

**Screening Objective:** Our client is interested in a sample of Honolulu consumers who have health insurance, or want to obtain it:

1. Through their employer;
2. Through their spouse/partner's insurance;
3. Through their parent's insurance (21-26);
4. Directly purchase an individual or family health insurance plan (self-insured);
5. Are uninsured, but interested in obtaining health insurance; or
6. Are covered under Medicare (65+)

We will be conducting 2 days of usability labs:

- Day 1: Under 65
- Day 2: 65+

There will be 6 one-on-one sessions each day, so we'll need 6 participants, double-booked for each day from this screener, so 24 total.

**Quotas:**

- All must be adults (Q3)
- Half will qualify for Medicare, i.e. are 65+ years old (Q3 & Q4A-C)
- Half will either have employer-sponsored insurance, be self-insured, and/or be interested in buying health insurance (Q5A-C)
- None will qualify for Medicaid (Q6)
- None will have an unfavourable opinion of HMSA or Kaiser Permanente (Q7B)
- All will use the Web/Internet often (more than 1-2x/month) (Q8)
- All will access the Internet on a laptop or desktop at least monthly (Q9)
- Recruit half men, and half women (Q11).

- No ethnicity requirements, however, all participants should be fluent in the English language (both written and verbal).

- Q1A.** First of all, do you or does any member of your household currently work for (or retired from) any of the following types of organizations? **[OBTAIN YES/NO FOR EACH OPTION]**
- Health insurance provider/company?  
( ) Yes **[TERMINATE]** ( ) No **[CONTINUE]**
  - Health care provider/organization (either as a healthcare professional or in healthcare administration, billing, insurance claims)?  
( ) Yes **[TERMINATE]** ( ) No **[CONTINUE]**
  - Market research or related company?  
( ) Yes **[TERMINATE]** ( ) No **[CONTINUE]**
  - Web site or mobile application design or development?  
( ) Yes **[TERMINATE]** ( ) No **[CONTINUE]**
- Q1B.** Are you self-employed in any of the fields I just mentioned?  
( ) Yes **[TERMINATE]** ( ) No **[CONTINUE]**
- Q2.** When was the last time you participated in a market research discussion group or panel?
- ( ) Within 3 months **[TERMINATE]**
  - ( ) Within 6 months **[TERMINATE]**
  - ( ) Within 1 year **[CONTINUE]**
  - ( ) More than 1 year **[CONTINUE]**
  - ( ) Never **[CONTINUE]**

- Q3.** What is your age?  
 (Please record in years and check generation they are in)  
 ( ) under 21 **[TERMINATE]**  
**[Please recruit half of the participants between 21 and 64 years of age, and half 65+.]**  
 ( ) 21 – 36 (Age: \_\_\_\_ ) **[Skip to Q5]<- Millenials**  
 ( ) 37 – 57 (Age: \_\_\_\_ ) **[Skip to Q5]<- Gen X**  
 ( ) 58 – 64 (Age: \_\_\_\_ ) **[Skip to Q5]<- Boomer < 65**  
 ( ) 65 – 75 (Age: \_\_\_\_ ) **[Continue to 4A-C]<- Boomer**  
 ( ) 76+ (Age: \_\_\_\_ ) **[Continue to 4A-C]<- 76+**

**Participants aged 65+ (recruit for day 2)**

- Q4A.** **[65+ years]** Are you retired?  
 ( ) Yes ( ) No

**Q4B & 4C – For day 2 (consumers 65+), please recruit a MIX of those who are 65+ with employer-sponsored insurance (through own employer and/or that of spouse) and those who are covered only by Medicare plan(s).**

- Q4B.** **[65+ years]** Do you currently have employer-provided health insurance through any of the following?
- Through your employer?  
 ( ) Yes ( ) No
  - Through the employer of your spouse/partner?  
 ( ) Yes ( ) No

**Q4C.** [65+ years] Do you currently have any of the following health insurance coverage?

( ) Medicare Part A (Hospital Insurance)

( ) Medicare Part B (Medical Insurance)

( ) Medicare Advantage Plan (Part C)

( ) Medicare Savings Account (MSA)

( ) Through a Medicare Prescription Drug Plan  
(Part D)

( ) Other Medicare health plan, specify \_\_\_\_\_

**Skip to Q6**

**Adults younger than 65 years (recruit for day 1)**

**Q5A.** [Under 65] Do you currently have health insurance?

- ☐ Yes [CONTINUE]      ☐ No [Skip to Q6]

**Q5B.** [Under 65] Do you currently have health insurance through any of the following?

- Through your employer  
☐ Yes                      ☐ No
- Through the employer of your spouse/partner  
☐ Yes                      ☐ No
- Through my parents' insurance  
☐ Yes                      ☐ No
- Through HealthCare.gov  
☐ Yes                      ☐ No
- Through an individual or family plan I pay for?  
☐ Yes [Skip to Q6] ☐ No [Continue to 5C]

**Q5C.** [Under 65] If you do not/did not have health insurance, how likely are you to purchase it for your household?

- ☐ Not at all likely [TERMINATE]
- ☐ Pretty unlikely [TERMINATE]
- ☐ Unsure [Continue to 6]
- ☐ Pretty likely [Continue to 6]
- ☐ Very likely [Continue to 6]

**Q6.** Do you qualify for Medicaid?

( ) Yes [TERMINATE] ( ) No [CONTINUE]

**Q7A.** Are you actively involved in shopping for, and signing up for health insurance coverage for your household?

( ) Yes [CONTINUE] ( ) No [TERMINATE]

**Q7B.** Please rate how you feel about the following health insurance providers (1 = unfavourable, 5 = favourable)?

\_\_\_\_\_ Aetna

\_\_\_\_\_ AlohaCare

\_\_\_\_\_ Hawaii Medical Assurance Association (HMAA)

\_\_\_\_\_ Hawaii Medical Service Association (HMSA)\*

\_\_\_\_\_ Kaiser Permanente\*

\_\_\_\_\_ Ohana Health Plan

\_\_\_\_\_ University Health Alliance (UHA)

\_\_\_\_\_ UnitedHealthcare

**\* HMSA or Kaiser Permanente rating of 1 or 2, TERMINATE.**

**All participants: Internet/Web experience:**

**Q8.** How often do you go on the Internet (online)?

- ( ) Almost constantly [CONTINUE]
- ( ) Several times a day (5+) [CONTINUE]
- ( ) 1-2 times a day [CONTINUE]
- ( ) 1-2 times a week [CONTINUE]
- ( ) 1-2 times a month [TERMINATE]
- ( ) Never [TERMINATE]
- ( ) Rarely [TERMINATE]

**Q9.** How do you connect to the Internet and how often  
(Check device type and frequency)

Device type	Daily	Weekly	Monthly	Rarely or never
Smartphone (iPhone or Android)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tablet (iPad or Android)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laptop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desktop PC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If participant indicates "Rarely or never" for both laptop and PC, **TERMINATE**.

**Q10.** How often do you shop online (on a Web site or in a mobile application)?

- ( ) Daily
- ( ) Weekly
- ( ) A few times a month (1-3x)
- ( ) Once a month
- ( ) A few times a year (3-4)
- ( ) Less than once a year [TERMINATE]
- ( ) Never [TERMINATE]



**About you:**

**Q11.** Gender [**Please recruit 6 men, 6 women**]  
( ) Male ( ) Female

**Q12.** Marital status [**Please recruit a mix of married and unmarried**]  
( ) Married

( ) Single, never married

( ) Separated

( ) Divorced

( ) Widowed/widower

**Q12A.** Do you have children? [**Recruit a mix of those with and without children**]

( ) Yes [**CONTINUE**] ( ) No [**Skip to 13**]

**Q12A.** How many? What age(s)? How many are living with you?

<b>Ages</b>	<b>Number of children</b>	<b>Number living at home</b>
Under 18		
18+		

**Note:** Check the answer to the next question against the security screen answers in Q1A and Q1B.

**Q13.** What is your occupation:

\_\_\_\_\_

[**CONTINUE**]

**Proposed Lab Session Schedule: Double-recruit for each session to mitigate the risk of no-shows. We will rescreen both scheduled participants after they arrive and use one.**

	Day 1 18-64 Years	Day 2 65+ years
9:00-10:00am		
10:30-11:30am		
Break for lunch		
12:30-1:30pm		
2:00-3:00pm		
3:30-4:30pm		
5:00-6:00pm		