XP HEALTH

Consumerism Publication Research 2024

SCREENER

S1. To begin, please indicate which of the following options best describes your **job title / role** at your company / organization of work. *Please select only one response.*

1. Non-managerial employee *(full- or part-time)*
2. Manager, director, or executive
3. Self-employed at own company / organization **[TERMINATE]**
4. Retired **[TERMINATE]**
5. Unemployed **[TERMINATE]**
98. Other **[TERMINATE]**

[ASK IF CODED AS "Employer"]
S2a. In which main **department / sector** within your company / organization do you currently work? *Please select only one response.*

1. Information Technology (IT) **[TERMINATE]**
2. Operations Management **[TERMINATE]**
3. Human Resources / Administration
4. Sales / Marketing **[TERMINATE]**
98. Other **[TERMINATE]**
99. None of the above **[TERMINATE]**

[ASK IF CODED AS "Employer"]
S2b. Are you directly responsible for the decision-making process for **healthcare benefits** for your employees? *Please select only one response.*

1. Yes
2. No **[TERMINATE]**

[ASK IF CODED AS "Employee"]
S3. Do you currently have **healthcare benefits** covered by an employer-sponsored plan? *Please select only one response.*

1. Yes
2. No **[TERMINATE]**

S4. Approximately **how many employees** work at your company / organization? *Please select only one response; your best guess is fine.*

1.   Under 500 (<500) employees
2.   500 to 999 employees
3.   1,000 – 4,999 employees
4.   5,000 – 19,999 employees
5.   20,000+ employees

S5. In which **state** are you currently employed? *Please select only one state.*

S6. Have you used or do you currently use any **digital healthcare platforms** (*e.g., One Medical, MDLIVE / Teladoc / Doctor on Demand / Hims/Hers / BetterHelp / Other virtual healthcare services*)?

1.   Yes
2.   No

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SURVEY QUESTIONS

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A1. Which of the following **digital platforms** have you used / do you currently use? *Please select all that apply.*

1.   Amazon
2.   Netflix
3.   Spotify
4.   Google / YouTube
5.   Apple
6.   Peloton
7.   Nike
8.   BODi
9.   BetterHelp / Talkspace / Cerebral / Other virtual mental health services
10.   One Medical / MDLIVE / Teladoc / Doctor on Demand / Other virtual care services
11.   Hims/Hers / Curology / Nurx / Other virtual retail services
96.   Other (please specify): _____
97.   Other (please specify): _____
98.   Other (please specify): _____
99.   None of the above

A2. How **important** do you consider the following attributes when deciding to use a digital platform? *Please use a scale of 1 to 5, where 1 is "Not at all important" and 5 is "Extremely important."*

Not at all important	Not very important	Somewhat important	Very important	Extremely important
1	2	3	4	5

1.   Personalized / relevant content
2.   Ability to connect first virtually then in-person, if needed *(i.e., via hybrid approach)*
3.   Convenient access to content *(e.g., via clear user interface / recommendations, etc.)*
4.   Affordable / low cost

5.   High-quality content
6.   Wide variety of content
7.   Speed of scheduling an appointment / service
8.   Ability to solve members' problems / issues
9.   Trust in the platform
10.   Willingness to seek / accept feedback
11.   Ability to go "above and beyond" to delight members
12.   No need to travel to receive services
13.   Short wait times to receive goods / services
14.   Easy-to-understand content / forms / etc.
98.   Other (please specify): _____

[ASK IF DID NOT SELECT A1_99 ("None of the above")]
A3. Among the digital platform(s) that you have used / currently use, which platform(s) do you most **strongly associate** with each of these attributes?

*Please select **as many or as few** of the digital platforms that you associate with each attribute. If you do not feel any of the digital platforms perform strongly on a given attribute, please select the "None of these" option. Please be sure to select at least one item in each row.*

A4. What are the **main challenges or unmet needs** you have encountered when using / deciding to use digital platforms? *Please select all that apply.*

1.   Lack of personalized / relevant recommendations
2.   Inability to access a "real person" with questions / concerns *(i.e., via hybrid approach)*
3.   Inconvenient / Inaccessible content *(e.g., unclear user interface / recommendations, etc.)*
4.   Expensive / High cost
5.   Low-quality content
6.   Limited variety of content
7.   Slow turnaround for scheduling an appointment / service
8.   Inability to solve members' problems / issues
9.   Lack of trust in the platform
10.   Complacency in content / services provided *(e.g., outdated content / services, etc.)*
11.   Lack of access to high-speed internet
12.   Lack of value for current content / services provided
13.   Inability to access on multiple platforms (*e.g., phone, tablet or desktop*)
14.   Poor customer experience
15.   Hard-to-use interface
16.   Lack of quick / instant support / service *(e.g., content / service prompts, live chat support, etc.)*
98.   Other (please specify): _____
99.   None of the above

B1. Which of the following **types of healthcare benefits** do you consider <u>most important</u> **[IF CODED AS "Employee" SHOW: "**regardless of what is currently included within the plan offered by your

employer?**”] [IF CODED AS "Employer" SHOW: "**regardless of what is currently included within the plan offered to your employees?**”]** *Please select all that apply.*

1. General health / wellness *(e.g., prescription medications, doctor visits / routine check-ups, etc.)*
2. Emergency / ambulatory services
3. Short-term / Long-term disability insurance
4. Dental care *(e.g., dentist / hygienist visits, teeth cleaning, etc.)*
5. Vision care *(e.g., eye exams, coverage for glasses / contact lenses, etc.)*
6. Mental health care *(e.g., coverage for individual / group therapy, counselling, etc.)*
7. Critical illness / Life insurance
8. Health Savings Account (HSA)
98. Other (please specify): _____

B2. Now, which of the following **types of healthcare benefits** are underlined currently offered **[IF CODED AS "Employee" SHOW: "**by your employer?**”] [IF CODED AS "Employer" SHOW: "**to your employees?**”]** *Please select all that apply.*

1. General health / wellness *(e.g., prescription medications, doctor visits / routine check-ups, etc.)*
2. Emergency / ambulatory services
3. Short-term / Long-term disability insurance
4. Dental care *(e.g., dentist / hygienist visits, teeth cleaning, etc.)*
5. Vision care *(e.g., eye exams, coverage for glasses / contact lenses, etc.)*
6. Mental health care *(e.g., coverage for individual / group therapy, counselling, etc.)*
7. Critical illness / Life insurance
8. Health Savings Account (HSA)
98. Other (please specify): _____

B3. How do you **prefer** to **[IF CODED AS "Employee" SHOW: "**access**”] [IF CODED AS "Employer" SHOW: "**offer**”]** each of these types of healthcare benefits *[e.g., virtual healthcare, in-person healthcare, or hybrid (i.e., in-person or virtual) healthcare]*, regardless of whether or not you currently **[IF CODED AS "Employee" SHOW: "**have access to**”] [IF CODED AS "Employer" SHOW: "**offer**”]** them?

1. General health / wellness *(e.g., prescription medications, doctor visits / routine check-ups, etc.)*
2. Emergency / ambulatory services
3. Dental care *(e.g., dentist / hygienist visits, teeth cleaning, etc.)*
4. Vision care *(e.g., eye exams, coverage for glasses / contact lenses, etc.)*
5. Mental health care *(e.g., coverage for individual / group therapy, counselling, etc.)*

B4. For the following statements, do you more **closely associate** them with virtual healthcare, in-person healthcare, or hybrid (*i.e., in-person or virtual*) healthcare?

1. It is a better value
2. Transparency of cost
3. It's a healthcare facility covered by my insurance
4. Appointments are at convenient times and locations
5. I can easily schedule appointments

6. Short wait times for appointments
7. They have all of the providers and services I might need in one place
8. I can make a same-day appointment
9. They have providers I trust
10. I am able to build a relationship with my provider
11. It is a high quality of service
12. I can easily access post-visit notes and prescriptions

B5. Now, which of the following attributes do you **strongly associate** with the healthcare benefits currently offered **[IF CODED AS "Employee" SHOW: "**by your employer?**"] [IF CODED AS "Employer" SHOW: "**to your employees?**"]**

*Please select **as many or as few** of the benefits that you associate with each attribute. If you do not feel any of the benefits perform strongly on a given attribute, please select the "None of these" option. Please be sure to select at least one item in each row.*

1. Easy to access / Convenient
2. Relevant to employees' everyday needs
3. Availability of digital / online platform / support
4. Clear / Easy to understand
5. Quick turnaround for claims processing
6. Affordable coverage for <u>employee</u>
7. Affordable coverage to <u>employer</u> **[SHOW IF CODED AS "Employer"]**
8. Personalized content tailored to benefit needs
9. Wide variety of benefits offered
10. Transparency of cost / benefits offered
11. Access to high-quality benefits providers
12. Collaborative relationship between employee and employer

[ASK C1–C6 IF CODED AS "Employee" ONLY]

C1. How **satisfied** are you with the healthcare benefits currently offered by your employer? *Please use a scale of 1 to 5 for each, where 1 is "Not at all satisfied" and 5 is "Extremely satisfied."*

Not at all satisfied	Not very satisfied	Somewhat satisfied	Very satisfied	Extremely satisfied
1	2	3	4	5

C2a. Now, what are the **main barriers** affecting your usage of the healthcare benefits offered by your employer? *Please select all that apply.*

1. Lack of convenience / ease of use
2. Lack of access via digital platform / online
3. Coverage is too expensive
4. Coverage is too limited

5.   Current benefits are not personalized / do not meet my needs
6.   Current benefits are unclear / confusing
7.   No virtual options
98.   Other (please specify): _____
99.   None of the above

C2b. Which of the following reasons describe / explain why your **current benefits are unclear / confusing**? *Please select all that apply.*

1.   Limited access to benefits depending on <u>timing</u> (i.e., inability to access benefits at any time)
2.   <u>Cost</u> of benefits is not adequately explained (i.e., total out-of-pocket costs for using the benefits are unclear)
3.   Employer offers limited or no education about the benefits <u>coverage</u>
4.   <u>Interaction</u> between healthcare providers and benefits provider(s) is slow / inefficient
98.   Other (please specify): _____
99.   None of the above

C2c. Which of the following **digital technologies** do you consider most appealing for usage of the healthcare benefits offered by your employer? *Please select all that apply.*

1.   Telemedicine *(i.e., ability to schedule appointments online / via videoconferencing)*
2.   Mobile apps / trackers
3.   Wearable devices *(i.e., online technologies that can be worn as accessories)*
98.   Other (please specify): _____
99.   None of the above

C3. Overall, how **comfortable** would you be accessing the healthcare benefits offered by your employer via a **digital platform**? *Please use a scale of 1 to 5, where 1 is "Very <u>un</u>comfortable" and 5 is "Very comfortable."*

Very <u>un</u>comfortable	Somewhat <u>un</u>comfortable	Neither comfortable nor <u>un</u>comfortable	Somewhat comfortable	Very comfortable
1	2	3	4	5

C4. Please rate your level of agreement with the following statements about the **role of digital platforms** in improving employees' experiences with healthcare benefits. *Please use a scale of 1 to 5, where 1 is "Strongly <u>dis</u>agree" and 5 is "Strongly agree."*

1.	**Employees' experiences with healthcare benefits could be <u>improved</u> by offering a <u>similar experience</u> to other major digital platforms *(e.g., Amazon, Netflix, Spotify, etc.)*.**
2.	**I would be more likely to use my healthcare benefits if there were <u>digital health options</u>**
3.	**I prefer to use digital options for my healthcare and only use in-person care <u>when needed</u>**

4.	Digital health options increase my ability to <u>access</u> the care I need
5.	Digital health options allow me to better <u>afford</u> the care I need
6.	Digital health options are <u>convenient</u> for employees

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
1	2	3	4	5

C5. Do you feel that the **vision care benefits** offered by your employer <u>fully meet</u> your vision care needs? *Please select only one response.*

1. Yes, they <u>fully meet</u> my needs
2. Yes, they <u>exceed</u> my needs
3. No

C6. Which of the following vision care benefits do you feel could be **improved** in the current plan offered by your employer? *Please select all that apply.*

1. Vision screening / Eye care appointments
2. Glasses frame / Contact lens selection
3. Prescription management
4. Vision care education / recommendations
5. Digital / Online tools for eye care / vision care *(e.g., screening, exams, guides, etc.)*
98. Other (please specify): _____
99. None of the above

D1. Please rate your level of agreement with the following statements about the **role of digital platforms** in the management of healthcare benefits. *Please use a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree."*

1.	"Employees' / Employers' experiences with healthcare benefits could be <u>improved</u> by offering a <u>similar experience</u> to other major digital platforms *(e.g., Amazon, Netflix, Spotify, etc.)*."
2.	Digital health platforms would allow for higher <u>cost savings</u>
3.	Digital health platforms would reduce employee <u>absenteeism</u>
4.	Digital health platforms would improve employees' being <u>present and productive</u> at work
5.	Digital health platforms are a good <u>value for cost</u>
6.	Digital health platforms would increase employees' <u>access</u> to their benefits
7.	Digital health platforms would increase employees' <u>use</u> of their benefits
8.	Digital health platforms would make accessing benefits more <u>convenient</u>

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
1	2	3	4	5

[ASK IF SELECTED D1_4 OR D1_5 ("AGREE") FOR CODE 1]

D2. Now, please review the types of healthcare benefits currently offered by your company / organization below and indicate the level of **improvement** that could be achieved through use of **digital platforms** for these benefits. *Please use a scale of 1 to 5, where 1 is "No improvement" and 5 is "Significant improvement."*

No improvement		Moderate improvement		Significant improvement
1	2	3	4	5

D3. What are the **main barriers** preventing you from offering any additional healthcare benefits or improvements to your employees? *Please select all that apply.*

1. Lack of convenience for employer *(e.g., set-up, processing, etc.)*
2. Lack of access via digital platform / online
3. Coverage is too expensive for employer
4. Coverage is too expensive for employees
5. Additional benefit offerings are too limited
6. Current benefits already meet employees' needs
7. Isn't accessible to all employees (*i.e., is not offered in their area*)
8. Employer does not see value in additional benefits
9. Additional benefits would increase confusion for employees
98. Other (please specify): _____
99. None of the above

E1. For approximately how many **years have you been employed** in at your current company / organization? *Please enter your response in the text box below.*

_____ # years

E2. What is your current **age**? *Please enter your response in the text box below.*

_____ # years old

E3. What is your **gender identity**? *Please select only one response.*

1. Man
2. Woman
98. Other (please specify): _____
99. I prefer not to answer

E4. What is your **race** or **ethnic background**? *Please select all that apply.*

1.   Black
2.   African
3.   African American
4.   Bi-racial / Mixed
5.   Asian / Asian-American
6.   Pacific Islander / Native Hawaiian
7.   White / Caucasian
8.   Latinx / Hispanic
9.   Native American / Alaskan Native
98.   Other (please specify): _____
99.   Prefer not to answer

E5. Which of the following **community types / settings** best describes the location at which you are primarily employed *(e.g., in-person or remotely)*? *Please select only one response.*

1.   Rural
2.   Suburban
3.   Urban