

SWOPE HEALTH
SERVICES RESEARCH
AND ANALYSIS
REPORT

**AN UNDERGRADUATE PERSPECTIVE
ON THE HEALTHCARE
OF TOMORROW**

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Secondary Group Research

Client

As a not-for-profit, community owned healthcare provider, Swope Health Services aims to serve low income and medically underserved communities throughout the Greater Kansas City area (Client Briefing Document, 2016). Swope Health Services hopes to better the lives of the community by providing accessible, quality and comprehensive healthcare, regardless of socioeconomic status (Swope Health Services).

Client History

Born in the basement of Metropolitan Missionary Baptist Church, Swope Health Services had next to nothing to their name. With only 20 employees and a \$100,000 budget, Swope Health Services still managed to reach more than 2,000 patients. Thanks to the hard work of its dedicated staff, Swope Health Services has expanded to include nine clinic sites, four residential treatment sites and one outpatient treatment site; making it possible to reach more than 40,000 patients every year.

Campaigns and Ad Initiatives

In order to reach its 40,000 patients, Swope Health Services has made several external marketing and health promotion efforts, which include events such as Burgers, Brews and Brainteasers and Socks 'n Hops (Client Briefing Document, 2016). Ad initiatives include The Call, The Globe and Dos Mundos newspapers, Bus Ads (for Outreach and Enrollment activities), Billboards, Radio (KPRS) and Directories from various Chambers of Commerce (KCK, Belton, Independence), yet these were limited in terms of success.

Client Goals and Objectives (Client Briefing Document, 2016)

After the results of its past advertising and marketing initiatives, Swope Health Services recognizes the importance of continual growth throughout the Greater Kansas City Area. One area for progress mentioned by our client is brand perception. Currently Swope Health Services is seen as a healthcare provider for low-income individuals with limited access to healthcare. Our client's goal is to reposition Swope Health Services as the provider of choice for all seeking health and wellness services in the Greater Kansas City area.

Along with repositioning brand perception, our client has also indicated several primary and secondary objectives it would like to reach for continued progress. The primary objectives include growing the number of patients from 39,000 to 45,000 by 2017 as well as increasing the percentage of patients who have the ability to pay for their healthcare. In addition, 30% of the current patient population does not show up to their scheduled appointment. Swope Health Services would like to reduce this number to 5-10%. Secondary objectives include enhancing the patients' and general public's awareness of the importance of preventative healthcare and changing the general perceptions of Swope Health Services.

Conclusion

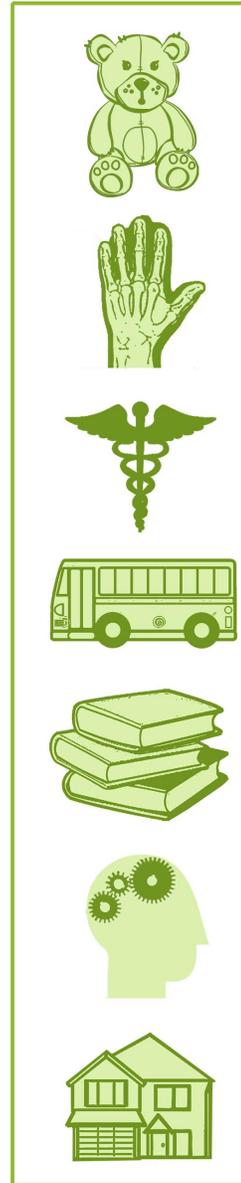
Swope Health Services would like to increase top of mind awareness and engagement throughout current and prospective patients in the target audience. It would like to be recognized for its wide range of services in hopes of better educating patients on the importance of

preventative care. This increased education could strengthen patient ties and help change Swope Health Service’s perception from a low-income clinic to an all-encompassing healthcare provider.

What Our Client Offers (Swope Health Services):

Swope Health Services provides primary healthcare, dental care and eye care to low income and underserved patients, both adults and children. Swope Health Services focuses on serving “all individuals who are eligible for its programs and services without regard to socio-economic status, race, national origin, color, religion, sex, sexual orientation, gender identity, disability (physical or mental), age, status as a parent or genetic information.” Its special services include laboratory and radiology services, complete medical care, immunizations, as well as pediatrics. It also provides services such as STD testing, health screenings, and an OB/GYN. Swope Health Services also offers educational services for preventative healthcare, healthy family lifestyles, and sex education. If individuals or families are in need of transportation, Swope Health Services offers free transportation within certain Missouri zip codes: 64106-11, 64124-38 and 64030 (Esri). It also has a Mobile Clinic that reaches homeless shelters in the Greater Kansas City area and those with inadequate transportation or a shortage of medical providers.

In addition to these services, it also offers behavioral health assistance as well. This includes outpatient services, community support, adult residential services, and substance abuse services. The Health Care Home Program helps those in need of assistance who have severe mental illnesses or chronic medical conditions. Keeping in mind the diversity of its patients, Swope Health Services offers a wide range of services, accommodating hours and progressive location sites in order to provide healthcare for as many people as possible.



Pediatric care for your child includes routine, acute and chronic conditions, immunizations and school or sports physicals

Laboratory and Radiology services include health screenings, STD testing and immunizations

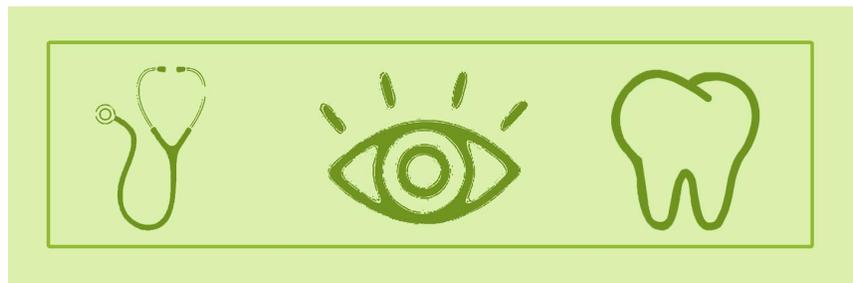
OB/GYN and healthy start initiatives for mother’s and newborns

Transportation / Mobile Clinics are available within certain zip codes. Our Mobile Clinic also reaches homeless shelters in KC metro and those with inadequate transportation or a shortage of medical providers.

Educational services for preventative healthcare, healthy family lifestyles, and sex education.

Behavioral health assistance includes outpatient services, community support, adult residential services, and substance abuse services.

The Health Care Home Program helps those in need of assistance who have severe mental illnesses or chronic medical conditions



Market Analysis

Environment - Healthcare and Social Assistance

With its wide range of services, our client has a lot to offer when it comes to healthcare. To better understand how Swope Health Services can be the provider of choice, we must first know what the healthcare market environment is. Sector 62 includes both healthcare and social assistance because it is sometimes difficult to distinguish between the boundaries of these two activities. The industries in this sector are arranged on a continuum starting with those establishments providing medical care exclusively, continuing with those providing healthcare and social assistance, and finally finishing with those providing only social assistance.

Industry Overview (Healthcare Sector Report Summary)

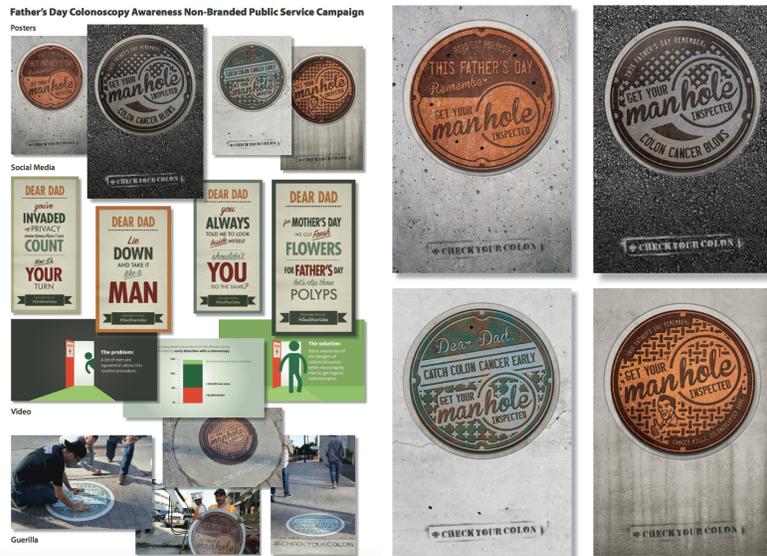
Although the healthcare sector is broad, there are still several commonalities shared between both ends of the spectrum. The overarching themes of healthcare services include demand driven by demographics and advances in medical care and technology.

Related Field - Primary Care Doctors in the US: Market Research Report (Primary Care Doctors in the U.S.)

Due to a demographic shift in the aging population, primary care doctors are treating chronic illnesses more and more frequently. Most important to growth in the primary care doctor industry has been the passage of the landmark Patient Protection and Affordable Care Act in 2010. This act helps millions of uninsured Americans by lowering healthcare costs and increasing the number of insured (Patient Protection and Affordable Care Act.) The healthcare reform has also created a shortage of primary care doctors because the number of doctors has not expanded enough to keep pace with demand.

Trends in Healthcare Marketing (Modern Healthcare)

The healthcare industry is no longer settling for generic sterile marketing initiatives that you picture in hospital waiting rooms. New campaigns are utilizing fresh and edgy design with mixed media to reach the specific target audience. These new campaigns are not afraid to relate to the audience through humor to grab attention for a serious topic. Important statistics and numerical data are conveyed through infographics. Apps are created to optimize engagement among younger generations. The new marketing initiatives also appeal to the individual on a deeply personal and inspirational level and take advantage of social media options such as live tweeting. The following images represent the humorous approach (a), app engagement (b) and inspirational images (c).



a.



b.

c.

Competition

To evaluate Swope Health Services' position in the marketplace, we must consider how it compares against competing services. Swope Health Services has four main competitors, including St. Luke's Hospital of Kansas City, Children's Mercy Hospital, Samuel U Rodgers and KC Care Clinic. St. Luke's Hospital of Kansas City is one of the leading hospitals in the area, and draws a lot of business from our secondary audience, as well as provides not-for-profit services (About Saint Luke's Health System). Children's Mercy Hospital is one of the main competitors when looking in the pediatric field. Samuel U Rodgers is another FQHC that directly engages in the same programs mentioned by Swope Health Services such as Behavioral Health, Dental, The Health Insurance Marketplace, WIC and Women's Health (Health Services). Samuel U Rodgers also has its own pharmacy, which is a service not listed by other FQHCs in the Greater Kansas City Area (Health Services). KC Care Clinic is also a FQHC and provides services similar to Swope Health Services to "the underserved and all people in our community, with or without insurance" (Who We Are). Similar services include General Medicine, Pediatrics, Testing and Screening, HIV Primary Care, Education, Behavioral Health and Support Groups and Dental.

Conclusion

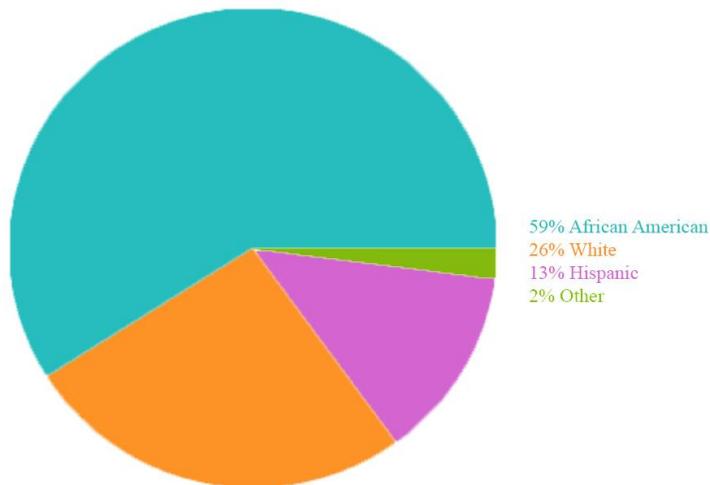
Based on the industry overview and the primary care doctor analysis, Swope Health Services has already laid the groundwork in many areas where there is opportunity to grow and advance in the industry. The aging population will create demand for treatment of chronic

illnesses and preventative care, within a field where the demand cannot be met due to a shortage of doctors. Utilizing advancements in technology may help to communicate Swope Health Services' specialized services to those without traditional means of obtaining information, such as a computer or smartphone.

Target Audience

Patient Population

Swope Health Services' current demographic predominantly consists of the African American (59%) and White (26%) population with some Hispanic (13%) and other (2%). Most are low income individuals who do not have adequate access to health insurance.

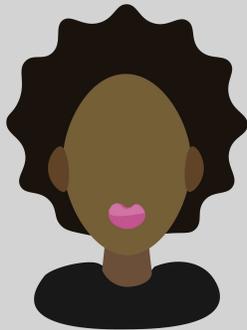


Missouri area in zip codes 64106-11, 64124-38 and 64030 (Esri)

To learn more about these individuals, we obtained demographic information about the patients via their zip code. This provides insight on the target audience's lifestyle which will in turn improve our understanding on their market behavior. The City Commons demographic did not graduate from high school. Their income comes from Social Security and government assistance but they work to make the best life for their family. The Young and Restless demographic are mainly in their early twenties. They prefer to rent homes and live close to work. This demographic is usually just looking for the lowest price and is rarely brand loyal. The Barrios Urbanos demographic consists of Hispanic families with low-income jobs. They want to work hard and do what is best for their family so it is critical for them to make every dollar count. The Hardscrabble Road demographic are struggling families with or without children. If they are employed, it is in retail or industrial work. The Set to Impress demographic are college-aged students living alone. Some have used cars but they usually walk or bike places. They are known to shop impulsively as a large value is placed on image.

Tapestry Segments of the Greater Kansas City area

City Commons



- income comes from social security and government assistance
- most did not graduate from high school
- work to make the best life they can for their family

Young & Restless



- most of the population rent homes
- live close to work
- not brand loyal
- looking for the lowest possible price

Barrios Urbanos



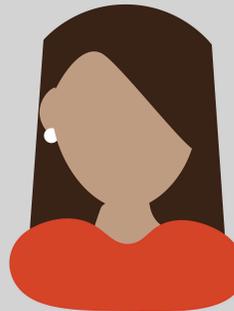
- hispanic families
- low-income jobs
- critical for them to make every dollar count
- want to work hard and do what is best for their family

Hardscrabble Road



- struggling families
- with or without children
- most of the population does not work
- if they do work, they mainly work in retail or industrial work

Set it Impress



- college-aged students
- living alone
- usually walk or bike places
- some have used cars
- price conscious
- place large value on image so will shop impulsively

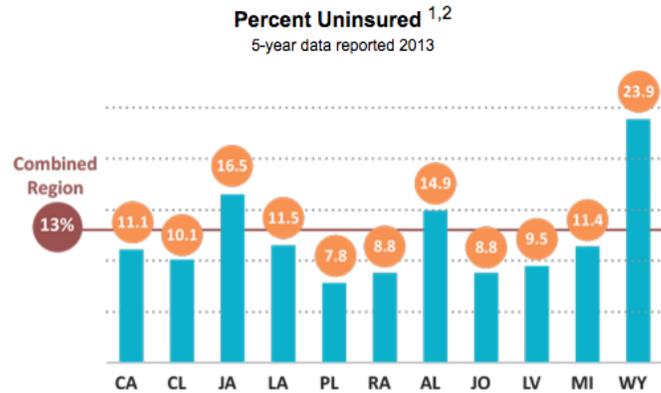
Swope Health Services may benefit from targeting this audience in a way that emphasizes quality care at a low cost. Almost all of the demographic sections mentioned are working to make ends meet, with a large emphasis on the importance of family. These demographics may be unaware to all Swope Health Services has to offer. It may be beneficial to increase advertising in these zip codes, bringing awareness and additional exposure to those who may not otherwise know about Swope Health Services.

Despite the differences in these demographics, almost all of them are uninsured. Those uninsured in the Kansas City area are between the ages of 18 and 44 and have “half the wages, half the household incomes, and twice the poverty rate of the general population in the Kansas City area.” (Health Care Insurance)



Number Uninsured ^{1,2}
5-year data reported 2013

Cass County (CA)	10,969
Clay County (CL)	22,543
Jackson County (JA)	110,196
Lafayette County (LA)	3,747
Platte County (PL)	6,993
Ray County (RA)	2,018
Allen County (AL)	1,955
Johnson County (JO)	48,083
Leavenworth County (LV)	6,638
Miami County (MI)	3,657
Wyandotte County (WY)	37,553
Total	254,352



http://www.marc2.org/healthdata/ins_statuschars.htm

It's important to target these audiences because they are in need of affordable healthcare and would benefit from Swope Health Services. These consumers have their own perception on consumer healthcare. Anxiety about the future and cost of healthcare drives these perceptions. Customer service and relationships with their primary care doctor is the main aspect that determines customer satisfaction.

Millennials

Another potential target audience is millennials. Younger millennials approaching 26 will soon need to take their healthcare into their own hands, if they have not yet done so. Millennials ages 18-29 have identified several key factors that influence their decision when choosing a primary care doctor: convenience, access, value, reputation and quality. They prefer walk-ins and after-hours access over weekend access. They want to know about costs up front and prefer not to pay out-of-pocket fees when visiting their provider. When evaluating reputation, they look to friends and family and research patient satisfaction survey scores and if the clinic had a partnership with the best hospitals in their area. They prefer to be treated by a doctor over a nurse practitioner as well as treated with the latest, cutting-edge technology. 21% of millennials would consider a virtual visit via webcam and 26% would consider emailing their doctor (Daugherty).

Aside from perceptions, self-reported behavior statistics show about 55% of millennials routinely see a primary care doctor. According to Jesse Cureton, chief consumer officer at Novant Health, millennials need to be better educated "about the importance of having a primary care doctor and scheduling regular health care exams." Millennials also report spending more than two hours a daily using social media but few used social media to gain information on healthcare. Cureton also believes health care professionals "have an opportunity to communicate with (millennials) directly about health and wellness and ways they can avoid chronic conditions now and later in life." (Millennials).

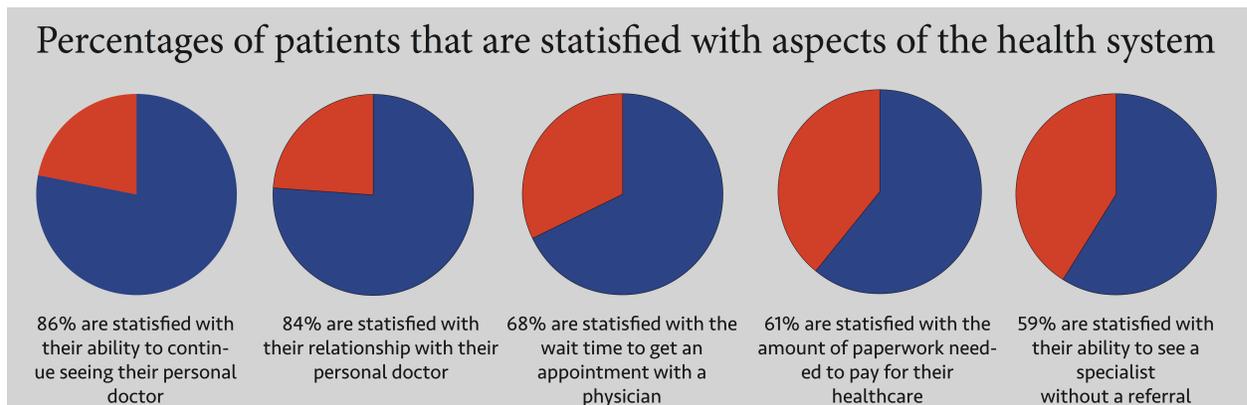
Aging Population

Compared to Millennials, the aging population takes more responsibility for their healthcare. They take more preventative steps and agree that people who do not try to stay healthy should have to pay higher premiums on health insurance than those that do. However, there may be a disparity between how healthy aging populations believe they are and how healthy they really are. The Baby Boomer generation is actually in poorer health than the

generation before them yet less than ten percent of them report being in poor health (Mintel, 2014). Their main health issues are caused by obesity. New technology advances such as heart surgeries and cholesterol medication may disguise the true health of aging populations. Chronic illnesses rooted in weight problems are costly and can be life threatening. With only one third of the Baby Boomer population being not over weight, Swope Health Services may want to target them by focusing on preventative healthcare programs (Mintel, 2014). This could be a good opportunity for new healthcare initiatives combating obesity focused specifically on the needs of the aging population.

Patient Perception

The target audience is diverse but their perception on healthcare is similar. The primary predictor of patient satisfaction is the doctor-patient relationship and the patient's ability to keep seeing their primary care doctor. Other major aspects are appointment wait time and the amount of paperwork required to pay for healthcare. Patients tend to be less concerned with incentives and alternative medication such as acupuncture. Swope Health Services may consider focusing on building strong doctor-patient bonds to increase patient return rate.



Secondary Audience (Nielsen)

The areas surrounding Swope Health Services are predominantly white, with people ages 21-34 that are mid to higher income citizens. The popular neighborhoods that are still considered Kansas City, Missouri that tend to be higher class are the Plaza area, the Brookside area, Waldo, and the West Bottoms.

Conclusion

After considering the characteristics of relevant demographics and their perceptions, we believe our client could benefit from targeting the aging population, millennials, and the populations in the specified zip codes. By targeting the aging population and millennials, our client may potentially be able to increase the number of patients capable of paying for their healthcare. Additionally, increased advertising within the qualified zip codes, especially about the free transportation service, could help address the high no-show rate.

Challenges

Swope Health Services is facing a few, key challenges that have to do with brand perception and client-oriented problems. First, it is going to be difficult to differentiate Swope Health Services from competitors that offer the same services. It also needs to get people to understand what Swope Health Services truly offers, and get rid of the perception that it only treats uninsured, poor people. Swope Health Services has also had a lot of difficulty getting millennials to use it as a primary care center and a preventative healthcare center. This is due to the fact that millennials base their choice of health centers on image and brand perception.

Conclusion

Swope Health Services would like to continue its mission in bettering the lives of everyone in the Greater Kansas City Area regardless of their circumstances. It may find opportunities to continue this through increasing awareness of its services around the zip codes 64106-11, 64124-38 and 64030. This target market is in great need of accessible healthcare services and our client offers several services to help them achieve a healthy lifestyle. Expanding Swope Health Services' online presence by utilizing social media and building a solid reputation through online reviews could engage the millennial population. Aging individuals have growing chronic illness issues mostly brought on by obesity. Marketing preventative health initiatives focused on the older generation may be an opportunity for our client to increase their patient population. Swope Health Services is currently perceived as a healthcare center strictly for low-income or uninsured individuals. In order to reposition its brand, Swope Health Services may consider marketing and advertising in affluent neighborhoods.

Focus Group

Introduction

Health is one of the most important issues facing America today. With obesity on the rise, preventative healthcare is becoming even more important. Unfortunately, not everyone can afford the kind of healthcare they need. Swope Health Services' current patients are primarily underprivileged. It is looking to reach more millennial patients while repositioning itself as somewhere to go for preventative healthcare. This means that it will be attracting more consumers who can afford their care upfront.

We chose to target millennials for our focus group to gain more insight on the perception of a healthcare provider like Swope Health Services. Many millennials are still using their parents insurance, or using the healthcare provided on college campuses. However, as graduation looms closer, many students will be left with no health insurance or provider. Our goal is to better understand whether millennials, especially college students and recent college graduates, look more closely at cost effectiveness or brand perception. Once we learn the perceptions of our target audience and what they think about preventative healthcare and brand perception, it will be much easier to figure out how Swope Health Services can become more geared to millennials.

Key Research Questions

It is important researchers know whether cost or reputation plays a bigger role in decision-making because it gives insight into how Swope Health Services should market to millennials. Since many millennials are getting closer to being on their own health insurance, this creates an important target market for Swope Health Services. This also provided an opportunity to explore what millennials think about using a not-for-profit healthcare service. Here are a few examples of key questions we used during the focus group:

- What is the certain stereotype that comes with being not-for-profit?
- Do these perceptions or assumptions have negative effects on brand image? What are they?
- How does reputation play a role in choosing a healthcare provider?
 - What qualifications constitute a “good” or “reputable” healthcare provider in the minds of the consumer?
- Do consumers use a word-of-mouth method when picking a healthcare provider or do their own research?
- Is convenience a factor when choosing a healthcare provider? If so, why?

Method

To gain insight on what millennials think about healthcare, our group targeted college students at the University of Kansas in either their junior or senior year. We tried to get an equal ratio of men to women. Recruitment was done by word-of-mouth by group members. Participation was voluntary based.

Moderator Questions

The moderator questions were chosen in an attempt to answer questions that will help achieve goals and objectives. These questions were created for millennials that are still in school but close to graduation. We wanted the focus group to become a natural, flowing conversation. The moderator opened with an easy question that everyone could relate to. For example, we

asked everyone to name their favorite and least favorite dessert. After everyone relaxed a bit, we wanted to get a general idea of their current healthcare situation and future plans. For this, we asked if their parents provided their health insurance for them and how long they planned on staying on it. After we figured out their current healthcare situation, we asked if they planned on going to a doctor for regular check-ups after graduating college. Finally, we wanted to see if they would ever consider using a not-for-profit healthcare center. We asked what qualifications they considered when choosing a healthcare center and what made a healthcare center seem “reputable”.

Planning

Each member of the group communicated to their participants when and where the focus was being held. We rented Anschutz 201 for a professional, familiar environment that would make our recruits feel comfortable. We held our focus group on Wednesday October 19 at 8 p.m. because we felt like this was a convenient time for all six of our participants. Of our six participants, four are girls and two are boys. At the beginning of the focus group we had the participants sign a consent form, agreeing to take part in the focus group, allowing us to record them and letting them know their names will not be used in our report. The focus group lasted approximately 30 minutes, with Meg being the moderator while Nora and Emily took notes. At the end of the 30 minutes, we had the participants fill out a brief survey that asked about race, gender, name and age. We then transcribed the focus group into a word document using our phones and computers.

Results

Themes

The main theme that we noticed emerge in the focus group is how uninformed and uninterested our participants are about healthcare and health insurance. We noticed right away that our volunteers did not know much about their current healthcare situations other than the fact that they are on their parents’ health insurance. For example, Mike* said, “We don’t know as much as we should about our healthcare provider. [Not] as much as our parents do at least.” When we asked how they planned to handle health care once they’re on their own, they all said that they had not thought about it. Kara added, “I will have to reach out to people that know what they are talking about [when I turn 26] because I do not right now.”

We also realized that many of the participants did not understand the concept of not-for-profit healthcare. When asked if they had ever previously heard of not-for-profit healthcare, all participants answered that they had not. Lindsay misinterpreted it as Obamacare. Mike had his own misconceptions towards not-for-profit healthcare when he said he didn’t believe it was in Lawrence, Kansas. “I know you see them all around the world and people volunteering all across the world... In less financially stable places,” Mike said. “But I didn’t think they were here.” The first thing that comes to Mike’s mind when he hears non-profit is the word “free”. In addition, many of the participants thought that not-for-profit healthcare had a negative connotation. Sally thought that not-for-profit meant the majority of workers would be volunteers. She said, “That doesn’t suit well [with me] because it’s your health care place and that’s something serious and you want that to be in the best hands.” Catherine said, “For some reason I would feel like the doctors may not be as reputable at a non-profit healthcare place.”

* All names have been changed due to confidentiality

When it came to what kind of healthcare service the participants would use, most want to stay away from the doctor as much as possible. The disinterest in preventative healthcare was another major theme throughout the conversation. All respondents but one would rather go to a doctor only when they are sick. For instance, Catherine said, “I feel like I get sick like once a year anyway.” Kara went against the majority when she said that she would visit a doctor for annual checkups.

The final theme that we discovered was that there is no clear consensus on if convenience or loyalty is valued more. When asked if the participants would enjoy having all of their healthcare services in the same location, it became clear that the group is very spilt. While some said that they value convenience over loyalty, others said that they will go out of their way to visit their long-time doctor. Andrew said, “I’ve been seeing [my doctor] for 22 years so I would rather just know someone.” Two of the participants agreed that they too want to have a personal relationship with their doctor. The other half said that they would rather have all of their healthcare services in the same health center so that it is more convenient. Mike said, “I would be able to bang out all my appointments in one day.”



BACK TO THE | BASICS

WHY IS IT SO DIFFICULT TO COMMUNICATE WITH YOUNG MILLENNIALS ABOUT HEALTHCARE?

Well many just don't know enough about the basics of the healthcare system in the first place. So don't waste resources targeting an audience that doesn't have the knowledge to encode your message! Get familiar with millennials' misperceptions, assumptions and general lack of knowledge of the healthcare industry to better understand how to successfully target them. Bonus! You'll be lightyears ahead of the others when it comes time for these college grads to make their own healthcare decisions in the near future... *Swope Health Services | Designed by Emily Judd*

UNLESS I REALLY NEEDED TO GO SOMEWHERE INEXPENSIVE, [NOT-FOR-PROFIT] WOULDN'T BE MY FIRST CHOICE

OBAMACARE?

THERE'S A LOT WE DON'T KNOW BECAUSE WE'RE STILL ON OUR PARENTS' PLANS

[WHEN I GET MY OWN HEALTHCARE] I WILL HAVE TO REACH OUT TO PEOPLE THAT KNOW WHAT THEY'RE TALKING ABOUT BECAUSE I DO NOT RIGHT NOW

I KNOW YOU SEE [NOT-FOR-PROFIT] ALL OVER THE WORLD & VOLUNTEERS BUT I DIDN'T THINK THEY WERE HERE

BECAUSE IT'S A NON-PROFIT YOU'RE GOING TO HAVE A LOT OF VOLUNTEERS THERE

NOT-FOR-PROFIT HEALTHCARE FACILITY. THAT'S WEIRD. THAT'S DIFFERENT

NON-PROFIT? FREE

Discussion and Conclusion

After careful analysis of the data, we identified four key themes in our focus group. First of all, the participants seemed to be uninformed and uninterested in their healthcare plan. None of them had thought about future plans after getting off their parents' insurance. The participants did not understand the concept of not-for-profit healthcare. Once they gained a better understanding, they perceived the healthcare staff as "not as reputable" at a not-for-profit healthcare service. They showed little to no interest in preventative healthcare. Only one participant said she would prefer having yearly check ups. They would much rather go to the CVS minute clinic over their doctor's office unless it was a more serious illness. Reputation was much more important than cost when it came to getting care for serious illnesses.

The overall unawareness and disinterest in healthcare was a large limitation for our focus group. Many participants knew little to nothing about what kind of healthcare they used and what they planned for the future. Many only go to the doctor when absolutely necessary, and disliked the idea of regular check ups. Their indifference towards preventative healthcare and lack of knowledge on not-for-profit health centers minimizes the possibility of Swope Health Care Services becoming a participant's main provider.

In the future, we believe the focus group should consist of participants who are currently responsible for their own healthcare and a student at the University of Kansas. This could be done via a pre-screening survey that would tell researchers more about the participants before the focus group begins. This audience may have better insight to what millennials in undergraduate school are truly thinking about what they want in the future when it comes to their healthcare. In the future, we believe it would be beneficial to keep the questions geared towards over perception of not-for-profit health services and what qualifications are necessary to be considered a "reputable" health care service.

Survey

Introduction & Method

We created a survey to find out what health services millennials use and which they think are most important. We also wanted to discover what they think of healthcare facilities on social media and if it influences their decisions on which facility to go to. Lastly, we wanted to find out how much millennials know about behavioral health services. Our target audience was college students or recent college graduates ages 18 to 24 years old. We all used our personal Facebook accounts to get people to take the survey. This Qualtrics survey has been active for over a week now, and we collected 120 results. Of those 120, 89 qualified for our target audience. However, it appears that not everyone answered every question, since the majority of questions only have 64 answers.

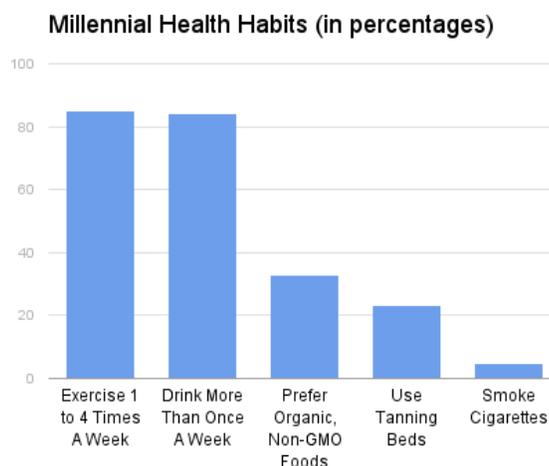
Results

The majority of the participants (n=64, 92.19%) are females. Over 96% of the participants are white or Caucasian. Everyone that completed this survey claim that they have average to excellent health. We also found out that a small percentage of the participants (9.38%) have chronic illnesses that likely affected some of our results.

Overall, the participants (87.69%) report that they take time to live a healthy lifestyle. However, their behavioral answers tell a different story. Most say they believe that their life choices will benefit them in the future and consider the potential effects of their choices. Yet, only 36.92% prioritize their wellbeing over other things like work and schoolwork. Although most already consider themselves very healthy, 66.15% of participants say they would take better care of themselves if they had more time. This leads us to believe that they are not as healthy as they claim to be.

The majority of participants report placing an emphasis on health, but less than half believe that the majority of other college students do the same (40%). There seems to be a sense of illusory superiority in participants' answers, in which they believe their behaviors are better or healthier than the average college student. In reality, we saw a general trend throughout healthcare attitudes. The majority of the participants (84.38%) drink more than one time a week. Only three participants smoke cigarettes, and the majority (73.33%) of them only smoke one or two times a week. They also never use tanning beds

(76.92%), and of the little that do, they only use them before special occasions. Almost 85% of participants exercise one to four times a week. When it comes to food, participants say they think about future health concerns when picking what food to eat. However, when asked if they prefer organic, non-GMO foods over processed foods, only a third of them agreed (32.81%).



Aside from daily activities, when asked about questions directly pertaining to healthcare, participants recognize the importance of annual check ups with their main healthcare provider, the OB/GYN and the dentist. Around 64% of participants visit their primary care doctor at least once a year and almost 80% feel it is important to visit the OB/GYN annually. Over 90% of participants still went to the dentist once a year to get their teeth cleaned, despite the fact that only 78.46% said it was very important. It is important to note that most of our participants were women, most likely accounting for the importance of visiting an OB/GYN each year.

However, participants showed less enthusiasm towards more specialized services. The majority believes that it is not important to regularly visit the dermatologist or behavioral health services. Over 45% of participants regularly visit the eye doctor and only because they have glasses, contacts or an eye-related medical condition. The rest of the participants did not feel like it was necessary to visit the eye doctor. A little over half (56.92%) get a flu shot every year.

We found that most college students have a good grasp on the concept of preventative healthcare and practice at least some aspects of it. They believe preventative healthcare is being smart about what you eat, dieting, exercising and regularly visiting the doctor. On a college campus they think that preventative healthcare has a lot to do with safe sex, flu shots, healthy lifestyle education and behavioral health classes. Although the majority of people (66.10%) think that preventative healthcare is just as important as treating someone who is already sick, a majority of participants visit the doctor less than twice a year.

We found most of our participants visited the doctor for only one annual check up or in times of illness. A larger social media presence may remind patients to schedule preventive healthcare appointments that otherwise may not be of immediate concern. We asked questions to gain insight on how millennials feel about their health provider utilizing social media. Data suggests participants (56.92%) would most likely follow their health provider on Facebook over any other form of social media. They would like them to post only once a week or less. Even if the health provider had a LinkedIn or YouTube account, participants (69.23%) would most likely not follow it. Although millennials are very social media savvy, most say that a health care's social media will not affect their choice in health providers. Parents and guardians influence participant's decisions regarding healthcare the most (93.85%). According to our results, social media would best serve as a contacting tool for appointment reminders, or a way to schedule appointments.

Recommendation

Based on the findings from our research, Swope Health Services may be better off focusing on the aging population and low-income families as its primary target audience. College-aged millennials showed little interest or awareness in healthcare services at this time in their life. If Swope Health Services would still like to reach out to this population, we suggest creating brand awareness and preventative health education. Marketing STD checks, flu shots and behavioral health services on college campuses may be a good opportunity to reach younger millennial voices.

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Appendices

Nora's Focus Group Notes

-Are you all on your parents insurance?

CONFIDENTIAL yes, until getting kicked off

-do you currently have one set health care provider?

-usually yes, or minute clinic, or Watkins if home

would rather know doctor, would not trust a CVS or Watkins. Prefer small office, would rather go to a doc they know

CONFIDENTIAL doesn't usually go to the doctor

Say they would go to a nicer, more expensive doctor than to a cheaper doctor

- if u had a cold, or rash would go to minute clinic but serious illness, nicer doctor
- would agree to go to a provider with one in the same spot-

CONFIDENTIAL would switch eye docs for more convenience and expenses

CONFIDENTIAL focuses on google reviews and what others have to say

free = not-for-profit

CONFIDENTIAL has idea that the doctors are not as reputable

CONFIDENTIAL doesn't trust those doctors because she sees them as most likely volunteers

Would rather have a phone call over a text message

Also do facetime possibly but some say no

Would not be willing for primary health care provider

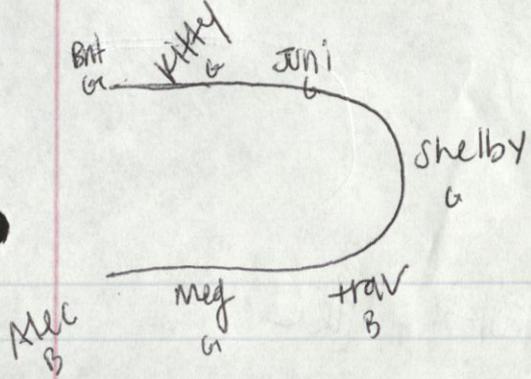
-would consider for small tests and smaller scale items but possibly

-most people did not even not-for-profit healthcare

-would really like an all-in-one healthcare service

-no one even knew about a not-for-profit healthcare

-assumed its in less wealthy part of the city



[communication] ??
 CONFIDENTIAL - likes phone & in person communication
 CONFIDENTIAL text
 CONFIDENTIAL - email

CONFIDENTIAL: nonprofit health = free

CONFIDENTIAL might not think doctors are as trustworthy
 CONFIDENTIAL - things it is more volunteer based

CONFIDENTIAL their parents healthcare - want to be on it until their ~~parent~~ 26

CONFIDENTIAL minute clinic
 CONFIDENTIAL military background

- go to walkins or CVS when @ school
 CONFIDENTIAL goes back to CVS

CONFIDENTIAL wants to go to the doctor for regular check ups

CONFIDENTIAL 1 year checkup

- CONFIDENTIAL get sick 1 a week anyway

CONFIDENTIAL wouldn't trust CVS for full time doctor
 - wants to know his doctor
 - don't like anonymous

CONFIDENTIAL would trust walkin doctor bc needs it to get done
 - not people would go to nice doctor

- living pay check to pay check - depends how sick you are

- wish they could get all doctors done in one spot
 CONFIDENTIAL geographically closer is preferable

CONFIDENTIAL just switched to an eye doctor that goes with her normal doctor

CONFIDENTIAL people reviews

CONFIDENTIAL someone she trusts

zero chance of video doctors for

CONFIDENTIAL

CONFIDENTIAL would video w/ her doctor

CONFIDENTIAL moving up w/ trust STD test dentist
& wild credibility

CONFIDENTIAL know as much as we should about
"healthcare"

CONFIDENTIAL on within management system - [I check
in - multiple services]

CONFIDENTIAL ~~not~~ not for profit = in way less
financially stable centers.

Swope Health Services Focus Group Consent Form

What is the research?

You have been asked to take part in a focus group about general perceptions of health care and how they affect you as a millennial.

Voluntary participation

This discussion is voluntary – you do not have to take part if you do not want to or do not feel comfortable doing so.

Risks/Benefits

There are no known risks involved in participating in this focus group. There are also no direct benefits, but you may gain some valuable knowledge from this focus group about health care.

Privacy

Your privacy will be protected. Your name will not be used in any report that is published. This focus group will be kept strictly confidential. The other patients in the group will be asked to keep what we all talk about private, but we can not 100% guarantee that they will keep everything that is said private. The tape recorder that is used will only be used for research purposes and will be destroyed following transcription.

Audiotape

I agree to be audio-recorded: yes no

If you agree to take part in this focus group, please sign your name and the date below.

NOT FOR PUBLIC RELEASE

NAME

DATE

1/19/10

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Audiotape

I agree to be audio-recorded: yes no

If you agree to take part in this focus group, please sign your name and the date below.

NOT FOR PUBLIC RELEASE

11/9/14

NOT FOR PUBLIC RELEASE

NAME _____
DATE _____

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NAME

DATE

10 - 19 - 2016

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Audiotape

I agree to be audio-recorded: yes no

If you agree to take part in this focus group, please sign your name and the date below.

NOT FOR PUBLIC RELEASE

NAME

DATE

10/19/16

Swope Health Services Focus Group Consent Form

What is the research?

You have been asked to take part in a focus group about general perceptions of health care and how they affect you as a millennial.

Voluntary participation

This discussion is voluntary – you do not have to take part if you do not want to or do not feel comfortable doing so.

Risks/Benefits

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Audiotape

I agree to be audio-recorded: yes no

If you agree to take part in this focus group, please sign your name and the date below.

NOT FOR PUBLIC RELEASE

NAME

DATE

10/19/2016

Swope Health Services Focus Group Consent Form

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Audiotape

I agree to be audio-recorded: yes no

If you agree to take part in this focus group, please sign your name and the date below.

NOT FOR PUBLIC RELEASE

NAME

DATE

10/19/16

Swope Health Services Focus Group

Survey

Name: **CONFIDENTIAL** Birthdate: **CONFIDENTIAL**

Current Address: **CONFIDENTIAL** **CONFIDENTIAL**

State: **CONFIDENTIAL** Zip Code: **CONFIDENTIAL** City: **CONFIDENTIAL**

Race: **CONFIDENTIAL** Gender: **CONFIDENTIAL**

Health Insurance Provider, if any: **CONFIDENTIAL** **CONFIDENTIAL**

Are you currently a student at the University of Kansas?: Yes

When are you graduating from college?: May

Do you plan on living alone after graduation or going back to live with your family?: _____

Living ~~at~~ with the Fam if I don't have a job.

What is your go-to health center for when you get sick at school or away from your regular health provider?: **CONFIDENTIAL**

Swope Health Services Focus Group Survey

Name: **CONFIDENTIAL** Birthdate: **CONFIDENTIAL**

Current Address: **CONFIDENTIAL** **CONFIDENTIAL**

State: **CONFIDENTIAL** Zip Code: **CONFIDENTIAL** City: **CONFIDENTIAL**

Race: **CONFIDENTIAL** Gender: **CONFIDENTIAL**

Health Insurance Provider, if any: **CONFIDENTIAL** **CONFIDENTIAL**

Are you currently a student at the University of Kansas?: yes

When are you graduating from college?: 2018

Do you plan on living alone after graduation or going back to live with your family?: _____

living alone with roommates

What is your go-to health center for when you get sick at school or away from your regular health provider?: **CONFIDENTIAL**

Swope Health Services Focus Group Survey

Name: **CONFIDENTIAL** Birthdate: **CONFIDENTIAL**

Current Address: **CONFIDENTIAL** **CONFIDENTIAL**

State: **CONFIDENTIAL** Zip Code: **CONFIDENTIAL** City: **CONFIDENTIAL**

Race: **CONFIDENTIAL** Gender: **CONFIDENTIAL**

Health Insurance Provider, if any: **CONFIDENTIAL** **CONFIDENTIAL**

Are you currently a student at the University of Kansas?: yes

When are you graduating from college?: May 2018

Do you plan on living alone after graduation or going back to live with your family?:
not sure

What is your go-to health center for when you get sick at school or away from your regular health provider?: **CONFIDENTIAL** **CONFIDENTIAL** clinic

Swope Health Services Focus Group Survey

Name: **CONFIDENTIAL** Birthdate: **CONFIDENTIAL**

Current Address: **CONFIDENTIAL**

State: **CONFIDENTIAL** Zip Code: **CONFIDENTIAL** City: **CONFIDENTIAL**

Race: **CONFIDENTIAL** Gender: **CONFIDENTIAL**

Health Insurance Provider, if any: **CONFIDENTIAL** **CONFIDENTIAL**

Are you currently a student at the University of Kansas?: yes

When are you graduating from college?: MAY 2018

Do you plan on living alone after graduation or going back to live with your family?: alone

What is your go-to health center for when you get sick at school or away from your regular health provider?: **CONFIDENTIAL**

Swope Health Services Focus Group Survey

Name: **CONFIDENTIAL** Birthdate: **CONFIDENTIAL**

Current Address: **CONFIDENTIAL**

State: **CONFIDENTIAL** Zip Code: **CONFIDENTIAL** City: **CONFIDENTIAL**

Race: **CONFIDENTIAL** Gender: **CONFIDENTIAL**

Health Insurance Provider, if any: **CONFIDENTIAL**

Are you currently a student at the University of Kansas?: Yes

When are you graduating from college?: May 2017

Do you plan on living alone after graduation or going back to live with your family?:
ALONE OR W/ROOMMATE

What is your go-to health center for when you get sick at school or away from your regular health provider?: **CONFIDENTIAL**

Swope Health Services Focus Group

Survey

Name: **CONFIDENTIAL** Birthdate: **CONFIDENTIAL**

Current Address: **CONFIDENTIAL** **CONFIDENTIAL**

State: **CONFIDENTIAL** Zip Code: **CONFIDENTIAL** City: **CONFIDENTIAL**

Race: **CONFIDENTIAL** Gender: **CONFIDENTIAL**

Health Insurance Provider, if any: **CONFIDENTIAL**

Are you currently a student at the University of Kansas?: yes

When are you graduating from college?: May 2017

Do you plan on living alone after graduation or going back to live with your family?:
alone / roommate

What is your go-to health center for when you get sick at school or away from your regular health provider?: **CONFIDENTIAL**

Swope Health Services

Focus Group

Moderator Guide

October 6, 2016

Group 3

Meg Talbott, Sarah Johnston, Nora Neary, and Emily Judd

Swope Health Services Focus Group Consent Form

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Audiotape

I agree to be audio-recorded: yes _____ no _____

If you agree to take part in this focus group, please sign your name and the date below.

NAME

DATE

Swope Health Services Focus Group

Moderator Guide

[Background information for moderator]

Research Objectives

Swope Health Services would like to connect with millennials in their junior and senior year of college to understand their wants and needs towards health care as they make the transition from switching off of their parents' health care and begin thinking about buying their own. Swope Health Services understands the pressures faced post-graduation, such as paying off student loans while simultaneously looking for employment, and the importance of a sound body and mind while dealing with these pressures. Swope Health Services would like to be recognized as an affordable quality health care provider in the minds of these millennials to support them as they take their next big life step.

Respondent Profile

Millennials ages 18-29 have identified several key factors that influence their decision when choosing a primary care doctor: convenience, access, value, reputation and quality. They prefer walk-ins and after-hours access over weekend access. They want to know about costs up front and prefer not to pay out-of-pocket fees when visiting their provider. When evaluating reputation, they look to friends and family and research patient satisfaction survey scores and if the clinic has a partnership with the best hospitals in their area. They prefer to be treated by a doctor over a nurse practitioner as well as treated with the latest, cutting-edge technology. 21 percent of millennials would consider a virtual visit via webcam and 26 percent would consider emailing their doctor.

[Moderator starts reading here]

Introduction

We want to thank you all for coming today to take part in our focus group about millennial health. Your feedback is very important to us because it will help us understand how we need to better market health care to millennials. We may ask you some very personal questions, so know that there are no right or wrong answers to these and we will not judge you because of your answers. Our discussion will last about 60 minutes with a brief survey for you to fill out at the end. You do not have to answer any questions that you do not want to, but we encourage you to share your opinions. Please let me know now if you no longer want to take place in this focus group.

We will be audio-recording this session so that we are sure that we have records of everything that was said during the focus group. We promise that we will not share this tape with anyone and after we are finished using it, it will be destroyed.

If you are comfortable with all of this, then please read and sign the consent form that was handed out to you when you entered the room. This shows that you have read everything on the form and agree to participate in this focus group and that it is okay to be audio-recorded.

Do you have any questions before we start?

Ice Breaker Question

1. What is your favorite dessert? What is your least favorite kind of dessert?

[Add transition commentary ex: Now that we've all gotten to know each other a little bit better, we can dive into the reason that we're all here today.]

Introduction Questions

1. Do your parents currently provide your health care insurance for you?
 - a. If they do, how much longer do you plan on being on it?
 - b. How do you plan to handle your health care once you are on your own?
2. Do you currently have one set health care provider?

Key Questions

1. If you get sick, where do you normally go?
 - a. Will this have to change when you graduate college?
2. When you graduate college, do you plan on going to a doctor for regular check-ups?
 - a. If you said no, why not? Is it time-related, cost-related or care-related?
3. When choosing a health center, what qualifications are you looking for?
 - a. How do you define what qualifications are most important to you?
 - b. How do cost and reputation affect your decision?
4. Do you go to different places for different services? For example, are your dentist, doctor and eye doctor services all at different locations?
 - a. How would you feel about having them all in one place?
 - b. Would you be willing to change from your current services to see one provider to make it more convenient for you?

Ending Questions

[Today we talked about... summarize conversation]

1. What is the most important point we have discussed?
2. Is there anything we missed that you would like to talk about?

Swope Health Services Focus Group Survey

Name: _____ Birthdate: _____

Current Address: _____

State: _____ Zip Code: _____ City: _____

Race: _____ Gender: _____

Health Insurance Provider, if any: _____

Are you currently a student at the University of Kansas?: _____

When are you graduating from college?: _____

Do you plan on living alone after graduation or going back to live with your family?: _____

What is your go-to health center for when you get sick at school or away from your regular

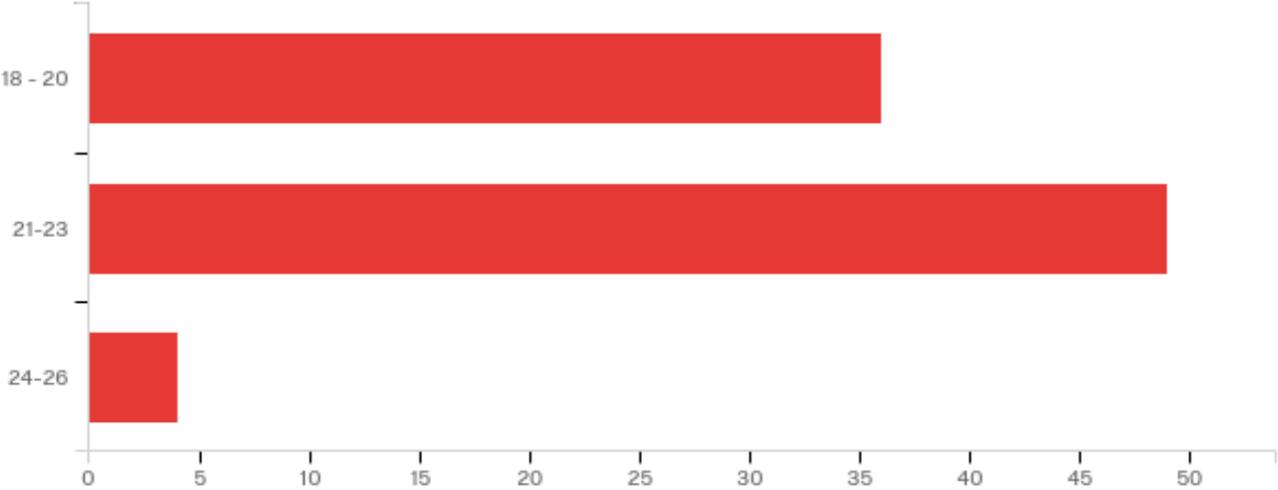
health provider?: _____

Default Report

J460 Questionnaire

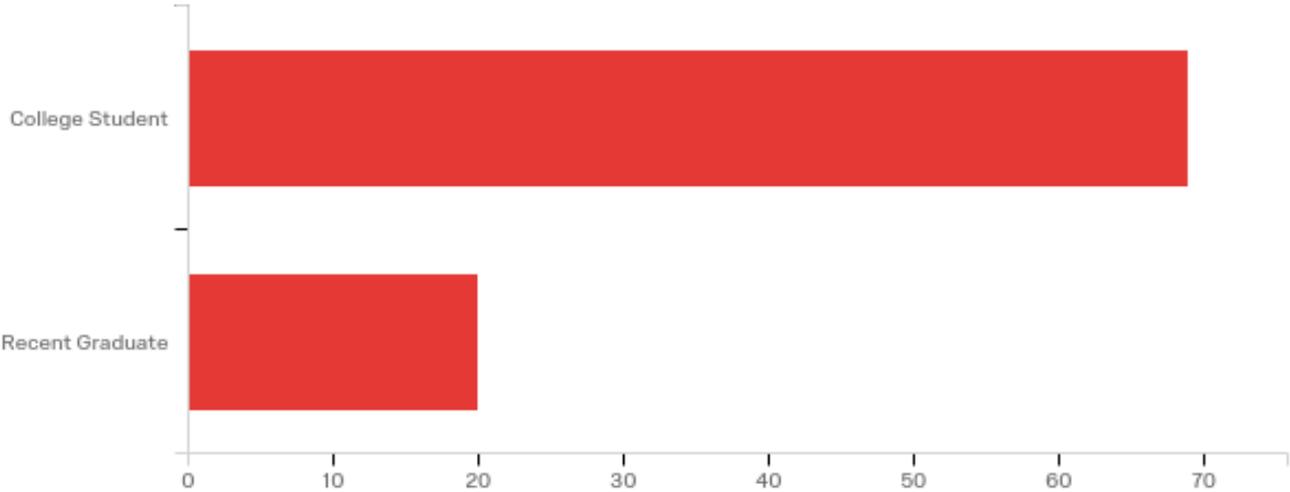
December 6th 2016, 4:07 pm MST

Q1 - How old are you?



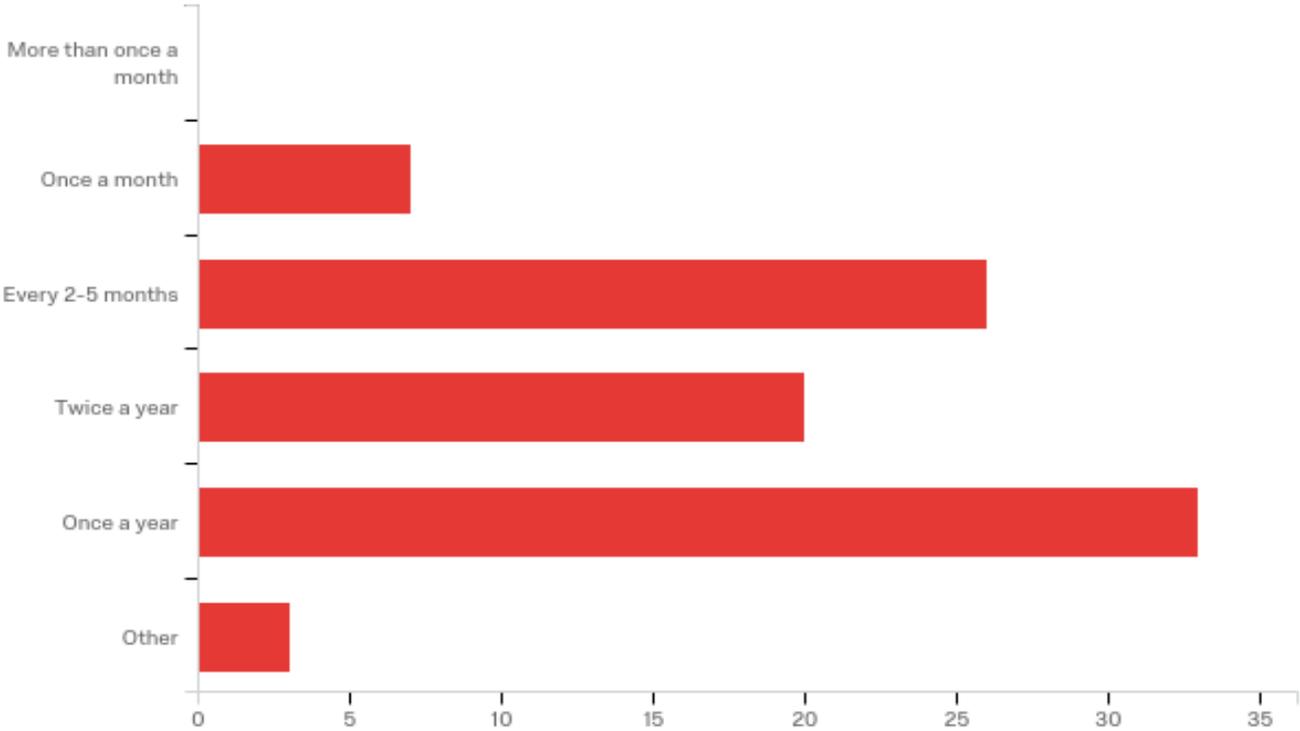
#	Answer	%	Count
1	18 - 20	40.45%	36
2	21-23	55.06%	49
3	24-26	4.49%	4
	Total	100%	89

Q2 - Are you currently enrolled in college or recent graduate?



#	Answer	%	Count
1	College Student	77.53%	69
2	Recent Graduate	22.47%	20
	Total	100%	89

Q3 - How often do you visit a doctor?



#	Answer	%	Count
1	More than once a month	0.00%	0
2	Once a month	7.87%	7
3	Every 2-5 months	29.21%	26
4	Twice a year	22.47%	20
5	Once a year	37.08%	33
6	Other	3.37%	3
	Total	100%	89

Q4 - If you answered other, how often do you visit the doctor?

If you answered other, how often do you visit the doctor?

Only when sick, so maybe once every 2 years

Every couple of years

Whenever necessary

Q5 - What do you think of when you hear preventative healthcare?

What do you think of when you hear preventative healthcare?
Doctors checkup
birth control, learning about sex ed and heart disease
I don't know
I don't know
Check ups to stay healthy
My primary care doctor, going for checkups.
to prevent further illness or spread of illness/injury
Annoying but typical
Health care that prevents stuff
Ways to protect yourself
going to dr to prevent illness
Flu shot
Being sanitary, being mindful of germs around you
Positive
Healthcare preventing other ailments
Being proactive with your health to prevent illness in the first place
Steps to take in order to avoid illness
Taking steps to avoid health issues
Help me prevent my bad health
Exercise & healthy diet
Smart, worth it.
Being proactive
Waste of money
Birth control
Being responsible, maturity
Going to the doctor before you're sick/before you get sick/etc
Vitamins
Check ups with a primary care doctor

Primary care
Trying to keep from getting an illness
Preventing diseases
Affordable
Free healthcare
Going to th
Yearly exams and physicals
Diet, exercise, medication, vitamins
Vaccine
Steps taken to ensure you avoid a sickness (exercise, healthy eating, regular check ups)
Regular annual checkups
I think it is the easiest type of healthcare to receive. If you prevent a disease from arising, it can save your life and health.
Obama
Good
Not allowing health care
Of getting immunization shots
Thing you can do or take to prevent getting sick
Primary prevention
Being proactive toward your health; staying on top of doctors visits and checkups BEFORE a sickness or reason brings you in
I don't know
A flu shot
Healthcare that prevents an issue before waiting for the issue to arise and then addressing it
Healthcare that works to decrease the likelihood of a person having a long term illness.
Healthcare to prevent an illness
Preventing healthcare
Healthcare that prevents sickness instead of treating the sickness once it has already arrived
Vitamins and check ups
prevents getting sick
healthcare helping to prevent patients from getting diseases
Regularly visiting a doctor even when you're not "sick"
Receiving healthcare to prevent being sick

Prevents from going to a doctor

Going to th the doctor a lot

Keeping up with your personal wellness to prevent getting seriously ill

Measures taken before illness to preserve health

Going to the doctor a lot

Q6 - What does preventative healthcare look like on a college campus?

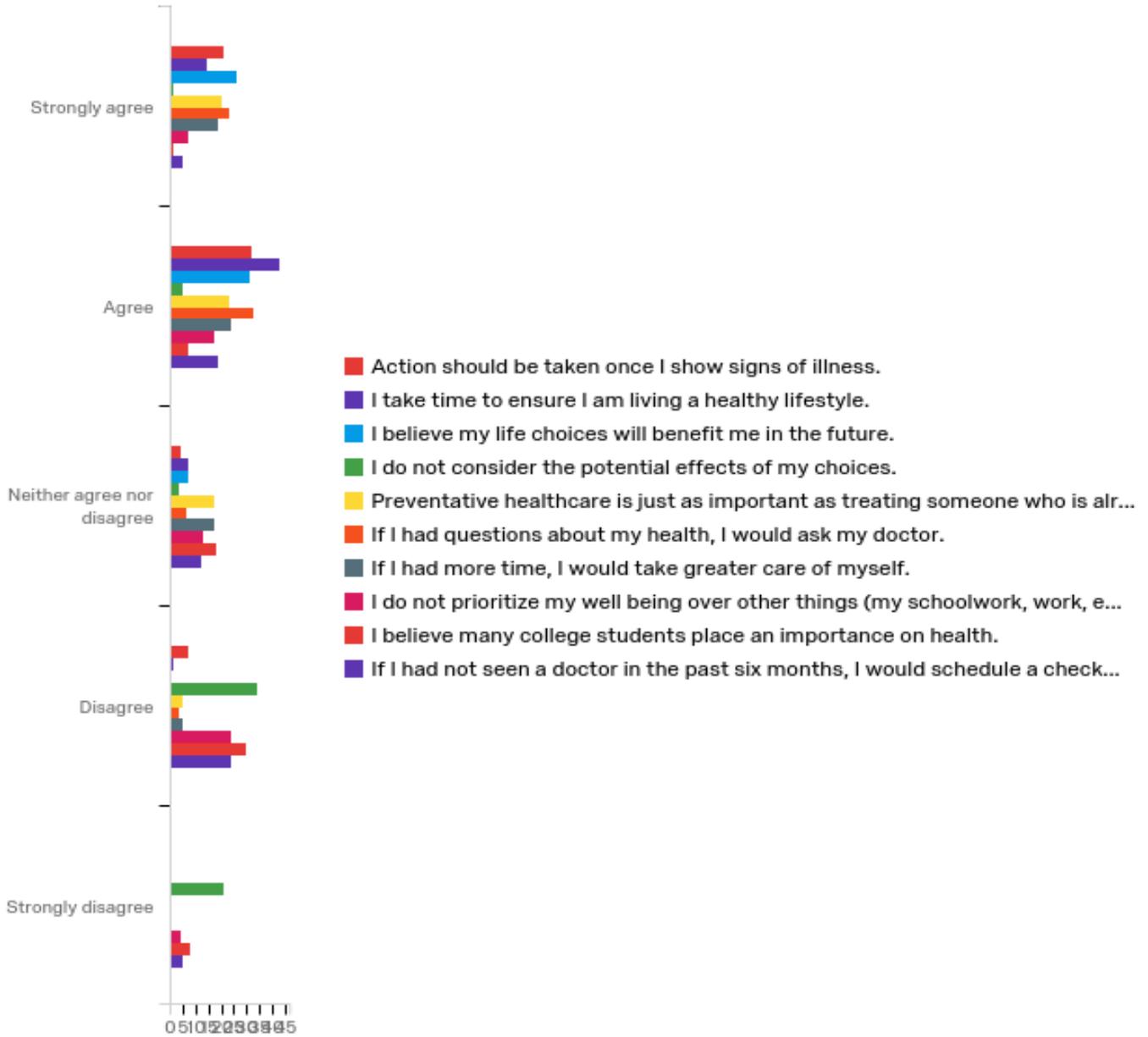
What does preventative healthcare look like on a college campus?
Required courses on how to stay healthy
condoms
I don't know
I don't know
Idk
Watkins health center or a minute clinic type environment
i have no idea
Dirty
Scrubs
Condoms
going to health center, use protection
Passing out condoms
Hand sanitizer stations around campus
Beak healthy toilet talks
Spreading awareness, flu shots, STD tests
Getting a glue shot and washing your hands to not spread germs
Washing hands, getting shots
Proper education about available options
It looks like a guy dressing up in a heart suit saying you should prevent your bad health fatty
Idk
STD prevention
Flu shots and check ups
Nothing
Emergen-C and condoms
On-campus clinics
free clinics and testing centers encouraging students to take preventative measures
Vaccinations like flu shots
Doesn't exist

Flu shot initiatives
Condoms, and other protection of std's etc
Regular screenings
Free flu shots at the student center with a student ID
Bad
Ability to visit the health clinic as necessary
Rec center, health center
Self motivated
Taking time to live a healthy lifestyle and visiting the doctor to get shots and check ups to avoid illnesses.
The only preventative healthcare I've noticed is STD & STI related.
Sickness goes down
Not much
I'm not sure
Possibly condoms (protects from stds)
Taking vitamins, using condoms
Flu shots and sex ed.
Having access to free flu shots, health screenings, etc. or at least at a reasonable price
No clue
Free healthcare on college campuses
Sexual protection is probably the most common and washing hands to avoid sickness
Flu shots, health campaigning
Educating people on a healthy lifestyle
Not sure
Handing out condoms
We don't have any
preventing diseases from spreading
I don't know.
Visiting a doctor regularly
Students having the opportunity to receive shots or vaccines on campus
No idea
Behavioral health classes
Going in for checkups; safe sex and safe alcohol use teachings

Flu shots, birth control, giving information to students

Health classes

Q7 - Click to write the question text

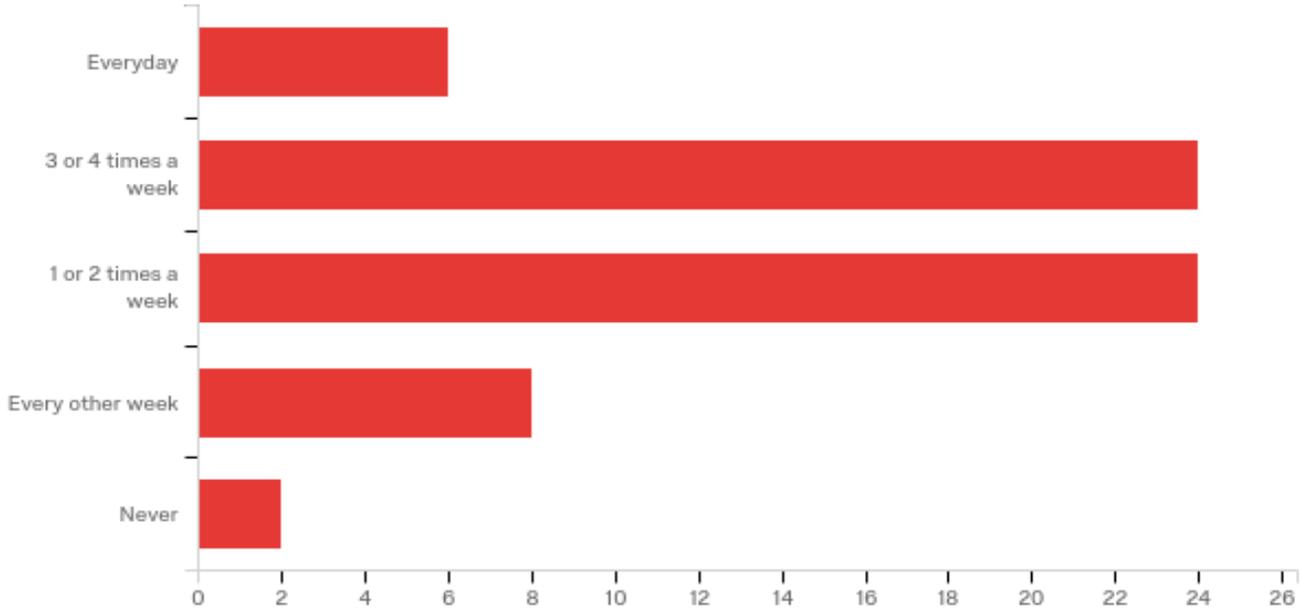


Question	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Action should be taken once I show signs	32.31% 21	49.23% 32	6.15% 4	10.77% 7	0.00% 0	65

of illness.												
I take time to ensure I am living a healthy lifestyle.	21.54 %	14	66.15 %	43	10.77 %	7	1.54%	1	0.00%	0	65	
I believe my life choices will benefit me in the future.	40.00 %	26	47.69 %	31	10.77 %	7	0.00%	0	0.00%	0	65	
I do not consider the potential effects of my choices.	1.54%	1	7.69%	5	4.62%	3	52.31 %	34	32.31 %	21	65	
Preventative health care is just as important as treating someone who is already sick.	30.77 %	20	35.38 %	23	26.15 %	17	7.69%	5	0.00%	0	65	
If I had questions about my health, I would	35.38 %	23	50.77 %	33	9.23%	6	4.62%	3	0.00%	0	65	

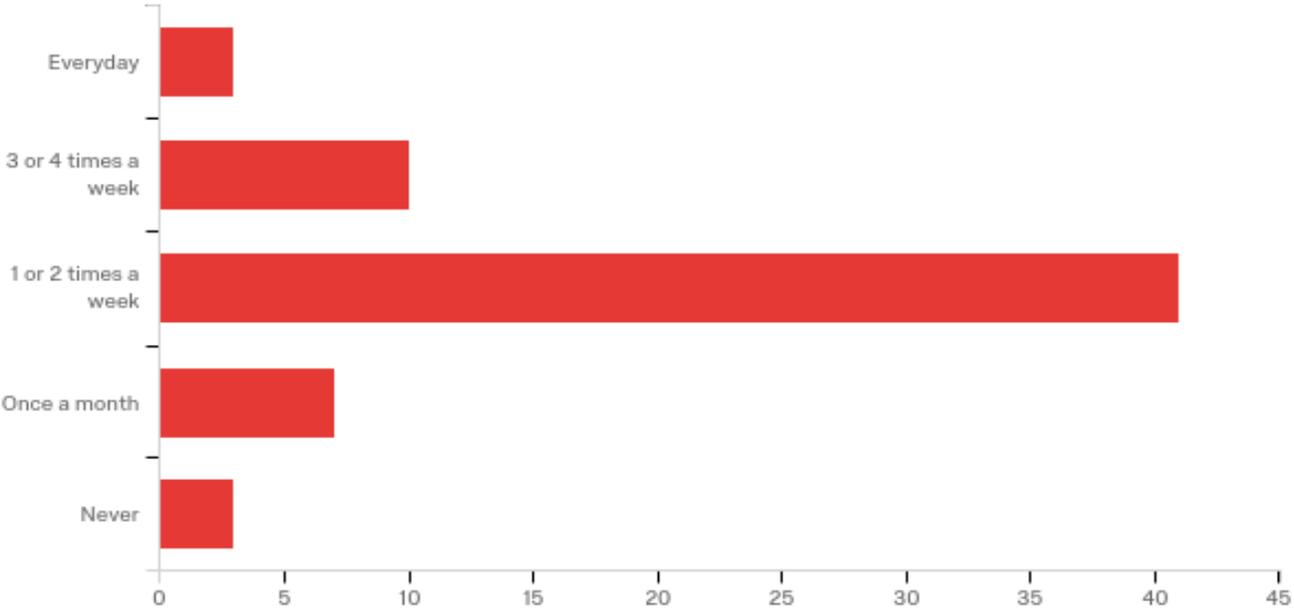
ask my doctor.												
If I had more time, I would take greater care of myself.	29.23 %	19	36.92 %	24	26.15 %	17	7.69%	5	0.00%	0	65	
I do not prioritize my well being over other things (my school work, work, etc.)	10.77 %	7	26.15 %	17	20.00 %	13	36.92 %	24	6.15%	4	65	
I believe many college students place an importance on health.	1.54%	1	10.77 %	7	27.69 %	18	46.15 %	30	12.31 %	8	65	
If I had not seen a doctor in the past six months, I would schedule a check up.	7.69%	5	29.23 %	19	18.46 %	12	36.92 %	24	7.69%	5	65	

Q8 - How many times a week do you exercise?



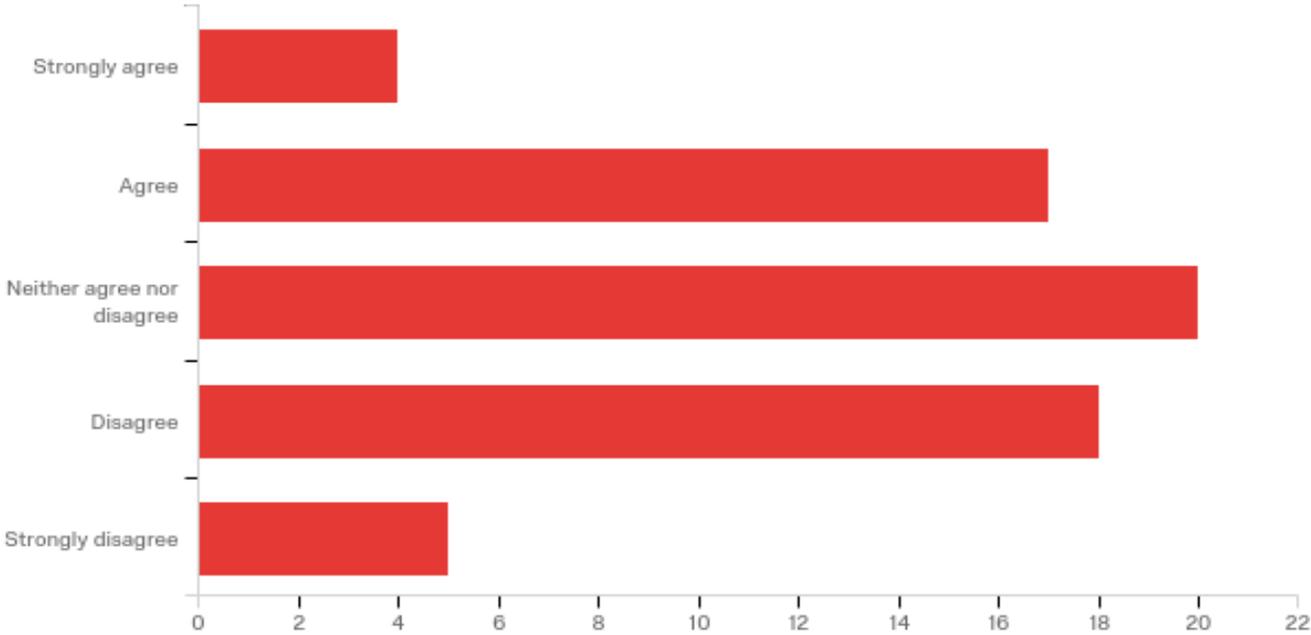
#	Answer	%	Count
1	Everyday	9.38%	6
2	3 or 4 times a week	37.50%	24
3	1 or 2 times a week	37.50%	24
4	Every other week	12.50%	8
5	Never	3.13%	2
	Total	100%	64

Q9 - How often do you drink alcohol?



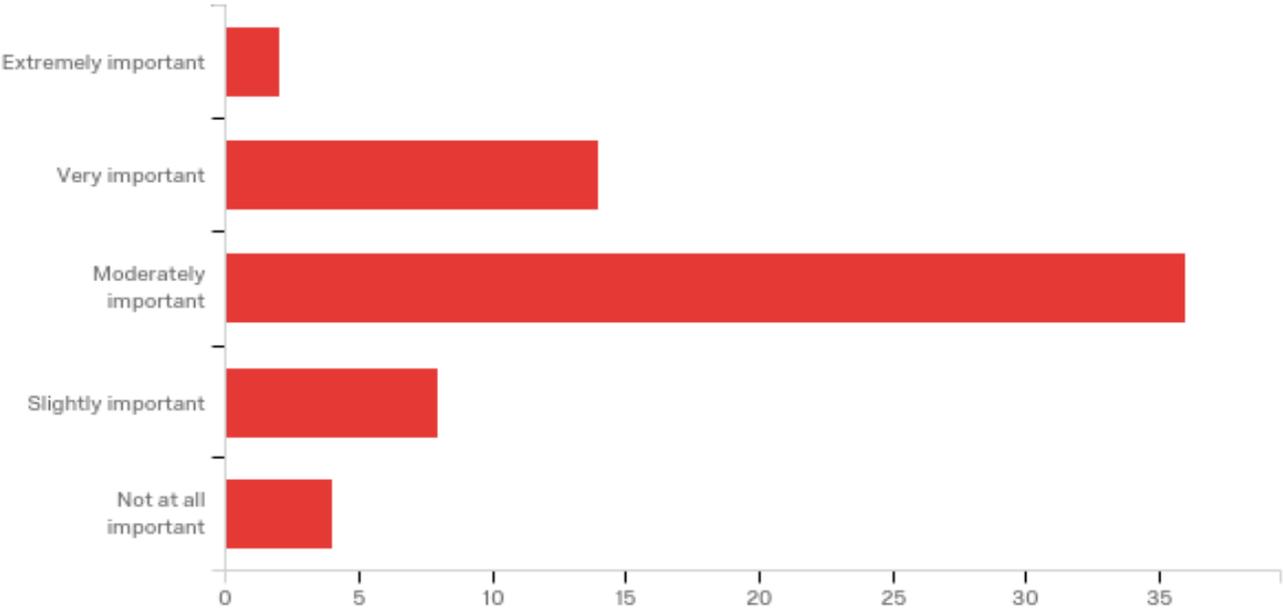
#	Answer	%	Count
1	Everyday	4.69%	3
2	3 or 4 times a week	15.63%	10
3	1 or 2 times a week	64.06%	41
4	Once a month	10.94%	7
5	Never	4.69%	3
	Total	100%	64

Q10 - I prefer organic, non-GMO food choices over non-organic or processed foods?



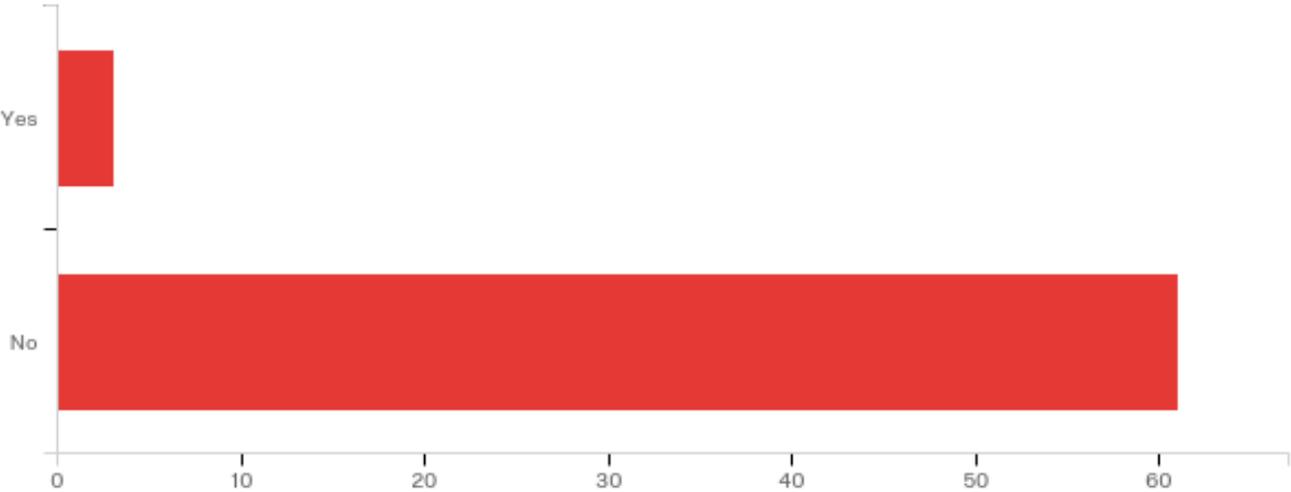
#	Answer	%	Count
1	Strongly agree	6.25%	4
2	Agree	26.56%	17
3	Neither agree nor disagree	31.25%	20
4	Disagree	28.13%	18
5	Strongly disagree	7.81%	5
	Total	100%	64

Q11 - Does your future health concerns affect what type of food you eat?



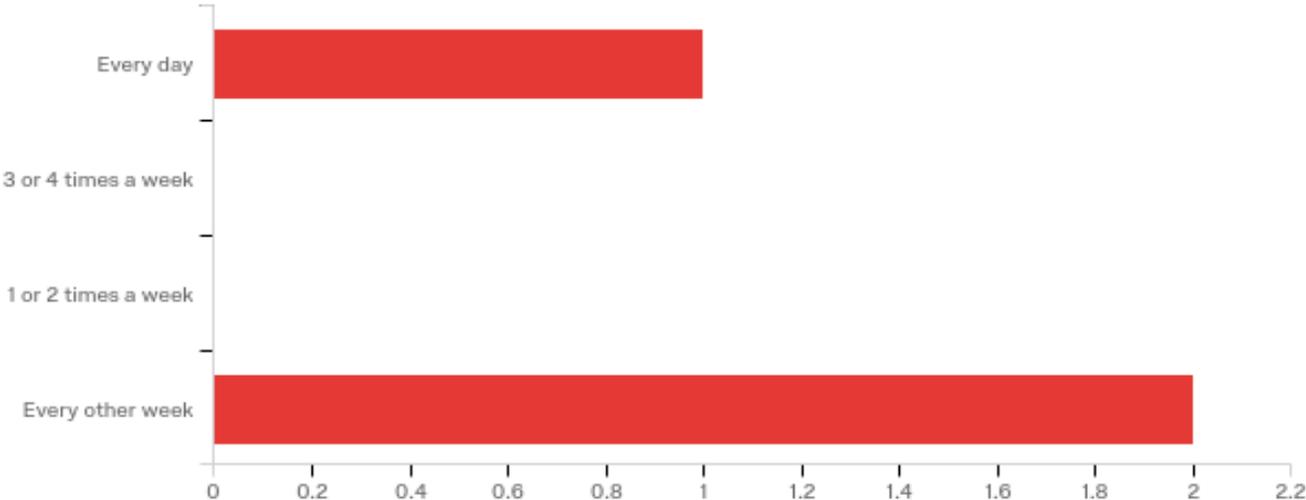
#	Answer	%	Count
1	Extremely important	3.13%	2
2	Very important	21.88%	14
3	Moderately important	56.25%	36
4	Slightly important	12.50%	8
5	Not at all important	6.25%	4
	Total	100%	64

Q12 - Do you smoke cigarettes?



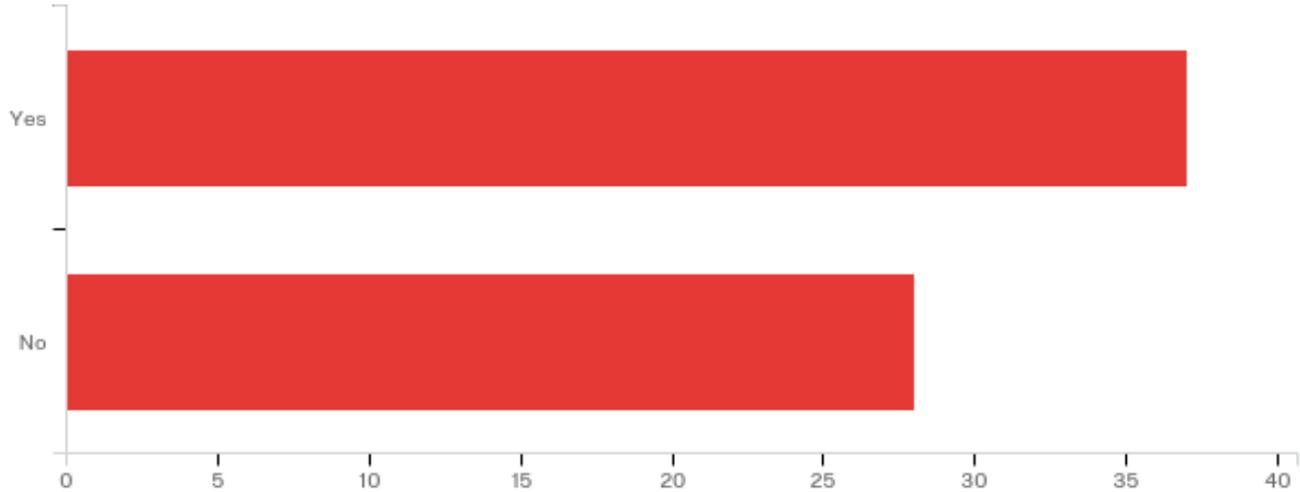
#	Answer	%	Count
1	Yes	4.69%	3
2	No	95.31%	61
	Total	100%	64

Q12 - How often do you smoke cigarettes?



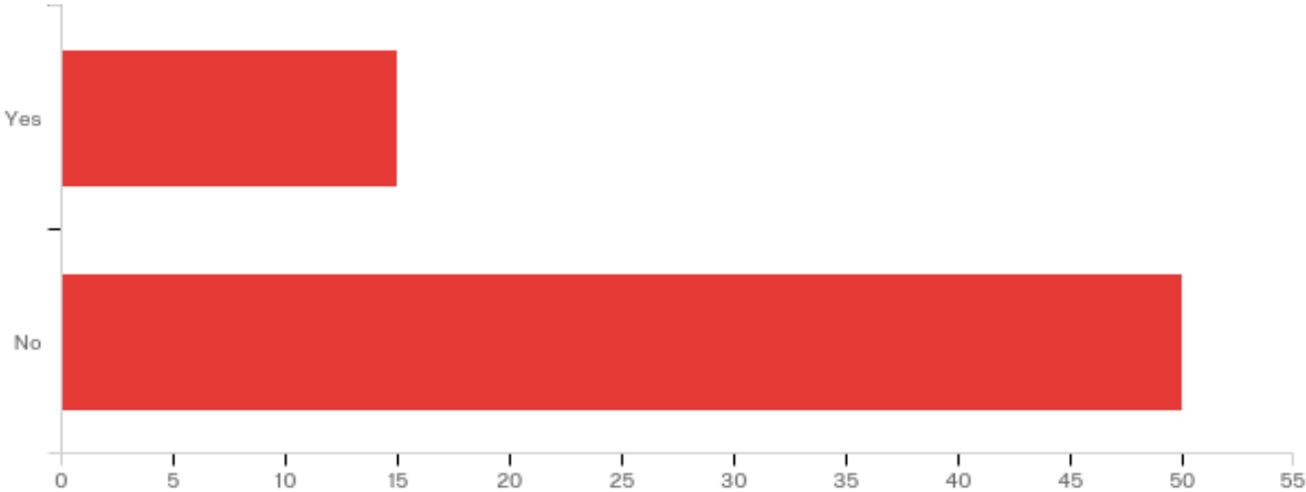
#	Answer	%	Count
1	Every day	33.33%	1
2	3 or 4 times a week	0.00%	0
3	1 or 2 times a week	0.00%	0
4	Every other week	66.67%	2
	Total	100%	3

Q13 - Do you get a flu shot?



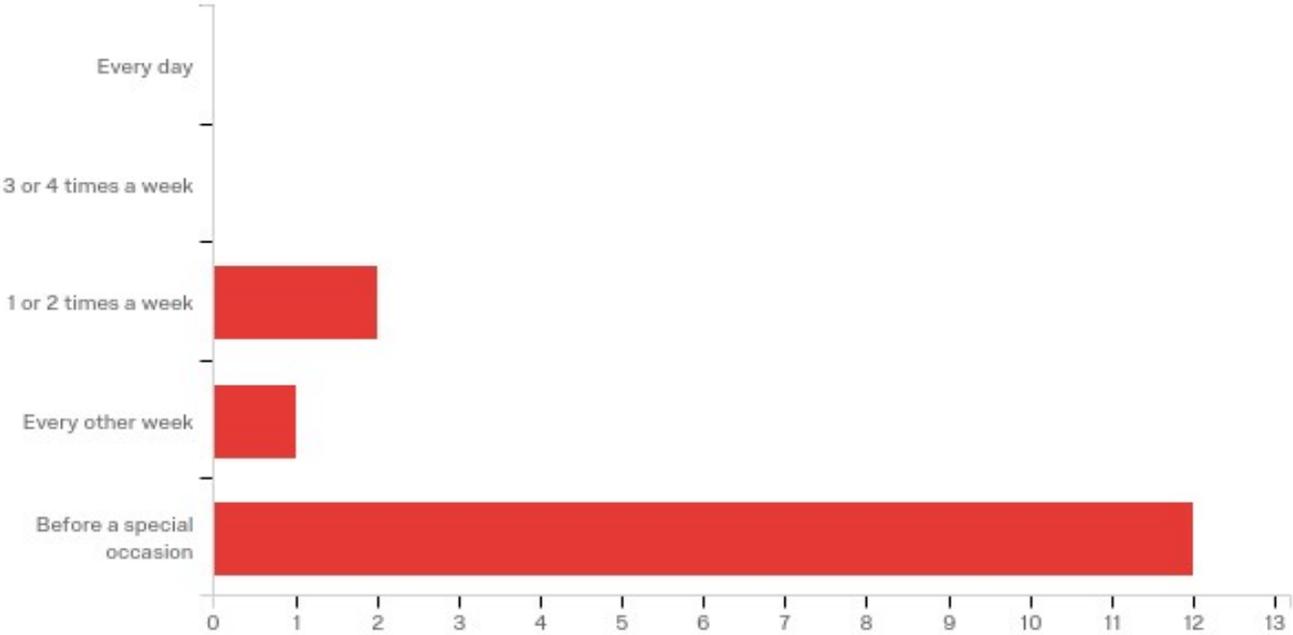
#	Answer	%	Count
1	Yes	56.92%	37
2	No	43.08%	28
	Total	100%	65

Q14 - Do you use tanning beds?



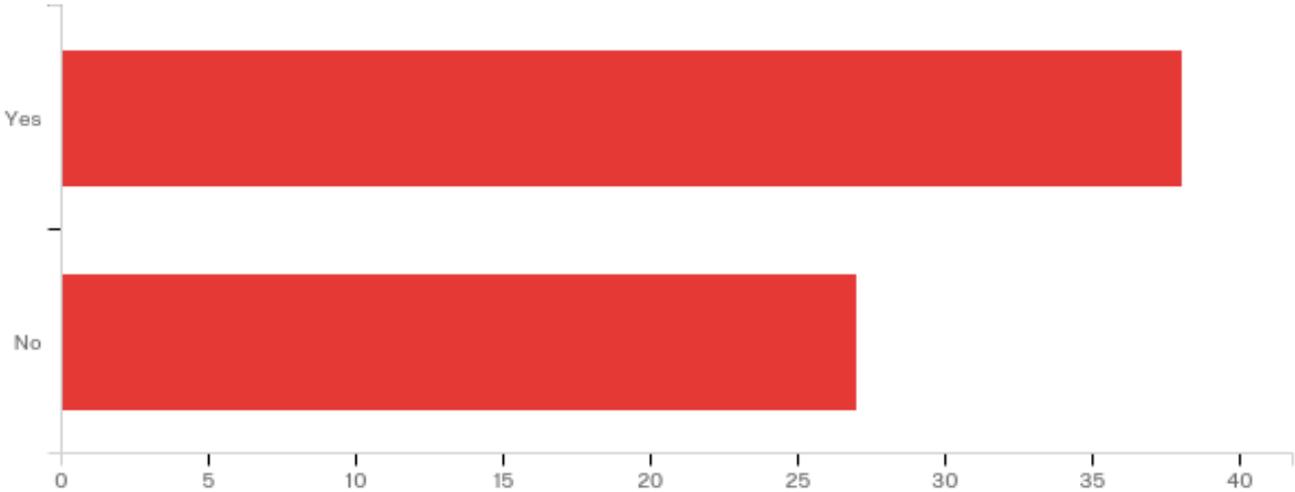
#	Answer	%	Count
1	Yes	23.08%	15
2	No	76.92%	50
	Total	100%	65

Q15 - How often do you use tanning beds?



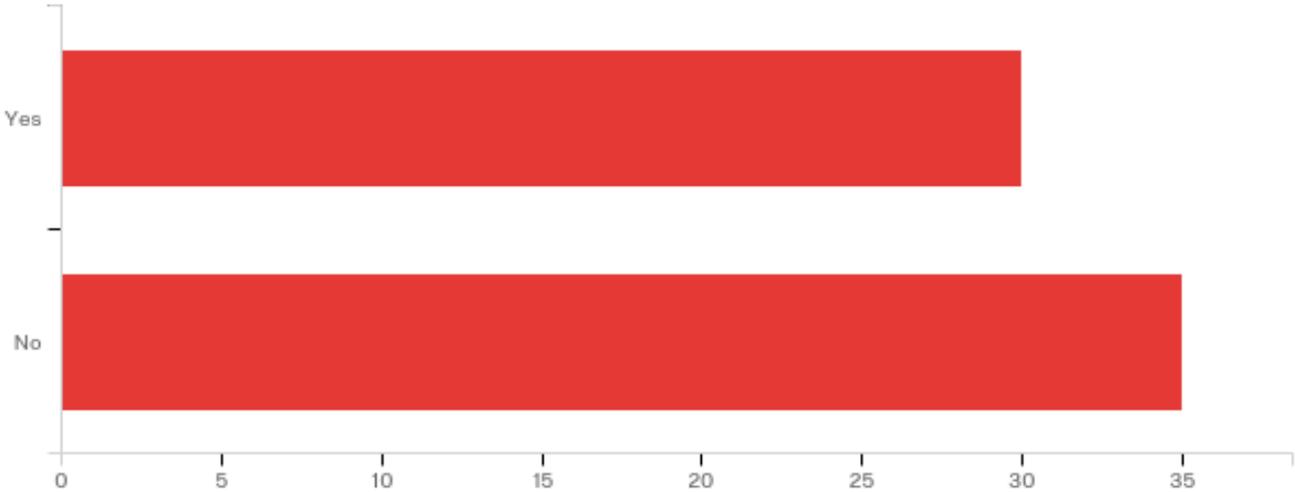
#	Answer	%	Count
1	Every day	0.00%	0
2	3 or 4 times a week	0.00%	0
3	1 or 2 times a week	13.33%	2
4	Every other week	6.67%	1
5	Before a special occasion	80.00%	12
	Total	100%	15

Q16 - Do you currently use any other health service than a primary care doctor?



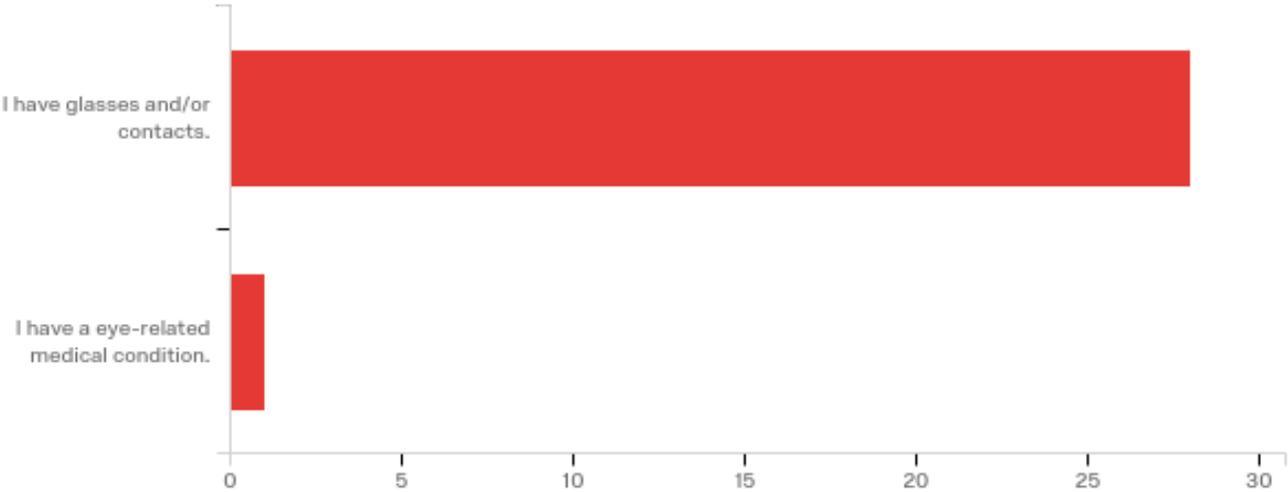
#	Answer	%	Count
1	Yes	58.46%	38
2	No	41.54%	27
	Total	100%	65

Q17 - Do you regularly visit the eye doctor?



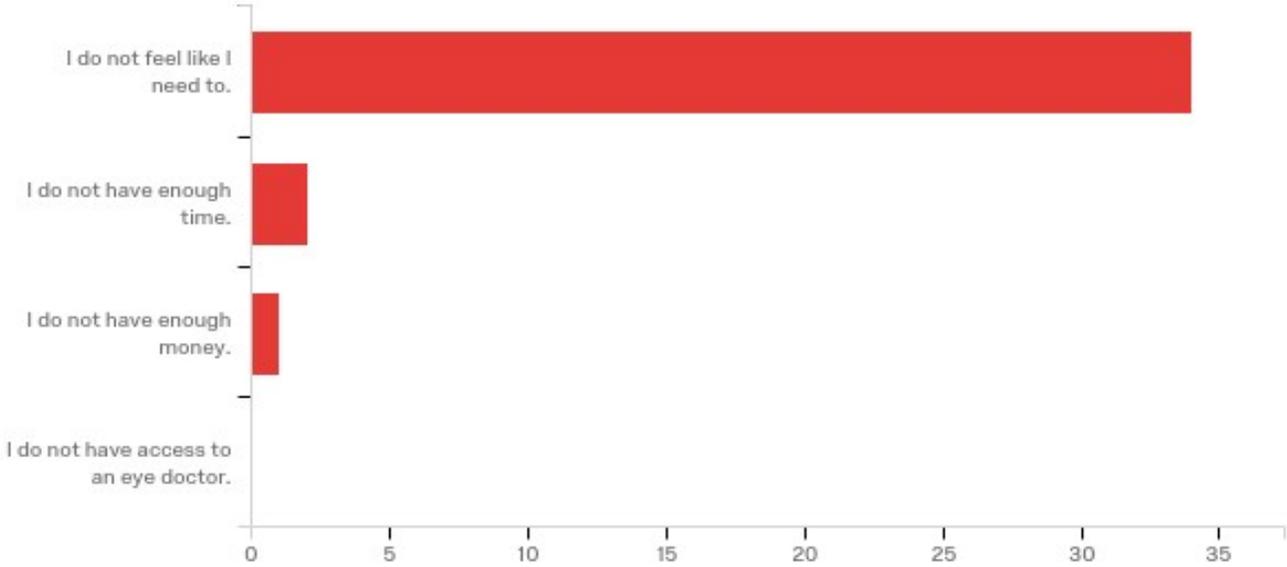
#	Answer	%	Count
1	Yes	46.15%	30
2	No	53.85%	35
	Total	100%	65

Q18 - Why do you visit the eye doctor regularly?



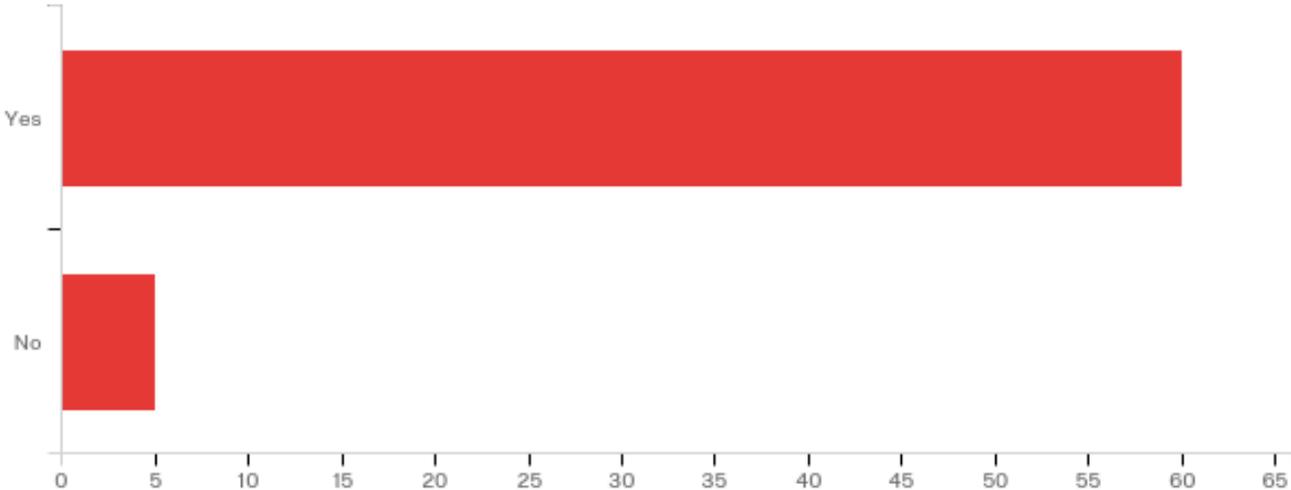
#	Answer	%	Count
1	I have glasses and/or contacts.	96.55%	28
2	I have a eye-related medical condition.	3.45%	1
	Total	100%	29

Q19 - Why don't you visit the eye doctor regularly? (Check all that apply)



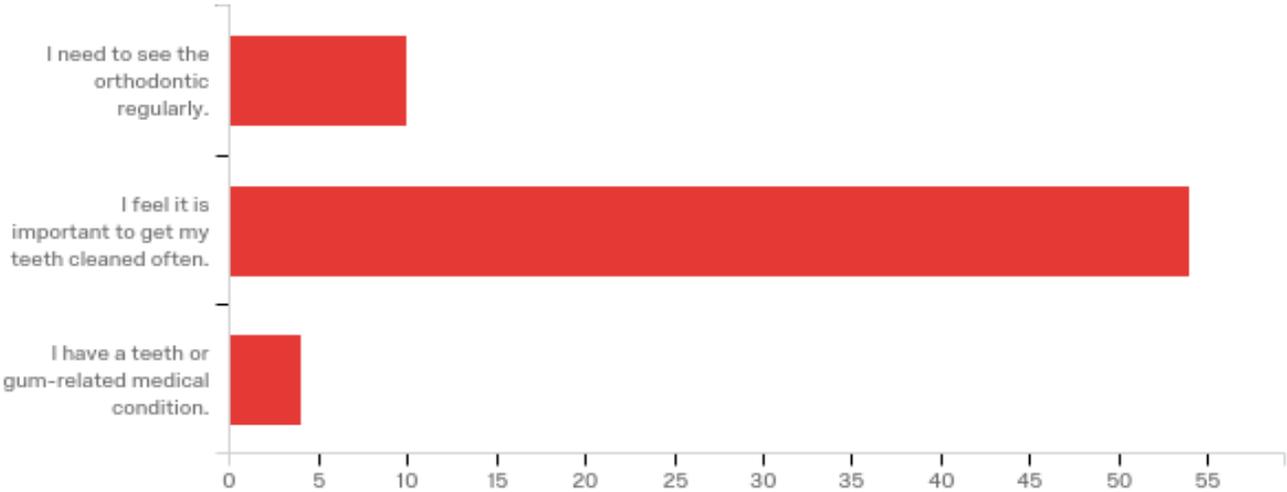
#	Answer	%	Count
1	I do not feel like I need to.	97.14%	34
2	I do not have enough time.	5.71%	2
3	I do not have enough money.	2.86%	1
4	I do not have access to an eye doctor.	0.00%	0
	Total	100%	35

Q20 - Do you regularly visit the dentist?



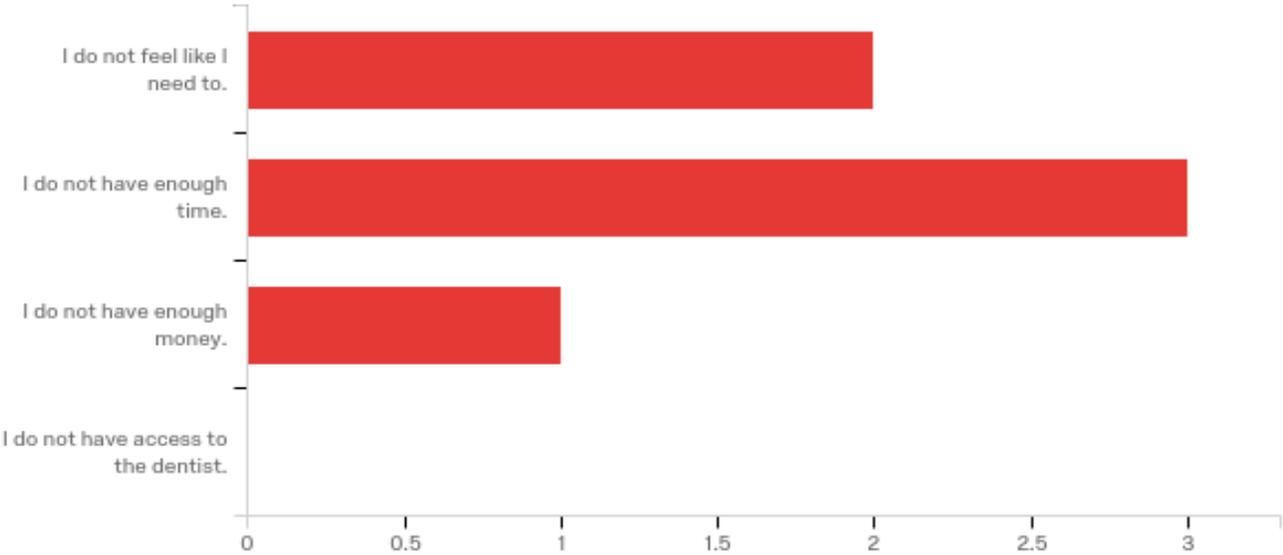
#	Answer	%	Count
1	Yes	92.31%	60
2	No	7.69%	5
	Total	100%	65

Q21 - Why do you visit the dentist regularly? (Check all that apply)



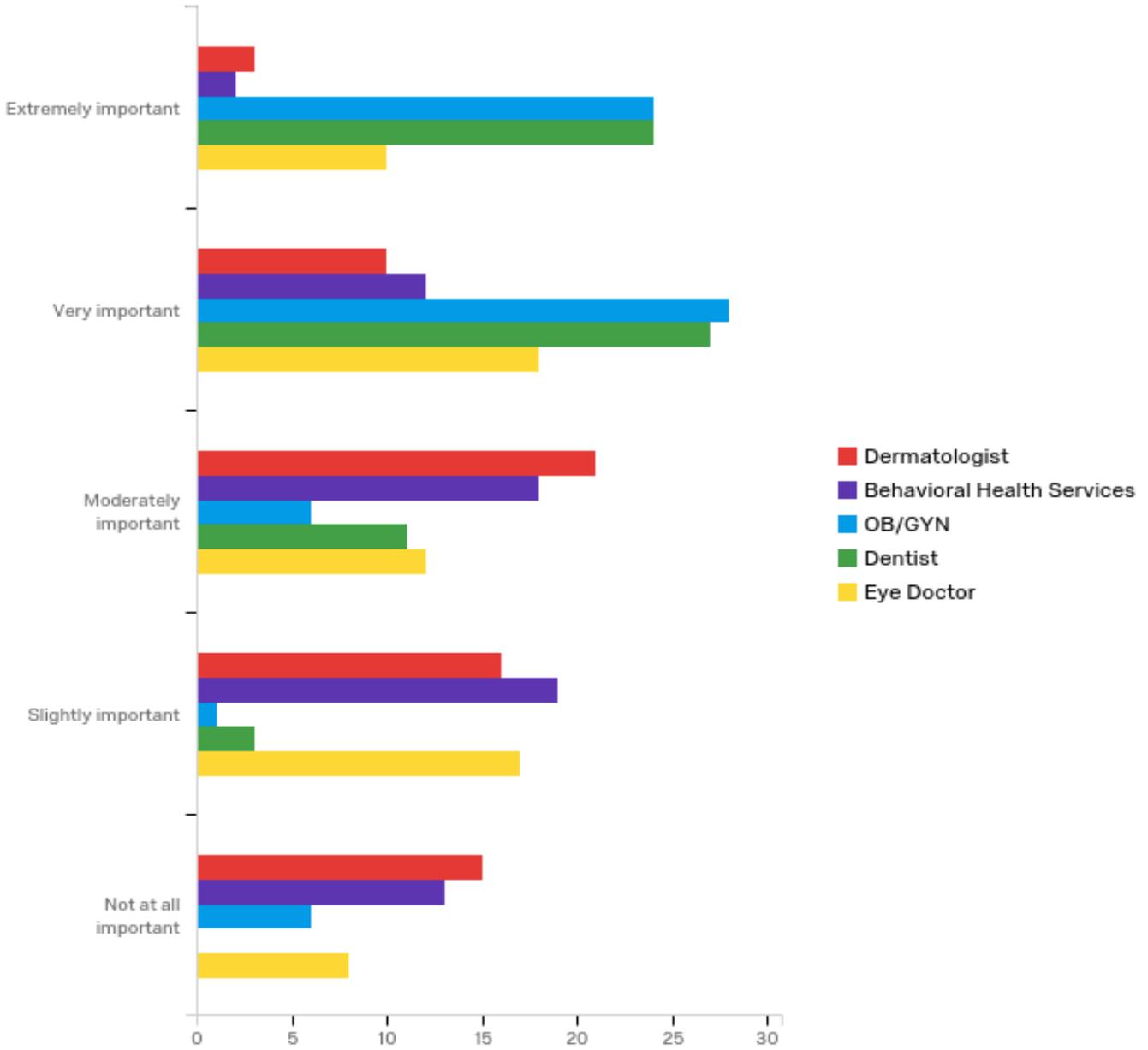
#	Answer	%	Count
1	I need to see the orthodontic regularly.	16.67%	10
2	I feel it is important to get my teeth cleaned often.	90.00%	54
3	I have a teeth or gum-related medical condition.	6.67%	4
	Total	100%	60

Q22 - Why don't you visit the dentist regularly? (Check all that apply)



#	Answer	%	Count
1	I do not feel like I need to.	40.00%	2
2	I do not have enough time.	60.00%	3
3	I do not have enough money.	20.00%	1
4	I do not have access to the dentist.	0.00%	0
	Total	100%	5

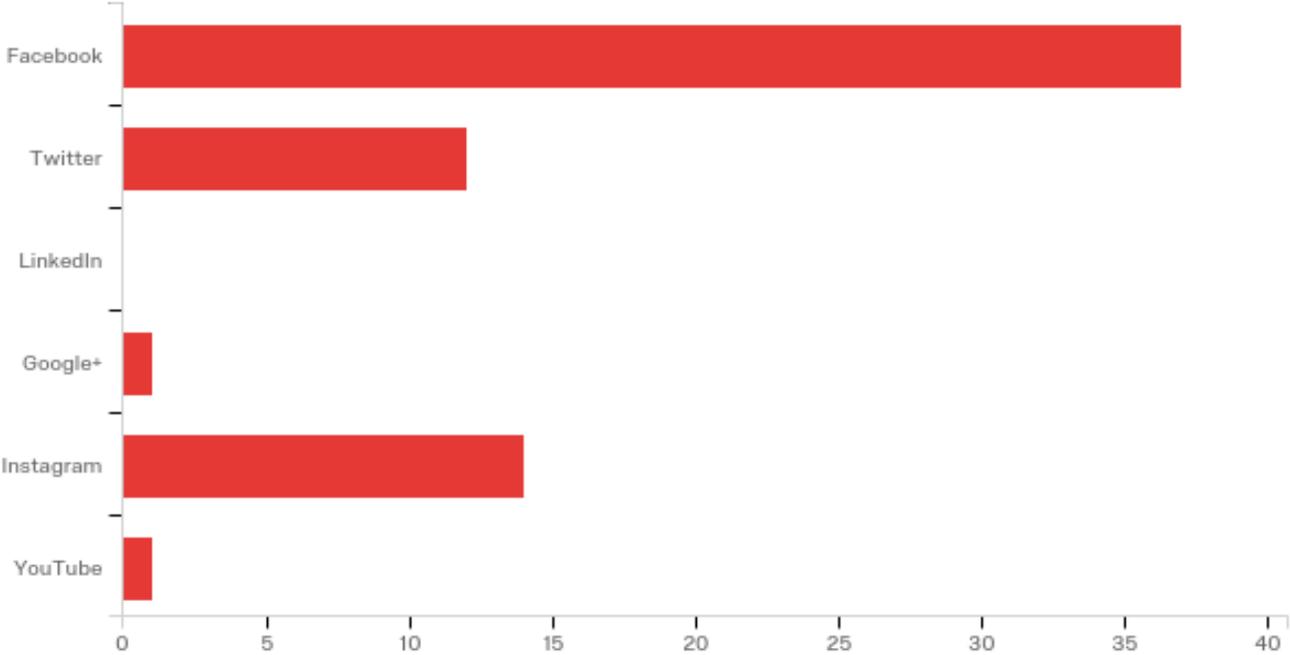
Q23 - How important do you feel it is to visit the following services once a year?



Question	Extremely important	Very important	Moderately important	Slightly important	Not at all important	Total
Dermatologist	4.62% 3	15.38% 10	32.31% 21	24.62% 16	23.08% 15	65
Behavioral Health Services	3.13% 2	18.75% 12	28.13% 18	29.69% 19	20.31% 13	64

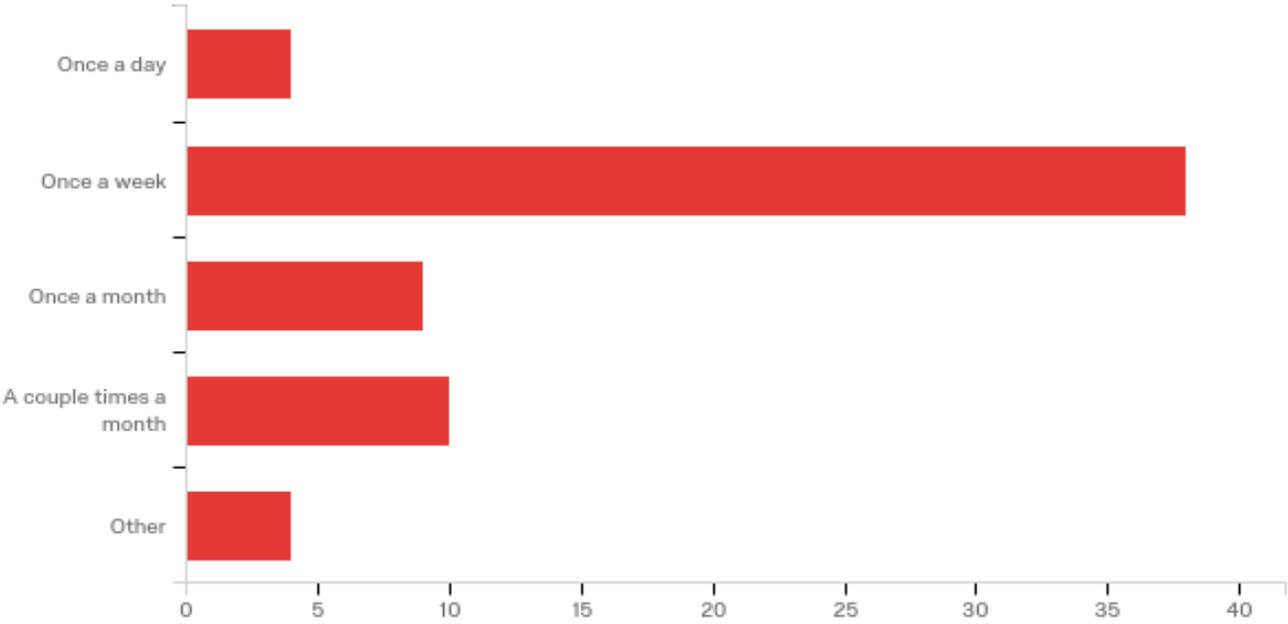
OB/GYN	36.92 %	24	43.08 %	28	9.23%	6	1.54%	1	9.23%	6	65
Dentist	36.92 %	24	41.54 %	27	16.92 %	11	4.62%	3	0.00%	0	65
Eye Doctor	15.38 %	10	27.69 %	18	18.46 %	12	26.15 %	17	12.31 %	8	65

Q24 - Which social media platform for a healthcare facility would you be most likely to follow?



#	Answer	%	Count
1	Facebook	56.92%	37
2	Twitter	18.46%	12
3	LinkedIn	0.00%	0
4	Google+	1.54%	1
5	Instagram	21.54%	14
6	YouTube	1.54%	1
	Total	100%	65

Q25 - How often would you prefer your healthcare facility to post on social media?



#	Answer	%	Count
1	Once a day	6.15%	4
2	Once a week	58.46%	38
3	Once a month	13.85%	9
4	A couple times a month	15.38%	10
5	Other	6.15%	4
	Total	100%	65

Q26 - If you answered other, how often would you prefer your healthcare facility to post on your social media?

If you answered other, how often would you prefer your healthcare facility...

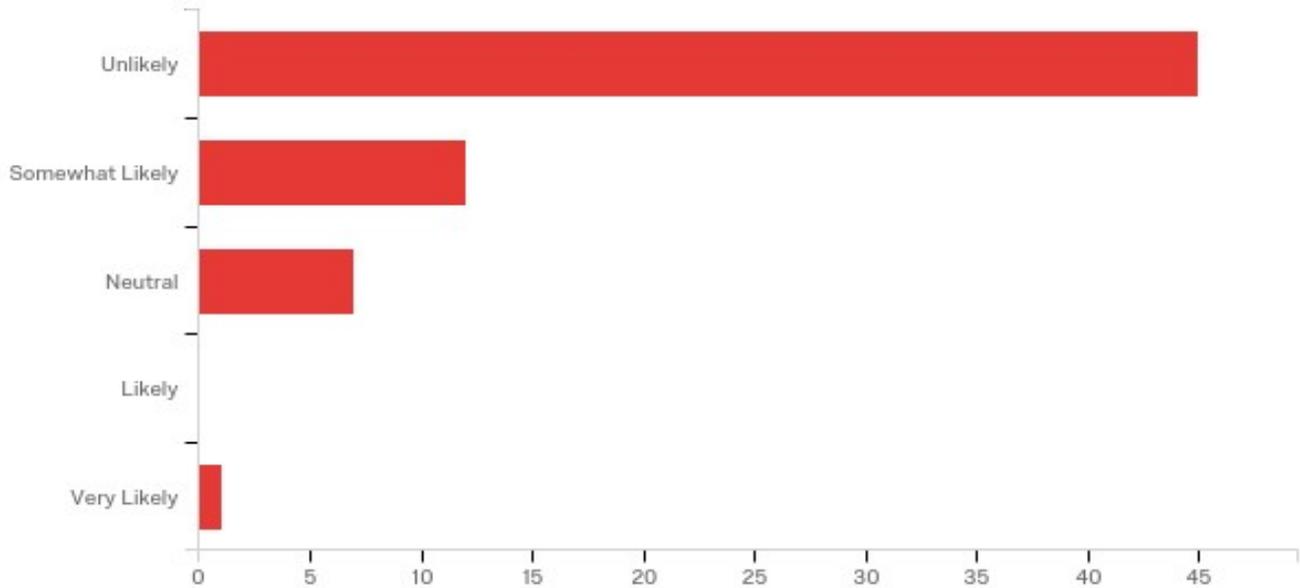
Never

Only when necessary

3 times a week

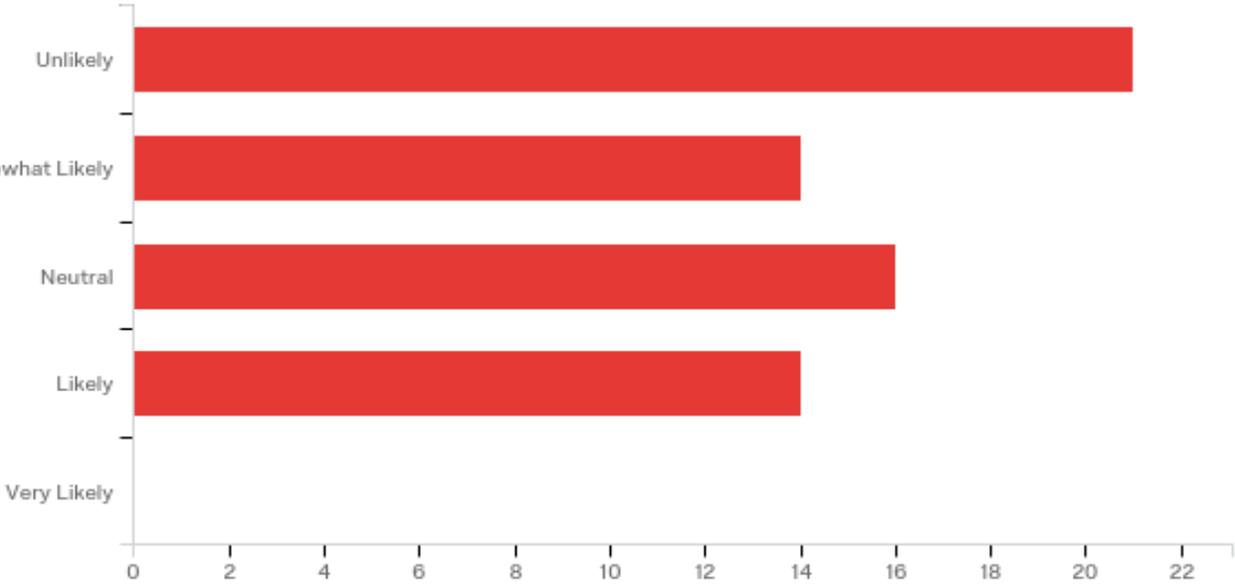
Never

Q27 - If a healthcare facility had a YouTube account how likely would you be to follow it?



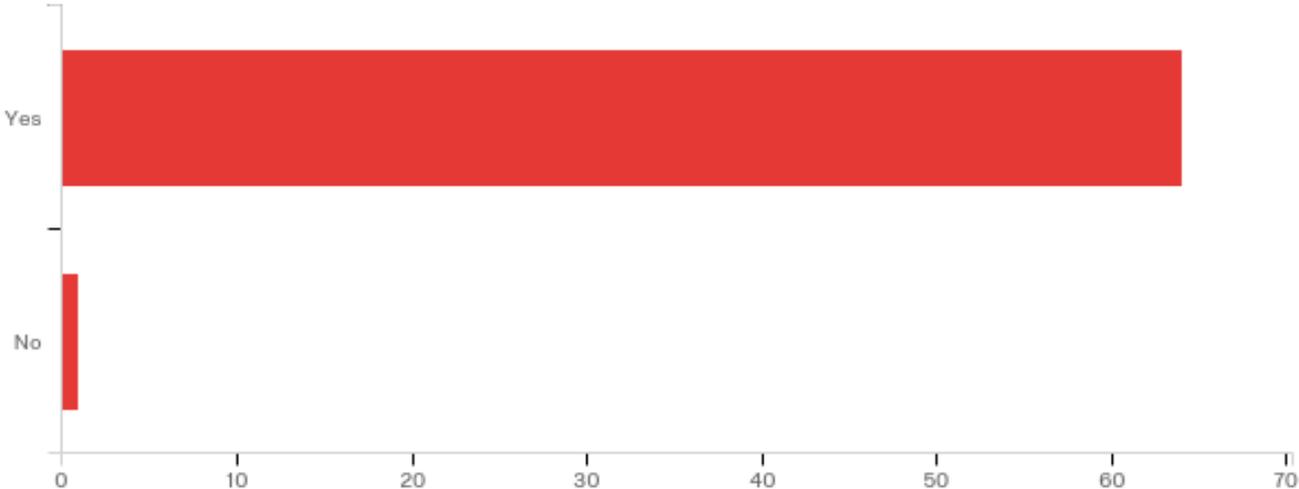
#	Answer	%	Count
1	Unlikely	69.23%	45
2	Somewhat Likely	18.46%	12
3	Neutral	10.77%	7
4	Likely	0.00%	0
5	Very Likely	1.54%	1
	Total	100%	65

Q28 - If a competing healthcare facility was more present on social media how likely would you be to choose it over another?



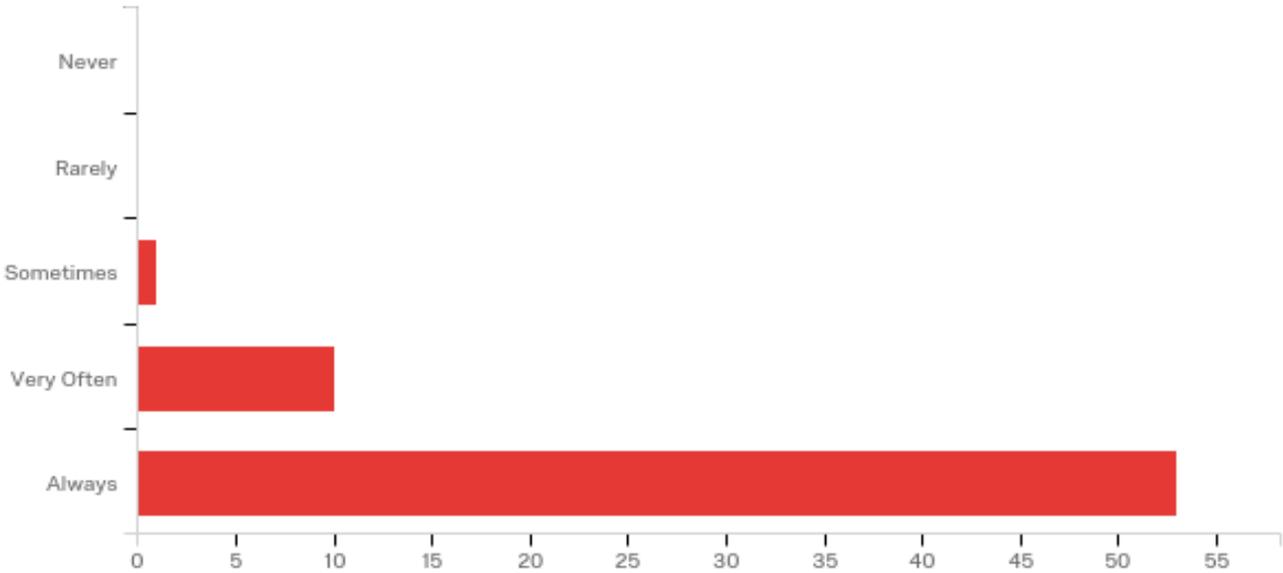
#	Answer	%	Count
1	Unlikely	32.31%	21
2	Somewhat Likely	21.54%	14
3	Neutral	24.62%	16
4	Likely	21.54%	14
5	Very Likely	0.00%	0
	Total	100%	65

Q29 - Do you like your healthcare facility to contact you to remind you on when your appointments are?



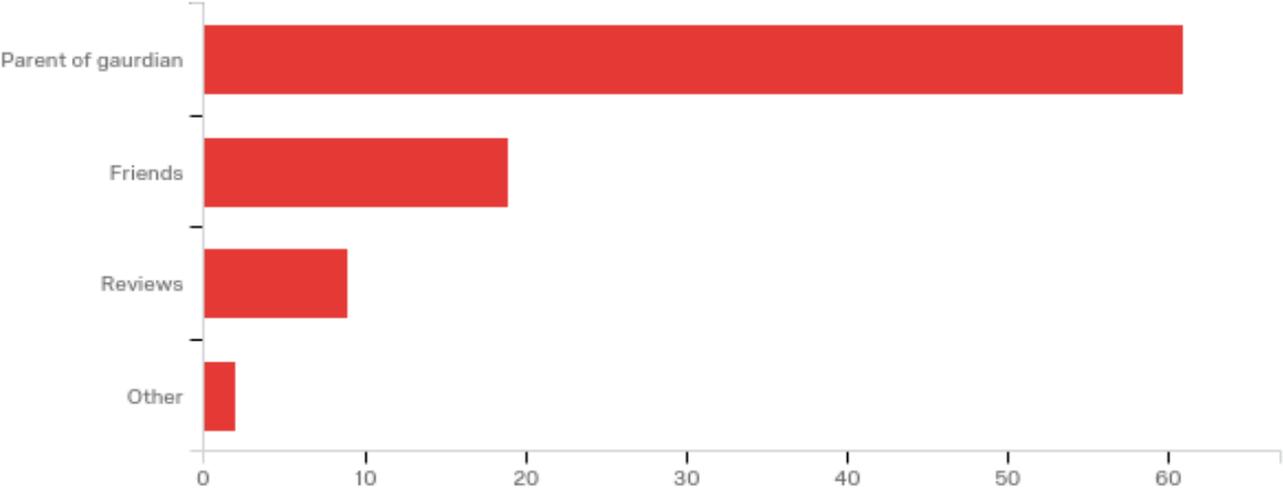
#	Answer	%	Count
1	Yes	98.46%	64
2	No	1.54%	1
	Total	100%	65

Q30 - If yes, if your healthcare facility contacts you prior to an appointment, how often do you show up for that appointment?



#	Answer	%	Count
1	Never	0.00%	0
2	Rarely	0.00%	0
3	Sometimes	1.56%	1
4	Very Often	15.63%	10
5	Always	82.81%	53
	Total	100%	64

Q31 - Who influences you to make a decision regarding your health care facility? (Check all that apply)



#	Answer	%	Count
1	Parent of gaurdian	93.85%	61
2	Friends	29.23%	19
3	Reviews	13.85%	9
4	Other	3.08%	2
	Total	100%	65

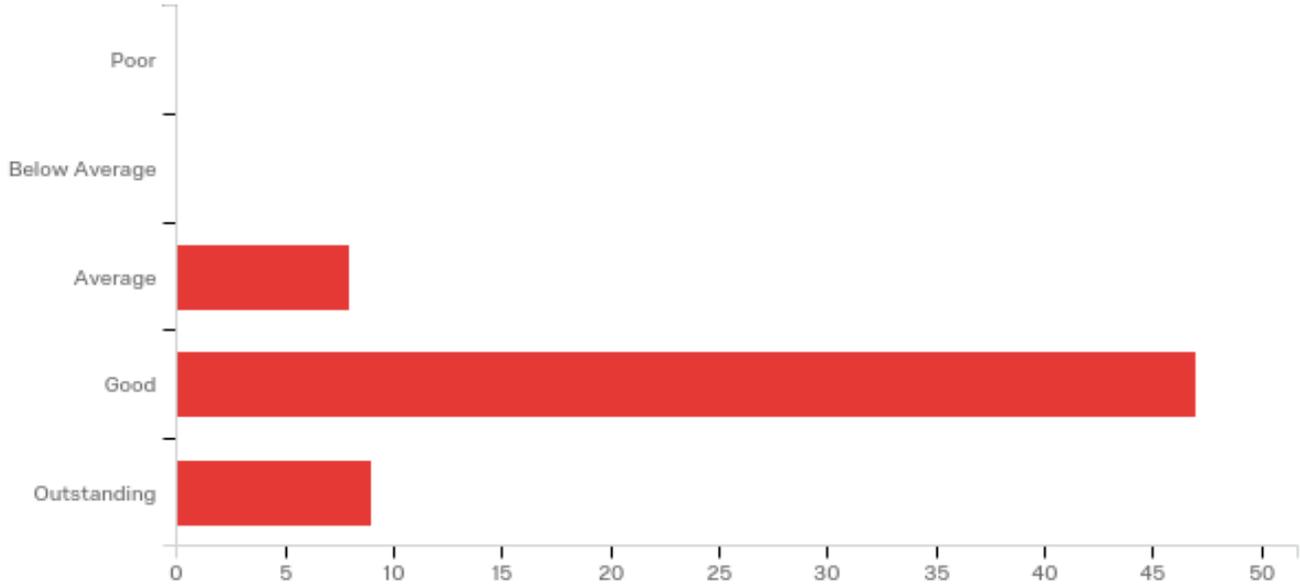
Q32 - If you answered other, who influences you to make a decision regarding your healthcare facility?

If you answered other, who influences you to make a decision regarding your...

Insurance

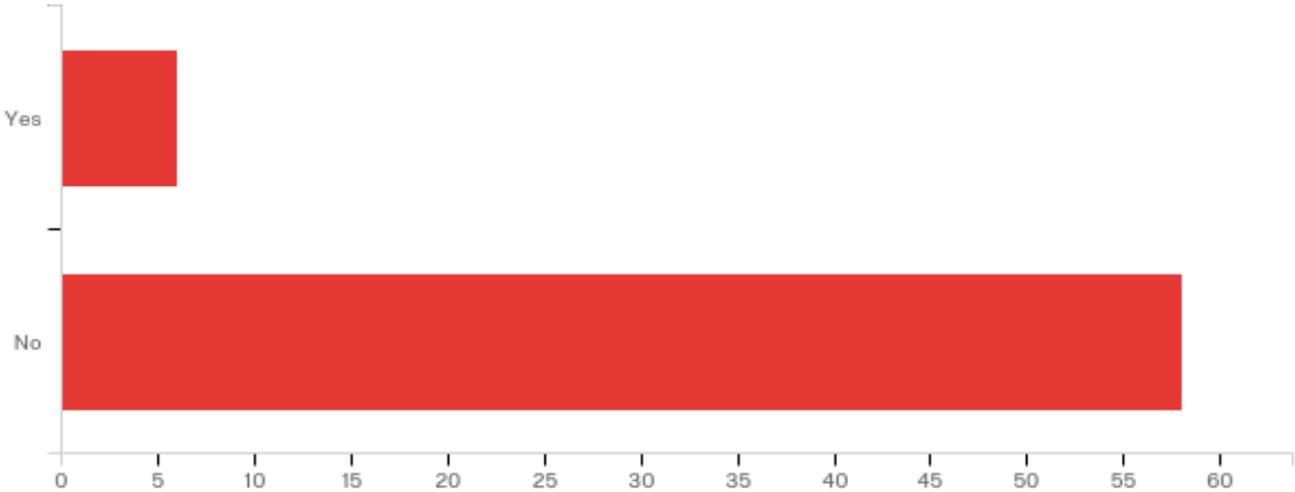
Referrals

Q33 - How would you rate your overall health?



#	Answer	%	Count
1	Poor	0.00%	0
2	Below Average	0.00%	0
3	Average	12.50%	8
4	Good	73.44%	47
5	Outstanding	14.06%	9
	Total	100%	64

Q34 - Do you have any chronic illnesses?



#	Answer	%	Count
1	Yes	9.38%	6
2	No	90.63%	58
	Total	100%	64

Q35 - Please list:

Please list:

Hyperthyroidism

Celiac

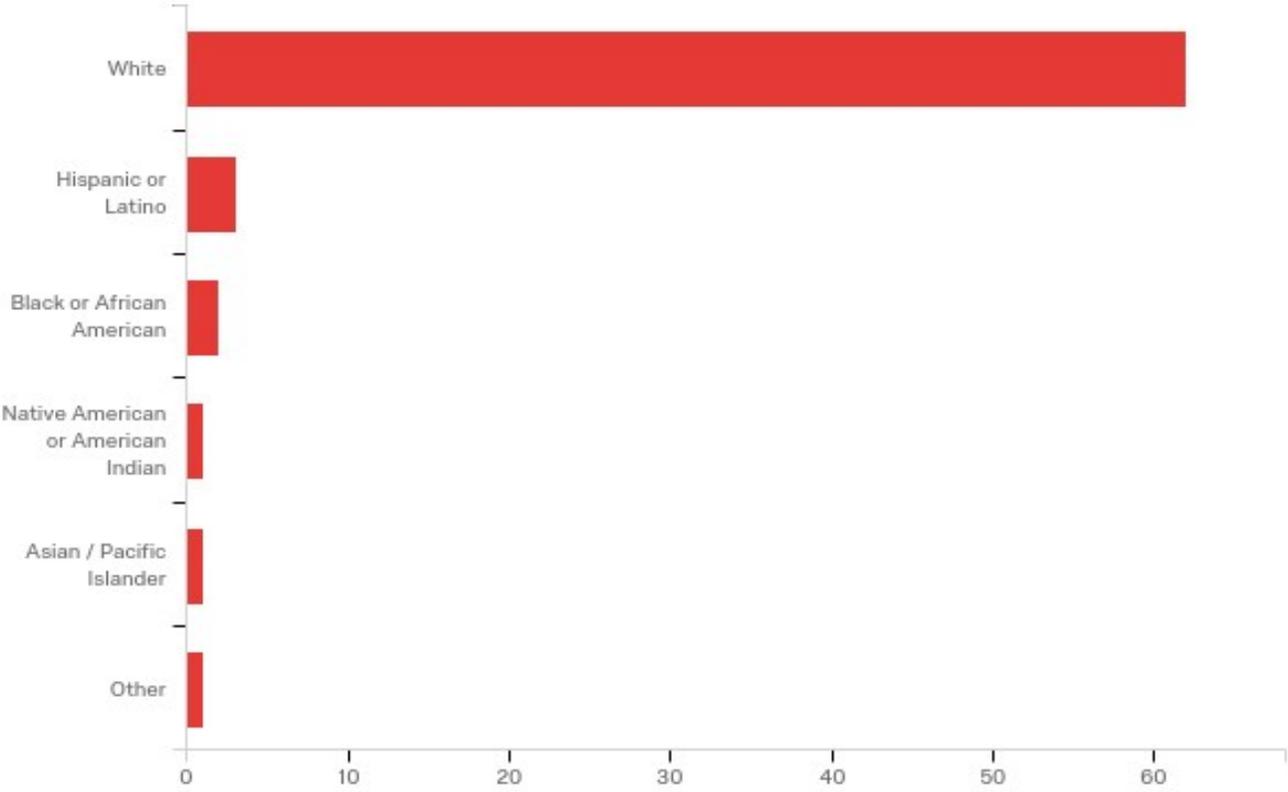
Mitral valve prolapse, POTS, cataracts

Major Depressive Disorder

IBS

Ovarian cysts

Q36 - What is your ethnicity? (Check all that apply)



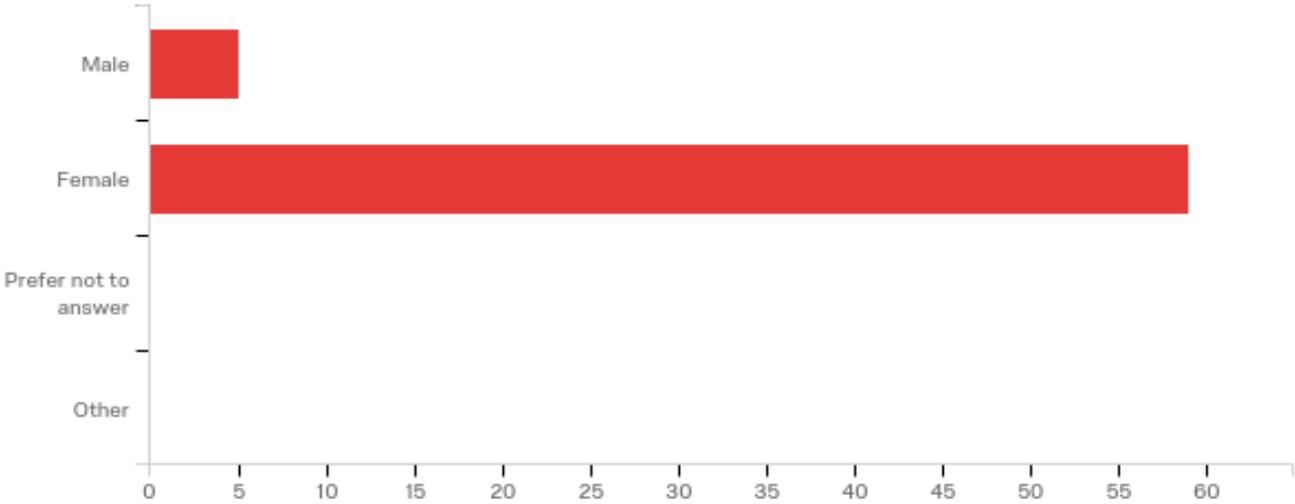
#	Answer	%	Count
1	White	96.88%	62
2	Hispanic or Latino	4.69%	3
3	Black or African American	3.13%	2
4	Native American or American Indian	1.56%	1
5	Asian / Pacific Islander	1.56%	1
6	Other	1.56%	1
	Total	100%	64

Q37 - Please list:

Please list:

White, African American

Q38 - What is your gender?



#	Answer	%	Count
1	Male	7.81%	5
2	Female	92.19%	59
3	Prefer not to answer	0.00%	0
4	Other	0.00%	0
	Total	100%	64