Comments from people who have been patients at the hospital

Hospitals that are not currently on the website

Individual doctors within a hospital

No other information

Other: [free text]

Item 2

What would make the website easier for you to use?

(choose all that apply)

Provide a different way of searching the website

Provide a different way of sorting the results on the website

Make the information easier to understand (for example, fewer technical terms)

Make it easier to find the best hospital

Require fewer clicks to get information that I want

Other: [free text]

Item 3

Please use this box to add details about your choices in the prior two questions or comments about how to make the website more useful to you.

[Free text box]

Item 4

How likely are you to visit the website again?

Very likely

Likely

Unlikely

Very unlikely

Page 18

90% complete

**A few last questions about YOU**

Item 1

What is *your* age?

<18 years old

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 or older

Item 2

Are *you* male or female?

Male

Female

Item 3

What is the highest grade or level of school that *you* have completed?

8th grade or less

Some high school but did not graduate

High school graduate or GED

Some college or 2-year degree

4-year college graduate

More than 4 year-college degree

**EMPLOYER/LABOR UNION**

Page 19

40% complete

Item 1

Are you a(n):

Employer [show item 1 on page 20]

Labor Union Representative

Page 20

50% complete

Item 1 [only shown for Employers]

Where do you work in your company?

Human resources

Finance

Other senior management

Other: [free text]

Item 2

What was the primary purpose of your visit to the website today? To:

(choose only one)

Choose hospitals to include in the network for my employees or members

Learn about the quality of a hospital (or hospitals) for my employees or members

Learn about comparative costs of hospitals for my employees or members

Provide information to my employees or members

Get information for myself

Get information for family or friends

Get practical information about a hospital (phone number, location)

Other: [free text]

Item 3

Were you able to accomplish the primary purpose of your visit?

Definitely

Mostly

Only partially

Not at all

Item 4

Any comments?

[Free text box]

Item 5

Did you have other reasons (in addition to the primary reason above) for your visit today? To:

(choose all that apply)

Choose hospitals to include in the network for my employees or members

Learn about the quality of a hospital (or hospitals) for my employees or members

Learn about comparative costs of hospitals for my employees or members

Provide information to my employees or members

Get information for myself

Get information for family or friends

Get practical information about a hospital (phone number, location)

No, I had no other reason

Other: [free text]

Item 6

How likely are you to visit the website again?

Very likely

Likely

Unlikely

Very unlikely

Item 7

Any comments?

[Free text box]

Item 8

What would make the website more useful to you? [free text]

Item 9

If you searched using Google (or Yahoo, Bing, or other search engine) to get to the website, did you search for a:

Specific hospital (for example, “St. Francis Medical Center”)

Website comparing hospitals

Medical problem or treatment (for example, “heart failure” or “high blood sugar”)

I did not use Google or another search engine

I do not know

Other: [free text]

**INSURER**

Page 21

35% complete

**Purpose of your visit**

Item 1

What was the primary purpose of your visit to the website today? To:

(choose only one)

Choose hospitals to include in your network

Assess the quality performance of hospitals **in your network**

Assess the cost performance of hospitals **in your network**

Assess the quality of hospitals **outside your network**

Assess the cost of hospitals **outside your network**

Make decisions about pay for performance or other financial incentive programs

Provide information to your enrollees

Get information for yourself

Get information for a friend or family member

Other: [free text]

Item 2

Were you able to accomplish the primary purpose of your visit?

Definitely

Mostly

Only partially

Not at all

Item 3

Did you have other reasons (in addition to the primary reason above) for your visit today? To:

(choose all that apply)

Choose hospitals to include in your network

Assess the quality performance of hospitals in your network

Assess the cost performance of hospitals in your network

Assess the quality of hospitals outside your network

Assess the cost of hospitals outside your network

Make decisions about pay for performance or other financial incentive programs

Provide information to your enrollees

Get information for yourself

Get information for a friend or family member

No, I had no other reason

Other: [free text]

Page 22

70% complete

**What would you like added or changed?**

Item 1

What additional information would make the website more useful? More information about:

(choose all that apply)

Quality measures that are not currently included

Quality by service line (for example, intensive care unit, pediatric unit)

Costs for patients (for example, cost of a procedure, cost of a hospital stay)

Methodology used to calculate performance measures (for example, risk adjustment methods)

Detailed results for each hospital (for example, sample size or 95% confidence intervals around their performance)

Hospitals that are not currently on the website

Individual doctors within a hospital

No other information

Other: [free text]

Item 2

What would make the website easier for you to use?

(choose all that apply)

Provide a different way of searching the website

Provide a different way of sorting the results on the website

Make the information easier to understand (for example, fewer technical terms)

Make it easier to find the best hospital

Require fewer clicks to get information that I want

Other: [free text]

Item 3

Please use this box to add details about your choices in the prior two questions or comments about how to make the website more useful to you.

[Free text box]

Item 4

How likely are you to visit the website again?

Very likely

Likely

Unlikely

Very unlikely

Item 5

If you searched using Google (or Yahoo, Bing, or other search engine) to get to the website, did you search for a:

Specific hospital (for example, “St. Francis Medical Center”)

Website comparing hospitals

Medical problem or treatment (for example, “heart failure” or “high blood sugar”)

I did not use Google or another search engine

I do not know

Other: [free text]

Item 6

What is the ZIP Code at your primary workplace?

**OTHER**

Page 23

35% complete

Item 1

Are you a: [branch from this question according to personae chosen below]

Member of the media (for example, TV, blog, print/online media) [branch to MEDIA]

Advocacy organization staff member [branch to ADVOCACY ORGANIZATION STAFF MEMBER]

Elected official or government worker [branch to ELECTED OFFICIAL OR GOVERNMENT WORKER]

Researcher [branch to RESEARCHER]

Foundation staff member [branch to FOUNDATION STAFF MEMBER]

Legal professional [branch to LEGAL PROFESSIONAL]

Other: [free text]

**MEDIA**

Page 24

40% complete

Item 1

What type of media do you work in?

TV

Print/online print

Blog

Radio

Other: [free text]

Item 2

What was the primary purpose of your visit to the website today? To:

(choose only one)

Compare hospitals

See how good a specific hospital is

Learn generally about the quality of the hospitals in a community

Learn generally about health care quality issues in a community

Look for an angle on a story

Create a synopsis of a quality report for my audience

Choose a hospital for myself

Choose a hospital for a friend or family member

Other: [free text]

Item 3

Were you able to accomplish the primary purpose of your visit?

Definitely

Mostly

Only partially

Not at all

Item 4

Did you have other reasons (in addition to the primary reason above) for your visit today? To:

(choose all that apply)

Compare hospitals

See how good a specific hospital is

Learn generally about the quality of the hospitals in a community

Learn generally about health care quality issues in a community

Look for an angle on a story

Create a synopsis of a quality report for my audience

Choose a hospital for myself

Choose a hospital for a friend or family member

No, I had no other reason

Other: [free text]

Item 5

What would make the website more useful to you?

[Free text box]

Item 6

If you searched using Google (or Yahoo, Bing, or other search engine) to get to the website, did you search for a:

Specific hospital (for example, “St. Francis Medical Center”)

Website comparing hospitals

Medical problem or treatment (for example, “heart failure” or “high blood sugar”)

I did not use Google or another search engine

I do not know

Other: [free text]

Item 7

What is the ZIP Code of your primary workplace?

**ADVOCACY ORGANIZATION STAFF MEMBER**

Page 25

40% complete

Item 1

What was the primary purpose of your visit to the website today? To:

(choose only one)

Compare hospitals

See how good a specific hospital is

Learn generally about the quality of the hospitals in a community

Learn generally about health care quality issues

Learn about health care quality for the population I represent

Provide information to the population I represent

Choose a hospital for myself

Choose a hospital for a friend or family member

Other: [free text]

Item 2

Were you able to accomplish the primary purpose of your visit?

Definitely

Mostly

Only partially

Not at all

Item 3

Did you have other reasons (in addition to the primary reason above) for your visit today? To:

(choose all that apply)

Compare hospitals

See how good a specific hospital is

Learn generally about the quality of the hospitals in a community

Learn generally about health care quality issues

Learn about health care quality for the population I represent

Provide information to the population I represent

Choose a hospital for myself

Choose a hospital for a friend or family member

No, I had no other reason

Other: [free text]

Item 4

What would make the website more useful to you?

[Free text box]

Item 5

If you searched using Google (or Yahoo, Bing, or other search engine) to get to the website, did you search for a:

Specific hospital (for example, “St. Francis Medical Center”)

Website comparing hospitals

Medical problem or treatment (for example, “heart failure” or “high blood sugar”)

I did not use Google or another search engine

I do not know

Other: [free text]

Item 6

What is the ZIP Code of your primary workplace?

**ELECTED OFFICIAL OR GOVERNMENT WORKER**

Page 26

40% complete

Item 1

What was the primary purpose of your visit to the website today? To:

(choose only one)

Compare hospitals

See how good a specific hospital is

Learn generally about the quality of the hospitals in a community

Learn generally about health care quality issues

Learn about health care quality for the population I represent

Provide information to the population I represent

Choose a hospital for myself

Choose a hospital for a friend or family member

Other: [free text]

Item 2

Were you able to accomplish the primary purpose of your visit?

Definitely

Mostly

Only partially

Not at all

Item 3

Did you have other reasons (in addition to the primary reason above) for your visit today? To:

(choose all that apply)

Compare hospitals

See how good a specific hospital is

Learn generally about the quality of the hospitals in a community

Learn generally about health care quality issues

Learn about health care quality for the population I represent

Provide information to the population I represent

Choose a hospital for myself

Choose a hospital for a friend or family member

No, I had no other reason

Other: [free text]

Item 4

What would make the website more useful to you?

[Free text box]

Item 5

If you searched using Google (or Yahoo, Bing, or other search engine) to get to the website, did you search for a:

Specific hospital (for example, “St. Francis Medical Center”)

Website comparing hospitals

Medical problem or treatment (for example, “heart failure” or “high blood sugar”)

I did not use Google or another search engine

I do not know

Other: [free text]

Item 6

What is the ZIP Code of your primary workplace?

**RESEARCHER**

Page 27

40% complete

Item 1

What was the primary purpose of your visit to the website today? To:

(choose only one)

Compare hospitals

See how good a specific hospital is

Learn generally about the quality of the hospitals in a community

Learn generally about health care quality issues

Learn about the methodology used for the measures reported on the website (for example, risk adjustment methods)

Choose a hospital for myself

Choose a hospital for a friend or family member

Other: [free text]

Item 2

Were you able to accomplish the primary purpose of your visit?

Definitely

Mostly

Only partially

Not at all

Item 3

Did you have other reasons (in addition to the primary reason above) for your visit today? To:

(choose all that apply)

Compare hospitals

See how good a specific hospital is

Learn generally about the quality of the hospitals in a community

Learn generally about health care quality issues

Learn about the methodology used for the measures reported on the website (for example, risk adjustment methods)

Choose a hospital for myself

Choose a hospital for a friend or family member

No, I had no other reason

Other: [free text]

Item 4

What would make the website more useful to you?

[Free text box]

Item 5

If you searched using Google (or Yahoo, Bing, or other search engine) to get to the website, did you search for a:

Specific hospital (for example, “St. Francis Medical Center”)

Website comparing hospitals

Medical problem or treatment (for example, “heart failure” or “high blood sugar”)

I did not use Google or another search engine

I do not know

Other: [free text]

Item 6

What is the ZIP Code of your primary workplace?

**FOUNDATION STAFF MEMBER**

Page 28

40% complete

Item 1

What was the primary purpose of your visit to the website today? To:

(choose only one)

Compare hospitals

See how good a specific hospital is

Learn generally about the quality of the hospitals in a community

Learn generally about health care quality issues

Learn about health care quality for a specific population

Choose a hospital for myself

Choose a hospital for a friend or family member

Other: [free text]

Item 2

Were you able to accomplish the primary purpose of your visit?

Definitely

Mostly

Only partially

Not at all

Item 3

Did you have other reasons (in addition to the primary reason above) for your visit today? To:

(choose all that apply)

Compare hospitals

See how good a specific hospital is

Learn generally about the quality of the hospitals in a community

Learn generally about health care quality issues

Learn about health care quality for a specific population

Choose a hospital for myself

Choose a hospital for a friend or family member

No, I had no other reason

Other: [free text]

Item 4

What would make the website more useful to you?

[Free text box]

Item 5

If you searched using Google (or Yahoo, Bing, or other search engine) to get to the website, did you search for a:

Specific hospital (for example, “St. Francis Medical Center”)

Website comparing hospitals

Medical problem or treatment (for example, “heart failure” or “high blood sugar”)

I did not use Google or another search engine

I do not know

Other: [free text]

Item 6

What is the ZIP Code of your primary workplace?

**LEGAL PROFESSIONAL**

Page 29

40% complete

Item 1

What was the primary purpose of your visit to the website today? To:

(choose only one)

Compare hospitals

See how good a specific hospital is

Learn generally about the quality of the hospitals in a community

Learn generally about health care quality issues

Learn about health care quality for a client

Provide information for a client

Choose a hospital for myself

Choose a hospital for a friend or family member

Other: [free text]

Item 2

Were you able to accomplish the primary purpose of your visit?

Definitely

Mostly

Only partially

Not at all

Item 3

Did you have other reasons (in addition to the primary reason above) for your visit today? To:

(choose all that apply)

Compare hospitals

See how good a specific hospital is

Learn generally about the quality of the hospitals in a community

Learn generally about health care quality issues

Learn about health care quality for a client

Provide information for a client

Choose a hospital for myself

Choose a hospital for a friend or family member

No, I had no other reason

Other: [free text]

Item 4

What would make the website more useful to you?

[Free text box]

Item 5

If you searched using Google (or Yahoo, Bing, or other search engine) to get to the website, did you search for a:

Specific hospital (for example, “St. Francis Medical Center”)

Website comparing hospitals

Medical problem or treatment (for example, “heart failure” or “high blood sugar”)

I did not use Google or another search engine

I do not know

Other: [free text]

Item 6

What is the ZIP Code of your primary workplace?

**HEALTH CARE PROFESSIONAL ANSWERING PRIMARY PURPOSE AS “CHOOSING A HOSPITAL FOR MYSELF”**

Page 30

35% complete

**Topics of interest to you**

Item 1

What medical conditions are you looking for information about today?

(choose all that apply)

Heart disease (for example, heart attacks or heart failure)

Surgery (for example, knee or hip replacement, or gallbladder surgery)

Obstetrics and gynecology (for example, having a baby)

Pediatric conditions

Cancer

Asthma

Pneumonia

None of the above

Other: [free text]

Item 2

What types of information about hospital care are you looking for today?

(choose all that apply)

How often complications or errors occur

How often infections occur

How patients rate their care (for example, how many patients would recommend the hospital)

How often patients survive

How often patients get the correct care (for example, how many stroke patients get the right medicine)

None of the above

Other: [free text]

Page 31

50% complete

**Using information from the website**

Item 1

How likely are you to use the website information now to choose a hospital or change hospitals?

Very likely

Likely

Unlikely

Very unlikely

Item 2

How likely are you to use the website information to have a conversation with your doctor or other health care provider?

Very likely

Likely

Unlikely

Very unlikely

Item 3

What do you like about the website?

(choose all that apply)

The number of hospitals included

The range of conditions and treatments included

Information provided about quality of care (for example, whether the right treatments were given)

Information about how to talk to your doctor

Information about how to choose a doctor

Nothing (I do not like anything about the website)

Other: [free text]

Item 4

If you searched using Google (or Yahoo, Bing, or other search engine) to get to the website, did you search for a:

Specific hospital (for example, “St. Francis Medical Center”)

Website comparing hospitals

Medical problem or treatment (for example, “heart failure” or “high blood sugar”)

I did not use Google or another search engine

I do not know

Other: [free text]

Page 32

55% complete

Item 1

Why are you unlikely to use the information to choose a hospital?

(choose all that apply)

I do not have a choice of hospitals

I do not need to choose a hospital or change hospitals at this time

The information provided is not specific to my personal health condition

Other factors are more important in my decision making

The information provided does not cover the specific hospital I want to know about

The information provided did not seem trustworthy

The information is confusing or difficult to understand

Other: [free text]

Page 33

65% complete

**What would you like added or changed?**

Item 1

What additional information would make the website more useful? More information about:

(choose all that apply)

Quality measures that are not currently included

Quality by inpatient service (for example, intensive care unit, pediatric unit)

Costs for patients (for example, cost of a procedure, cost of a hospital stay)

Methodology used to calculate performance measures (for example, risk adjustment methods)

Detailed results for each hospital (for example, sample size or 95% confidence intervals around their performance)

Hospitals that are not currently on the website

Individual doctors within a hospital

No other information

Other: [free text]

Item 2

What would make the website easier for you to use?

(choose all that apply)

Provide a different way of searching the website

Provide a different way of sorting the results on the website

Make the information easier to understand (for example, fewer technical terms)

Make it easier to find the best hospital

Require fewer clicks to get information that I want

Other: [free text]

Item 3

Please use this box to add details about your choices in the prior two questions or comments about how to make the website more useful to you.

[Free text box]

Item 4

How likely are you to visit the website again?

Very likely

Likely

Unlikely

Very unlikely

Page 34

75% complete

**A few last questions about you**

Item 1

What is your age?

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 or older

Item 2

Are you male or female?

Male

Female

Item 3

Are you of Hispanic or Latino descent?

Yes, Hispanic or Latino

No, not Hispanic or Latino

Item 4

What is your race?

White

Black or African American

Asian

Native Hawaiian or Other Pacific Islander

American Indian or Alaska Native

Other

Item 5

What is the highest grade or level of school that you have completed?

8th grade or less

Some high school but did not graduate

High school graduate or GED

Some college or 2-year degree

4-year college graduate

More than 4 year-college degree

Item 6

What type of health care insurance do you have?

(choose one)

Private insurance (i.e., from your employer or purchased by you)

Medicare

Medicaid

No insurance

I don’t know

Other: [free text]

Item 7

Are you a:

(choose all that apply)

Physician [branch to page 35 for specialty question]

Nurse

Nurse practitioner [branch to page 35 for specialty question]

Pharmacist

Social worker

Executive

Quality manager

Other: [free text]

Page 35

[this item appears if a Health Care Professional says that he or she is a Physician or Nurse Practitioner]

95% complete

Item 1

What is your specialty?

Internal Medicine

Family Medicine/General Practice

Pediatrics

Surgery

Psychiatry

Obstetrics/Gynecology

Other: [free text]

**Completion Event**

**Thank you for taking the survey!**

Your participation will help us understand how to make the website better so that people can easily find information about how well hospitals take care of their patients.

If you have any questions about the survey, please contact us at: youremailhere@email.com

You may now return to [<http://participatingwebsitehere.org>] or simply close this window.