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# Survey

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## **Washington Healthplanfinder Resident Survey**

**Final Survey Instrument**

**September 16, 2014**

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# **I. Survey Introduction**

## **LEAD**

### **ASK FOR CONTACT PERSON**

Hello, my name is and I am calling for Washington Healthplanfinder. Today we are doing an important survey with Washington residents about their experiences getting a health care plan. Could you answer a few questions for me?

## **INFORMATION AND PERSUADER SCREEN**

### **INFOQ**

Your participation in this survey is very important.  
We are doing this survey for Washington Healthplanfinder.

Washington Healthplanfinder is a new online marketplace for individuals, families and small businesses in Washington to compare and enroll in health insurance coverage and gain access to tax credits and reduced cost sharing. Medicaid coverage through Washington Apple Health can also be accessed through Washington Healthplanfinder. You can learn more about Healthplanfinder by visiting [www.wahealthplanfinder.org](http://www.wahealthplanfinder.org) or by calling 1-855-923-4633.

Your participation is important in helping us understand how well the health insurance system is working in Washington.

Your answers will be kept private.  
Your answers will be combined with those of other people in Washington.

Your decision whether or not to participate will not have any effect on anything to do with your insurance, health care, or your relationship with any state agencies in Washington.

### **HOW LONG WILL THE SURVEY TAKE?**

The survey will take about 12 to 15 minutes, depending on your answers.

### **HOW WAS I SELECTED?**

You were randomly selected from residents that contacted Washington Healthplanfinder.  
You may have:

- 1) applied for health insurance
- 2) enrolled in a health insurance plan
- 3) enrolled in or renewed a health plan through Washington Apple Health
- 4) may have dis-enrolled from a health insurance plan
- 5) visited [www.wahealthplanfinder.org](http://www.wahealthplanfinder.org)
- 6) contacted Healthplanfinder for information about a free or low-cost health plan.

If you would like to find out more about our survey, you can call The Help Desk at Pacific Market Research at 855-300-7447 between 8 am and 5:00 pm

## **ANSWERING MACHING MESSAGE**

Hello, my name is \_\_\_\_\_. I'm calling for Washington Healthplanfinder.

We are doing an important survey with Washington residents about their experiences getting a health care plan. Another interviewer will be contacting your household in the next few days.

If you have any questions about the survey or need to verify it as valid, please feel free to call: The Help Desk at 855-300-7447. You'll need to provide your ID number from the letter we sent you.

Thank you and goodbye.

## II. Initial Impressions

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### ASK OF ALL

#### Q1

First, I would like to get your general impressions about Washington Healthplanfinder.

Using any number from 0 to 10, where 0 is the worst health insurance experience possible and 10 is the best health insurance experience possible, what number would you use to rate your overall experience with Healthplanfinder?

PROMPT: Please base your answer on any experience you had with the Healthplanfinder web site or any customer service you received from the call center or a community group associated with Healthplanfinder.

- 0 – 10 ENTER NUMBER
  - UNSURE
  - UNFAMILIAR WITH HEALTHPLANFINDER
-

### **III. Initial Question about Search for Information and Knowledge**

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#### **ASK SECTION OF ALL**

#### **Q2**

Next, please think about finding a health care plan. First, what sources did you look to for information?

(DO NOT READ – SELECT ALL MENTIONED PROMPT: Did you look anywhere else?)

- HEALTHPLANFINDER CUSTOMER SUPPORT CALL CENTER
- HEALTHPLANFINDER WEBSITE ([www.wahealthplanfinder.org](http://www.wahealthplanfinder.org))
- WASHINGTON APPLE HEALTH (MEDICAID) WEBSITE
- WASHINGTON APPLE HEALTH (MEDICAID) CUSTOMER SERVICE
- WEBSITES OTHER THAN HEALTHPLANFINDER OR WASHINGTON APPLE HEALTH
- COMMUNITY GROUPS, ADVOCACY GROUPS, OR CHURCHES
- YOUR DOCTOR OR HEALTH CARE PROVIDER
- HOSPITAL/EMERGENCY ROOM
- AN EMPLOYER
- FAMILY, FRIENDS OR PERSONAL CONTACTS, WORD OF MOUTH
- A GOVERNMENT AGENCY OR OFFICE
- HEALTH INSURANCE COMPANIES
- MAILED MATERIALS YOU RECEIVED, BROCHURES, PAMPHLETS
- TV, RADIO, NEWSPAPER ADVERTISING
- SOCIAL MEDIA WEBSITES (FACEBOOK, TWITTER)
- OTHER (SPECIFY)
- UNSURE
- N/A DID NOT LOOK FOR A HEALTH CARE PLAN

**Q3**

Do you recall seeing or hearing any advertising for or news stories about Healthplanfinder?

PROMPT: Do you recall any advertising about enrolling in a health insurance plan through Healthplanfinder?

- YES
- NO (**GOTO Q5**)
- UNSURE (**GOTO Q5**)

IF YES TO Q3

**Q4**

Where did you see or hear the advertising or news stories?

(DO NOT READ – SELECT ALL MENTIONED PROMPT: Did you look anywhere else?)

- TV
  - RADIO
  - NEWSPAPER
  - HEALTHPLANFINDER WEBSITE ([www.wahealthplanfinder.org](http://www.wahealthplanfinder.org))
  - WASHINGTON APPLE HEALTH (MEDICAID) WEBSITE
  - WASHINGTON APPLE HEALTH (MEDICAID) CUSTOMER SERVICE
  - WEBSITES OTHER THAN HEALTHPLANFINDER OR WASHINGTON APPLE HEALTH
  - COMMUNITY GROUPS/ADVOCACY GROUPS/CHURCH
  - DOCTOR OR HEALTH CARE PROVIDER
  - HOSPITAL/EMERGENCY ROOM
  - EMPLOYER
  - OTHER (SPECIFY)
  - UNSURE
-



## IV. Getting Information Through Healthplanfinder

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### ASK SECTION OF ALL

#### Q5

Next, please think about when you were first looking for information about a health care plan. Did you...

(READ RESPONSES AND SELECT ALL MENTIONED)

PROMPT: A community group would also include a Navigator or a Certified Application Counselor.

- Visit wahealthplanfinder.org (the Healthplanfinder website) (GOTO Q6) (ASK Q13 – Q14)
- Contact the Healthplanfinder customer support call center (GOTO Q6) (ASK Q15-17)
- Contact a community group (GOTO Q6) (ASK Q18)
- Talk to family or friends
- Talk to a doctor or other health care provider
- Contact an insurance agent or broker (GOTO Q6) (ASK Q20-Q22)
- Talk with someone else? (SPECIFY)
- UNSURE
- NONE OF THESE

**IF NO RESPONSES FLAGGED AS “GOTO Q6” SELECTED, SKIP TO Q25**

ASK IF PERSON CONTACTED, VISITED WEBSITE OR SOMEONE IN Q5

**Q6**

What types of information did you look for?  
(DO NOT READ – SELECT ALL MENTIONED)

PROMPT: Was there anything else?

- INFORMATION ABOUT HEALTH CARE PLANS OR BENEFITS
- INFORMATION ABOUT APPLYING FOR A HEALTH CARE PLAN
- INFORMATION ABOUT HELP PAYING FOR A HEALTH CARE PLAN
- INFORMATION ABOUT DOCTORS OR HEALTH CARE PROVIDERS THAT WOULD ACCEPT INSURANCE
- I VISITED OR CALLED TO ENROLL IN A HEALTH CARE PLAN
- I VISITED OR CALLED TO COMPARE HEALTH CARE PLANS AVAILABLE TO ME
- OTHER (SPECIFY)
- UNSURE

---

## A. Performance Measures

ASK IF PERSON VISTED WEBSITE, CONTACTED CUSTOMER SUPPORT CALL CENTER, CONTACTED COMMUNITY GROUP (FROM Q5)

### Q7

Next, think about your experiences in getting information about a health care plan.  
How easy was it to find and get the information you were looking for?  
(READ RESPONSES)

IF DIFFICULT ASK: What could have been done to make it easier?

- Very Easy
- Somewhat easy
- Somewhat Difficult (SPECIFY)
- Very Difficult (SPECIFY)
- UNSURE

ASK IF PERSON VISTED WEBSITE, CONTACTED CUSTOMER SUPPORT CALL CENTER, CONTACTED COMMUNITY GROUP (FROM Q5)

### Q8

How helpful was Healthplanfinder in providing information or answering your questions?  
**How helpful was the compare plans tool in helping you select a health plan?**

PROMPT: Healthplanfinder is the website, call center, and community groups that helped you purchase a health care plan

IF NOT HELPFUL ASK Why didn't you find it helpful?

- Very Helpful
- Somewhat Helpful
- Not Very helpful (SPECIFY)
- Not at all Helpful (SPECIFY)
- UNSURE
- N/A

ASK IF PERSON VISTED WEBSITE, CONTACTED THE CUSTOMER SUPPORT CALL CENTER, CONTACTED COMMUNITY GROUP (FROM Q5)

**Q9**

Please tell me how strongly you agree with these two statements. Healthplanfinder was available when I needed it. Would you say you...

(READ RESPONSES)

PROMPT: Healthplanfinder is the website, call center, and community groups that helped you purchase a health care plan

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- UNSURE
- N/A

ASK IF PERSON VISTED WEBSITE, CONTACTED CUSTOMER SUPPORT CALL CENTER, CONTACTED COMMUNITY GROUP (FROM Q5)

**Q10**

I could find or get the information I needed in a timely manner.

(READ RESPONSES AS NEEDED)

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- UNSURE
- N/A

ASK IF PERSON VISITED WEBSITE, CONTACTED THE CUSTOMER SUPPORT  
CALL CENTER, CONTACTED COMMUNITY GROUP (FROM Q5)

**Q11**

Are there other types of information you would like to see included by Healthplanfinder?  
PROMPT: Healthplanfinder is the website, call center, and community groups that helped  
you purchase a health care plan

IF YES ASK: What types of information?

- YES (SPECIFY)
  - NO
  - UNSURE
-

## **B. Web-site follow-ups**

Ask of those visiting Healthplanfinder website.

### **ASK OF THOSE VISITING WEBSITE (FROM Q5)**

#### **Q13**

Did you use any of the following website “help” tools available on Healthplanfinder?  
(READ RESPONSES)

- Explanations next to application questions
- Customer Support Call Center contact information
- Find a Navigator (often through a community group)
- Find an agent or broker
- Frequently asked questions
- The Glossary of Terms
- Something else (SPECIFY)
- NONE OF THESE
- UNSURE (GOTO Q15)

### **ASK IF SELECTED ANY RESPONSE OTHER THAN UNSURE TO Q13**

#### **Q14**

How useful were these “help” tools for you?  
(READ RESPONSES)

- Very Useful
  - Somewhat Useful
  - Not very Useful
  - Not at all Useful
  - UNSURE
-

### **C. Customer Support Follow-ups**

**Ask of those who received direct customer service from the customer support call center**

#### **ASK OF THOSE CONTACTING CUSTOMER SUPPORT CALL CENTER (FROM Q5)**

##### **Q15**

How strongly do you agree or disagree with the following. The customer support call center staff treated me with courtesy and respect. (READ RESPONSES)

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- UNSURE

#### **ASK OF THOSE CONTACTING CUSTOMER SUPPORT CALL CENTER (FROM Q5)**

##### **Q16**

When you contacted the customer support call center, did the call center do any of the following...

(READ RESPONSES)

- Answer questions you had
- Help you apply for a health care plan
- Help you get contact information for a community group
- Help you get contact information for an agent or broker
- Help you address a problem with your account
- Help you create an error ticket
- NONE OF THESE
- UNSURE

ASK OF THOSE CONTACTING CUSTOMER SUPPORT CALL CENTER (FROM Q5)

**Q17**

How helpful was the customer support call center?

- Very Helpful
  - Somewhat Helpful
  - Not very Helpful
  - Not at all Helpful
  - UNSURE
-



## **D. Community Group Follow-ups**

### **Ask of those who received direct customer service from a community group**

#### **ASK OF THOSE CONTACTING A COMMUNITY GROUP (FROM Q5)**

##### **Q18**

How strongly do you agree or disagree with the following. The community group treated me with courtesy and respect. (READ RESPONSES)

PROMPT: A community group would also include a Navigator or a Certified Application Counselor.

- Strongly Agree
  - Somewhat Agree
  - Somewhat Disagree
  - Strongly Disagree
  - UNSURE
-

**E. Agent or broker follow-ups**

**Ask of those who received direct customer service from an agent or broker**

ASK OF THOSE CONTACTING AN AGENT OR BROKER (FROM Q5)

**Q20**

Did you select an agent or broker through wahealthplanfinder.org?

PROMPT: The Healthplanfinder website.

- YES
- NO (GOTO Q22)
- UNSURE (GOTO Q22)

ASK OF THOSE ANSWERING YES TO Q20

**Q21**

How easy was it to select an agent or broker?

(READ RESPONSES)

- Very Easy
- Somewhat easy
- Somewhat Difficult
- Very Difficult
- UNSURE

ASK OF THOSE CONTACTING AN AGENT OR BROKER (FROM Q5)

**Q22**

How helpful was the advice provided by your agent or broker?

- Very Helpful
  - Somewhat Helpful
  - Not Very helpful
  - Not at all Helpful
  - UNSURE
  - N/A
-

## **G. Financial Assistance Follow-ups**

### **Q24**

How easy was it to understand the information about free or low-cost health care plan options?

IF DIFFICULT ASK: What could have been done to make it easier?)

- Very Easy
  - Somewhat easy
  - Somewhat Difficult (SPECIFY)
  - Very Difficult (SPECIFY)
  - UNSURE
  - N/A
-

## V. Medicaid Plans

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**ASK OF HOUSEHOLDS WITH MEDICAID ENROLLEES OTHERWISE SKIP TO Q34; SAMPLE VARIABLES: MEDICAID = 1 OR MEDRET = 1 OTHERS WILL SKIP TO Q34)**

**ASK OF HOUSEHOLDS WITH MEMBERS ENROLLED IN MEDICAID**

*(SAMPLE VARIABLES: MEDICAID = 1)*

**Q25**

For these next few questions, please think about those in your household that are enrolled in the state's Medicaid program. Were you aware that Washington Apple Health is the name of the state's Medicaid program?

- YES
- NO
- UNSURE
- N/A – NO ONE ENROLLED IN MEDICAD (GOTO Q34)

**ASK OF HOUSEHOLDS WITH MEMBERS NEWLY ENROLLED IN MEDICAID**

*(SAMPLE VARIABLES: MEDICAID = 1 AND MEDRET = 0; MEDRET = 1 WIL SKIP TO Q29)*

**Q26**

Did you receive your Apple Health plan information in the mail in a reasonable amount of time after you or your family member enrolled through Healthplanfinder?

- YES
- NO
- UNSURE

**ASK OF HOUSEHOLDS WITH MEMBERS NEWLY ENROLLED IN MEDICAID**

*(SAMPLE VARIABLES: MEDICAID = 1 AND MEDRET = 0)*

**Q27**

Did you know that the plan information you received was related to your application from Healthplanfinder?

- YES
- NO
- UNSURE

ASK OF HOUSEHOLDS WITH MEMBERS NEWLY ENROLLED IN MEDICAID  
(*SAMPLE VARIABLES: MEDICAID = 1 AND MEDRET = 0*)

**Q28**

After you or a family member enrolled in Apple Health, did any of you change your Medicaid plan?

IF YES ASK: Why is that?

- YES (SPECIFY)
- NO
- UNSURE

ASK OF REDETERMINATION MEDICAID HOSEHOLDS ONLY (*SAMPLE VARIABLES: MEDRET = 1; MEDRET = 0 WILL SKIP TO Q34*)

**Q29**

Did you have problems renewing your, or your family's, Washington Apple Health Medicaid plan through Healthplanfinder?

- YES
- NO (GOTO Q34)
- UNSURE (GOTO Q34)

ASK IF YES TO Q29

**Q30**

What did you have problems with?

(DO NOT READ RESPONSES – SELECT ALL MENTIONED)

- MY APPLICATION WOULDN'T GO THROUGH
- THE INFORMATION ABOUT ME IN THE SYSTEM WASN'T RIGHT
- THE SYSTEM WAS DOWN
- OTHER (SPECIFY)
- UNSURE

ASK IF YES TO Q29

**Q31**

Was someone available to help you with your problem?

- YES
- NO (GOTO Q34)
- UNSURE (GOTO Q34)

ASK IF YES TO Q31

**Q32**

Who did you get help from?

(DO NOT READ RESPONSES – SELECT ALL MENTIONED)

- HEALTHPLANFINDER CUSTOMER SUPPORT CENTER
- HEALTH CARE AUTHORITY MEDICAL ASSISTANCE  
(WASHINGTON APPLE HEALTH CUSTOMER SERVICE)
- COMMUNITY GROUP
- AGENT OR BROKER
- OTHER (SPECIFY)
- UNSURE

**NOTE: HOUSEHOLDS WITH MEMBERS ONLY ENROLLED IN MEDICAID  
WILL SKIP TO QUESTION Q36**

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## VI. Health Care Plan Decision Making

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### ASK OF QHP ENROLLEES AND THOSE THAT DID NOT ENROLL IN QHP PLAN

SAMPLE VARIABLES QHP = 1, Nenroll = 1, DENROLL = 1, CHURN = 1 ASK Q34  
MEDICAID = 1 + QHP = 0 WILL SKIP TO Q36

#### Q34

(*SAMPLE VARIABLES QHP = 1, Nenroll = 1, DENROLL = 1, CHURN = 1*)

Next, please think about what was important to you in deciding on a health care plan.

In thinking about getting a health care plan through Healthplanfinder, what factor was most important to you?

SELECT FIRST MENTIONED AND STORE AS FIRST/TOP RESPONSE

THEN ASK: What was the next factor important in your decision? Was there a third important factor?

(DO NOT READ RESPONSES - STORE SECOND RESPONSE AND STORE THIRD RESPONSE)

PROMPT: Even if you didn't get a health care plan through Healthplanfinder we would still like to know what are the top three factors, in order, that are important to you in deciding on a health care plan.

- KEEPING MY MONTHLY PREMIUMS LOW
- COVERS MY PRESCRIPTION DRUG(S)
- KEEPS THE MONEY I PAY FOR VISITS, HEALTH CARE SERVICES, OR PRESCRIPTIONS AS LOW AS POSSIBLE
- HELP IN PAYING FOR MY HEALTH CARE PLAN (THROUGH SUBSIDIES OR TAX CREDITS)
- HAVING A HEALTH CARE PLAN THAT INCLUDES MY DOCTOR
- HAVING A HEALTH CARE PLAN THAT INCLUDES MANY DOCTORS THAT I COULD CHOOSE FROM
- HAVING A HEALTH CARE PLAN WITH A DOCTOR THAT IS CLOSE TO MY HOME
- HAVING MANY HEALTH CARE PLANS TO CHOOSE FROM
- HAVING A HEALTH CARE PLAN THAT PROVIDES THE SERVICES I NEED
- OTHER (SPECIFY)
- UNSURE

## VII. Application and Enrollment Process

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### Q36

These next questions are about the process of filling out an application.

How did you apply for a health care plan?

(READ RESPONSES AS NEEDED SELECT ALL MENTIONED)

- THROUGH WAHEALTHPLANFINDER.ORG (THE HEALTHPLANFINDER WEBSITE)
- CONTACTED THE HEALTHPLANFINDER CUSTOMER SUPPORT CALL CENTER
- CONTACTED A COMMUNITY GROUP (IN- PERSON OR BY PHONE)
- CONTACTED AN INSURANCE AGENT OR BROKER
- A FRIEND OR FAMILY MEMBER HELPED ME
- FILLED OUT A PAPER APPLICATION
- OTHER? (SPECIFY)
- UNSURE
- NONE OF THESE/DID NOT APPLY (GOTO Q71)

### **ASK OF OHP ENROLLEES AND THOSE THAT DID NOT ENROLL IN A OHP PLAN**

#### **MEDICAID ONLY HOUSEHOLDS WILL SKIP TO QUESITON Q40**

*SAMPLE VARIABLES: MEDICAID = 1 AND QHP = 0 SKIP TO Q40*



ASK UNLESS “NONE OF THESE” TO Q36

**Q37**

How far in the application process did you get? Did you...

(READ RESPONSES IN ORDER AND SELECT THE LAST MENTIONED)

- Get through the application to find out if you would get help in paying for your health care plan (GOTO Q40)
  - Look at or shop for a health care plan, but didn't choose one (GOTO Q40)
  - Choose a health care plan, but didn't pay for it (by paying the first month's premium) (GOTO Q39)
  - Choose a health care plan and pay for it (GOTO Q40)
  - OTHER (SPECIFY) (GOTO Q40)
  - NONE OF THESE (GOTO Q40)
  - UNSURE (GOTO Q40)
- 

ASK IF “CHOSE A PLAN, BUT DIDN'T PAY FOR IT ” TO Q37

**Q39**

What is the primary reason you chose not to complete your purchase of a health care plan through Healthplanfinder?

(DO NOT READ RESPONSES)

- THE COST OF MONTHLY PREMIUMS
  - DIDN'T COVER MY PRESCRIPTION DRUG(S)
  - DIDN'T KEEP THE MONEY I PAY FOR VISITS, HEALTH CARE SERVICES, OR PRESCRIPTIONS LOW ENOUGH
  - NOT ELIGIBLE FOR HELP TO PAY FOR A HEALTH CARE PLAN
  - HEALTH CARE PLANS DID NOT INCLUDE MY DOCTOR
  - THERE WERE NO DOCTORS COVERED BY HEALTH CARE PLANS NEAR WHERE I LIVED
  - HEALTH CARE PLANS INCLUDED TOO FEW DOCTORS TO CHOOSE FROM
  - THERE WERE TOO FEW HEALTH CARE PLANS TO CHOOSE FROM
  - HEALTH CARE PLANS DID NOT COVER THE SERVICES I NEEDED
  - SYSTEM PROBLEMS KEPT ME FROM PURCHASING THE PLAN I SELECTED
  - OTHER (SPECIFY)
  - UNSURE
-

## **A. Performance Measures for the Application Process**

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### **ASK OF ALL ENROLLEES AND NONENROLLEES THAT STARTED THE APPLICATION PROCESS (ALL BUT NONE OF THESE TO O36) PLUS MEDICAID ONLY HOUSEHOLDS**

#### **Q40**

Next, I would like you to think about your experience with the application process.  
How easy was this process? (READ RESPONSES)

AS NEEDED: Please answer these questions based on your experiences in applying even if you didn't choose a health care plan.

- Very Easy
- Somewhat easy
- Somewhat Difficult
- Very Difficult
- UNSURE

#### **Q41**

How helpful was Healthplanfinder with this process?

IF NOT HELPFUL ASK What could have been done to be more helpful?

- Very Helpful
- Somewhat Helpful
- Not Very helpful (SPECIFY)
- Not at all Helpful (SPECIFY)
- UNSURE
- N/A

**Q42**

Please tell me how strongly you agree with these statements. Healthplanfinder was available when needed. Would you say you...

(READ RESPONSES)

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- UNSURE
- N/A

**Q43**

I feel I could complete the application process in a timely manner.

(READ RESPONSES AS NEEDED)

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- UNSURE
- N/A

---

ASK IF APPLIED OR SHOPPED CUSTOMER SUPPORT CALL CENTER TO Q36

**Q44**

The Customer Support call center treated me with courtesy and respect. (READ RESPONSES AS NEEDED)

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- UNSURE
- N/A

---

ASK IF APPLIED OR SHOPPED THROUGH COMMUNITY GROUP IN Q36

**Q44a**

The community group treated me with courtesy and respect.  
(READ RESPONSES AS NEEDED)

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- UNSURE
- N/A

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**Q45**

What worked well about the application process?  
(DO NOT READ RESPONSES – SELECT ALL MENTIONED)

- EASY-TO-USE WEBSITE
- SIMPLE APPLICATION
- GOT A RESULT RIGHT AWAY
- ABLE TO GET HELP WITH COMPLETING THE PROCESS THROUGH CUSTOMER SUPPORT CALL CENTER, COMMUNITY GROUP, AGENT OR BROKER
- OTHER (SPECIFY)
- NOTHING
- UNSURE

**Q46**

What was the most challenging part of the application process?  
(DO NOT READ RESPONSES – SELECT ALL MENTIONED)

- FILLING OUT THE APPLICATION
- A PROBLEM WITH MY APPLICATION ONCE I HAD FILLED IT OUT
- HAVING THE RIGHT DOCUMENTS AVAILABLE TO FILL OUT THE APPLICATION
- NOT BEING ABLE TO GET THROUGH ON THE WEBSITE
- FIGURING OUT IF I QUALIFIED FOR HELP IN PAYING FOR MY HEALTH CARE PLAN
- CHOOSING A HEALTH CARE PLAN
- FINDING SOMEONE TO HELP ME WITH THE APPLICATION
- FINDING A HEALTH CARE PLAN THAT I COULD AFFORD
- FINDING A HEALTH CARE PLAN THAT INCLUDED MY DOCTOR
- FINDING A HEALTH CARE PLAN THAT INCLUDED BY HOSPITAL
- FINDING A HEALTH CARE PLAN THAT INCLUDED MY PRESCRIPTION DRUGS
- OTHER (SPECIFY)
- NOTHING
- UNSURE

**Q47**

Did you experience any problems in applying for or enrolling in a health care plan through Healthplanfinder?

- YES
  - NO (GOTO Q50)
  - UNSURE (GOTO Q50)
-

ASK IF YES TO Q47

**Q48**

What types of problems?

- A WEBSITE ISSUE (WEBSITE CRASHED, WEBSITE NOT AVAILABLE)
- AN ERROR WITH MY APPLICATION
- MY PAYMENT WASN'T RECORDED IN THE SYSTEM
- RECEIVED INACCURATE INFORMATION FROM HEALTHPLANFINDER
- MY HEALTH CARE PLAN WAS CANCELED EVEN THOUGH I PAID MY PREMIUM
- THE BILL RECEIVED FOR MY MONTHLY PREMIUM WAS NOT CORRECT
- OTHER (SPECIFY)
- UNSURE

ASK IF YES TO Q47

**Q49**

Was your issue resolved in a timely manner?

- YES
- NO
- UNSURE

**Q50**

Are there ways the process could have better met your needs?

IF YES ASK: In what ways?

- YES (SPECIFY)
- NO
- UNSURE

**ALL ENROLLEES SKIP TO QUESTION 52**

***SAMPLE VARIABLES: MEDICAID = 1, QHP = 1, DENROLL = 1, AND CHURN = 1 SKIP TO Q52***

***NENROLL = 1 CONTINUE TO Q51***

ASK OF NON-ENROLLEES THAT DID NOT ANSWER Q39 – those saying Get through the application to find out if you would get help in paying for your health care plan OR Look at or shop for a health care plan, but didn't choose one

**Q51**

Next, I would like you to think about the reasons you did not CHOOSE a health care plan through Healthplanfinder. Why didn't you select a health care plan?  
(DO NOT READ – SELECT ALL MENTIONED)

PROMPT: Were there any other reasons?

- THE COST OF MONTHLY PREMIUMS
- DIDN'T COVER MY PRESCRIPTION DRUG(S)
- DIDN'T KEEP THE MONEY I PAY FOR VISITS, HEALTH CARE SERVICES, OR PRESCRIPTIONS LOW ENOUGH
- NOT ELIGIBLE FOR HELP TO PAY FOR A HEALTH CARE PLAN
- HEALTH CARE PLANS DID NOT INCLUDE MY DOCTOR
- THERE WERE NO DOCTORS COVERED BY HEALTH CARE PLANS NEAR WHERE I LIVED
- HEALTH CARE PLANS INCLUDED TOO FEW DOCTORS TO CHOOSE FROM
- THERE WERE TOO FEW HEALTH CARE PLANS TO CHOOSE FROM
- HEALTH CARE PLANS DID NOT COVER THE SERVICES I NEEDED
- I HAD DIFFICULTIES IN COMPLETING APPLICATION THROUGH HEALTHPLANFINDER
- I HAD DIFFICULTY SELECTING PLAN THROUGH HEALTHPLANFINDER
- I COULD NOT REACH THE CUSTOMER SUPPORT CALL CENTER
- COULD NOT REACH A COMMUNITY GROUP TO GET HELP
- THE CUSTOMER SUPPORT CALL CENTER COULD NOT ANSWER MY QUESTIONS
- COMMUNITY GROUPS COULD NOT ANSWER MY QUESTIONS
- SYSTEM PROBLEMS KEPT ME FROM PURCHASING THE PLAN I SELECTED
- OTHER (SPECIFY)
- UNSURE
- N/A DID CHOOSE A PLAN

**NON-ENROLLEES WILL SKIP TO QUESTION 71**

*SAMPLE VARIABLES: NENROLL = 1 SKIP TO Q71*

*ALL OTHERS GO TO Q52 AND  
FOLLOW LOGIC*

---

ASK OF THOSE ENROLLED IN SUBSIDIZED PLANS ONLY (SKIP IF DID NOT ANSWER “CHOSE AND PAID FOR A HEALTH CARE PLAN” TO Q37)

**Q52**

(SAMPLE VARIABLES: STRATA 5-9; 29-33)

Without the help you received in paying your monthly bill, would you have enrolled in a health care plan through Healthplanfinder?

- YES
- NO
- UNSURE



## VIII. Application and Enrollment Follow-ups

### MEDICAID ONLY HOUSEHOLDS WILL SKIP TO QUESTION 64

SAMPLE VARIABLES: OHP = 1, DENROLL = 1, CHURN = 1 ASK Q54

MEDICAID = 1 AND OHP = 0 SKIP TO Q64)

---

### ASK OF THOSE ANSWERING Q37 EXCEPT MEDICAID ONLY HOUSEHOLDS

#### **Q54**

How well did Healthplanfinder explain health insurance terms such as premiums, deductibles, and co-pays?

(READ RESPONSES)

- Very Well
- Fairly Well
- Somewhat
- Slightly
- Not at all
- Unsure
- N/A

### ASK OF THOSE ANSWERING Q37 EXCEPT MEDICAID ONLY HOUSEHOLDS

#### **Q55**

Thinking about the number of health insurance plans offered through Healthplanfinder, would you say there were too many plans, too few plans, or the right number of plans?

- TOO MANY PLANS
- TOO FEW PLANS
- RIGHT NUMBER OF PLANS
- UNSURE

ASK OF THOSE ANSWERING Q37 EXCEPT MEDICAID ONLY HOUSEHOLDS

**Q56**

Did you use the compare plans tool to view up to three health plans side-by-side?

PROMPT: This is the “add to compare” feature of wahealthplanfinder.org.

- YES
- NO (GOTO Q58)
- UNSURE (GOTO Q58)

ASK IF YES TO Q56

**Q57**

How helpful was the compare plans tool in helping you select a health plan?

IF NOT HELPFUL ASK Why didn't you find it helpful?

- Very Helpful
- Somewhat Helpful
- Not Very helpful (SPECIFY)
- Not at all Helpful (SPECIFY)
- UNSURE
- N/A

ASK OF THOSE ANSWERING Q37 EXCEPT MEDICAID ONLY HOUSEHOLDS

**Q58**

Did you use the “search for your doctor or provider” tool on Healthplanfinder to check to see if your doctor was covered by a health plan?

- YES
- NO (GOTO Q61)
- UNSURE (GOTO Q61)

ASK IF YES TO Q58

**Q59**

Was being able to search for a doctor or provider helpful in choosing a health care plan?

- YES
- NO (GOTO Q61)
- UNSURE (GOTO Q61)

ASK IF NO TO Q59

**Q60**

What could make the tool of searching for a doctor or provider more useful?

- SPECIFY (SPECIFY)
- NOTHING
- UNSURE

ASK OF QHP ENROLLEES (THOSE THAT ENROLLED IN A PLAN AND PAID THEIR FIRST PREMIUM)

(SAMPLE VARIABLES: QHP = 1)

**Q61**

What was the most important factor in choosing your health care plan?

(DO NOT READ – SELECT ONE)

- PRICE
- WHETHER MY DOCTOR, HOSPITAL OR CLINIC WAS COVERED
- CHOOSING THE HEALTH INSURANCE COMPANY I HAD BEFORE
- THE SERVICES COVERED BY THE HEALTH CARE PLAN
- OTHER (SPECIFY)
- UNSURE

**Q62**

Did you consider buying a health care plan from someone else besides Healthplanfinder?

- YES
- NO
- UNSURE

## IX. Post Enrollment Process

### NON-ENROLLEES WILL SKIP TO QUESTION 71

SAMPLE VARIABLES: OHP = 1, DENROLL = 1, CHURN =1, MEDICAID = 1 ASK Q64

NENROLL SKIP TO Q71

IF THEY DID NOT SELECT “CHOSE AND PAID FOR A HEALTH CARE PLAN: TO Q37 SKIP TO Q71

---

### ASK OF QHP AND MEDICAID ENROLLEES

#### **Q64**

How soon after you enrolled did you get your insurance card from your health care plan?

- 1-3 DAYS
- 4-7 DAYS
- 8-10 DAYS
- 11-15 DAYS
- MORE THAN 15 DAYS
- UNSURE

### ASK OF QHP AND MEDICAID ENROLLEES

#### **Q65**

Since receiving your health care plan, have you...  
(READ RESPONSES)

- Visited wahealthplanfinder.org
- Contacted the Customer Support Call Center
- NONE OF THESE (GOTO Q67)
- UNSURE (GOTO Q67)

ASK IF VISITED WEBSITE OR CONTACTED CUSTOMER SUPPORT CALL CENTER TO Q65

**Q66**

Why did you contact Healthplanfinder?

(DO NOT READ RESPONSES – SELECT ALL MENTIONED)

PROMPT: Were there any other reasons?

- TO RESPOND TO A REQUEST FOR INFORMATION
- TO UPDATE CONTACT INFORMATION (NAME, ADDRESS CHANGE
- TO UPDATE INFORMATION ABOUT INCOME
- HAD AN ISSUE ACCESSING MY HEALTHPLANFINDER ACCOUNT
- HAD AN ISSUE UPDATING HEALTHPLANFINDER ACCOUNT
- HAD QUESTIONS ABOUT BENEFITS OR SERVICES
- HAD QUESTIONS ABOUT MY PREMIUM OR BILLING QUESTIONS
- HAD QUESTIONS ABOUT MY APPLICATION OR ENROLLMENT
- LOST MY HEALTH CARE PLAN, CANCELANON OF HEALTH CARE PLAN
- HAD A COMPLAINT
- HAD A PROBLEM WITH SEEING A DOCTOR
- HAD A PROBLEM FILLING A PRESCRIPTION
- OTHER (SPECIFY)
- UNSURE

ASK OF QHP AND MEDICAID ENROLLEES

**Q67**

Are you aware that you need to update any changes to your household income or the number of people in your family?

- YES
- NO
- UNSURE

**THOSE STILL ENROLLED WILL SKIP TO QUESTION 71**

*SAMPLE VARIABLES: QHP = 1, CHURN =1, MEDICAID = 1 SKIP TO Q71*

*DISENROLL = 1 ASK Q68*

**(SAMPLE VARIABLES: DENROLL = 1)**

---

ASK OF THOSE THAT DIS-ENROLLED

**Q68**

These next questions are about why you chose not to continue your health plan with Healthplanfinder. What is the primary reason you chose not to continue with your health care plan through Healthplanfinder?

(DO NOT READ – SELECT ALL MENTIONED)

- I AM NOW COVERED BY WASHINGTON APPLE HEALTH (MEDICAID)
- I NOW HAVE A HEALTH CARE PLAN FROM ANOTHER SOURCE
- COULD NOT AFFORD COST OF MONTHLY PREMIUMS
- NOT SATISFIED WITH THE PRESCRIPTION DRUGS COVERED IN MY HEALTH PLAN
- THE MONEY I STILL HAD TO PAY FOR VISITS, HEALTH CARE SERVICES, OR PRESCRIPTIONS
- NOT ELIGIBLE FOR HELP TO PAY FOR HEALTH CARE PLAN
- HEALTH CARE PLAN DID NOT INCLUDE MY DOCTOR
- THERE WERE NO DOCTORS INCLUDED IN HEALTH CARE PLANS NEAR WHERE I LIVED
- HEALTH CARE PLANS INCLUDED TOO FEW DOCTORS TO CHOOSE FROM
- THERE WERE TOO FEW HEALTH CARE PLANS TO CHOOSE FROM
- HEALTH CARE PLANS DID NOT COVER THE SERVICES I NEEDED
- PROBLEMS WITH THE WEBSITE KEPT ME FROM KEEPING THE PLAN I SELECTED
- OTHER (SPECIFY)
- UNSURE
- N/A STILL HAVE HEALTH CARE PLAN (GOTO Q71)

ASK OF THOSE THAT DIS-ENROLLED

**Q70**

And finally, how likely are you to consider getting a health care plan through Healthplanfinder in the future? (READ RESPONSES)

- Very Likely
  - Somewhat Likely
  - Not Very Likely
  - Not at All Likely
  - UNSURE
-

## **X. Final Impressions**

### **ASK OF ALL**

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#### **Q71**

Now that you have thought about it, I would like to get your final impressions about Washington Healthplanfinder.

Using any number from 0 to 10, where 0 is the worst health insurance experience possible and 10 is the best health insurance experience possible, what number would you use to rate your overall experience with Washington Healthplanfinder?

PROMPT: Please base your answer on any experience you had with the Healthplanfinder website, customer support call center, or community groups.

- 0 – 10 ENTER NUMBER
  - UNSURE
  - UNFAMILIAR WITH HEALTHPLANFINDER
-



## **XI. Outcomes**

### **ASK OF OHP AND MEDICAID ENROLLEES**

**NON-ENROLLEES WILL SKIP TO QUESTION 78**

**SAMPLE VARIABLES: MEDICAID = 1, OHP = 1, CHURN = 1 WILL BE  
ASKED Q72**

**NENROLL = 1 SKIP TO Q78**

**DENROLL = 1 SKIP TO Q85**

---

#### **Q72**

Since getting your health care plan through Healthplanfinder, have you ever not received care because you could not find a doctor or other health care provider?

- YES
- NO (GOTO Q74)
- UNSURE (GOTO Q74)
- N/A (GOTO Q85)

#### **Q73**

What types of care did you not get?

(DO NOT READ LIST – SELECT ALL MENTIONED)

PROMPT: Any others?

- DENTAL CARE INCLUDING TEETH CLEANING AND CHECKUPS
- A DIAGNOSTIC TEST (CAT SCAN, MRI, LAB WORK, OR X-RAY)
- EMERGENCY ROOM CARE
- A HOSPITAL STAY
- MEDICAL CARE FOR AN ILLNESS OR CONDITION (FLU, ASTHMA)
- MEDICAL CARE FOR AN INJURY OR POISONING
- MENTAL HEALTH CARE OR COUNSELING
- OUTPATIENT CARE (DAY SURGERY)
- PRESCRIPTION DRUGS
- REHABILITATION SERVICES (PHYSICAL OR SPEECH THERAPY)
- ROUTINE OR PREVENTIVE MEDICAL CARE (CHECKUP, PHYSICAL, WELL BABY VISIT)
- SURGERY
- DRUG OR ALCOHOL ABUSE TREATMENT OR COUNSELING
- OTHER (SPECIFY)
- UNSURE

**Q74**

Would you say your health care plan is an excellent value, good value, only a fair value or a poor value for what you pay for it? THEN ASK: Why is that?

- EXCELLENT VALUE (SPECIFY)
- GOOD VALUE (SPECIFY)
- ONLY A FAIR VALUE (SPECIFY)
- POOR VALUE (SPECIFY)
- UNSURE

**Q75**

Since enrolling in your health care plan, did you have any problems paying or were you unable to pay any of your family's bills from a doctor or other health care provider?

- YES
- NO
- UNSURE

**Q76**

In the twelve months before enrolling in your health care plan, did you have any problems paying or were you unable to pay any of your family's bills from a doctor or other health care provider?

- YES
- NO
- UNSURE

**Q77**

Do you plan to get a health care plan through Healthplanfinder next year?

IF NO ASK Why are you not planning to purchase through Healthplanfinder?

- YES
- NO (SPECIFY)
- UNSURE

**ENROLLEES WILL SKIP TO QUESTION Q85**

*SAMPLE VARIABLES: NENROLL = 1 ASK Q78*

*MEDICAID = 1, QHP = 1, CHURN = 1, DENROLL = 1 WILL SKIP TO Q85*

---

ASK OF NON-ENROLLEES

*(SAMPLE VARIABLE NENROLL = 1)*

**Q78**

Are you currently covered by any type of the following health insurance?  
(READ RESPONSES AND SELECT ALL MENTIONED)

- Health insurance through work or a union.
- Insurance bought directly from an insurance company or website
- Veteran's Affairs, Military Health, TRICARE, or CHAMPUS
- Washington Apple Health (Medicaid)
- Medicare
- Some other type of health insurance? (SPECIFY)
- UNINSURED, NO HEALTH INSURANCE
- UNSURE

ASK OF NON-ENROLLEES

*(SAMPLE VARIABLE NENROLL = 1)*

**Q80**

Since January have you ever not gotten care because you could not find a doctor or other health care provider?

- YES
- NO (GOTO Q82)
- UNSURE (GOTO Q82)

ASK IF YES TO Q80

**Q81**

What types of care?

(DO NOT READ LIST – SELECT ALL MENTIONED)

PROMPT: Any others?

- DENTAL CARE INCLUDING TEETH CLEANING AND CHECKUPS
- A DIAGNOSTIC TEST (CAT SCAN, MRI, LAB WORK, OR X-RAY)
- EMERGENCY ROOM CARE
- A HOSPITAL STAY
- MEDICAL CARE FOR AN ILLNESS OR CONDITION (FLU, ASTHMA)
- MEDICAL CARE FOR AN INJURY OR POISONING
- MENTAL HEALTH CARE OR COUNSELING
- OUTPATIENT CARE (DAY SURGERY)
- PRESCRIPTION DRUGS
- REHABILITATION SERVICES (PHYSICAL OR SPEECH THERAPY)
- ROUTINE OR PREVENTIVE MEDICAL CARE (CHECKUP, PHYSICAL, WELL BABY VISIT)
- SURGERY
- DRUG OR ALCOHOL ABUSE TREATMENT OR COUNSELING
- OTHER (SPECIFY)
- UNSURE

ASK OF THOSE WITH INSURANCE TO Q78

**Q82**

Would you say your health care plan is an excellent value, good value, only a fair value or a poor value for what you pay for it?

THEN ASK: Why is that?

- EXCELLENT VALUE (SPECIFY)
- GOOD VALUE (SPECIFY)
- ONLY A FAIR VALUE (SPECIFY)
- POOR VALUE (SPECIFY)
- UNSURE

ASK OF NON-ENROLLEES

(*SAMPLE VARIABLE NENROLL = 1*)

**Q83**

Have you had any problems paying or were you unable to pay any of your family's bills from a doctor or other health care provider in the past 12 months?

- YES
- NO (GOTO Q90)
- UNSURE (GOTO Q90)

ASK IF YES TO Q83

**Q84**

Did you have a health care plan when you had trouble paying your doctor or hospital bills?

- YES
- NO
- UNSURE

ASK OF NON-ENROLLEES

**Q90**

Since January how many times have you and your family members seen a doctor?

- NONE
  - 1-2 TIMES
  - 3-4 TIMES
  - 5-9 TIMES
  - 10 OR MORE TIMES
  - UNSURE
-

---

ASK OF ALL

**Q85**

At the time you first contacted Healthplanfinder did you have health insurance?

- YES (GOTO Q87)
- NO
- UNSURE (GOTO Q87)

ASK IF NO TO Q85

**Q86**

Why did you look for a health care plan through Healthplanfinder?

(DO NOT READ RESPONSES – SELECT ALL MENTIONED)

PROMPT: Any other reasons?

- I/MY FAMILY NEEDED HEALTH INSURANCE
- I HEARD ABOUT THE LAW THAT I HAVE TO BUY HEALTH INSURANCE
- I/MY FAMILY WANTED HELP PAYING FOR INSURANCE
- I/MY FAMILY WANTED LOW COST INSURANCE
- I/MY FAMILY NEEDED MEDICAL CARE IMMEDIATELY
- I/MY FAMILY HAVE LONG-TERM MEDICAL CARE NEEDS
- I WAS ENCOURAGED BY FRIENDS OR FAMILY
- OTHER (SPECIFY)
- UNSURE

ASK OF ALL

**Q87**

At the time you first contacted Healthplanfinder was there a place where you would usually go when you were sick or when you needed advice about your health?

- YES
- NO (GOTO Q89)
- UNSURE (GOTO Q89)

ASK IF YES TO Q87

**Q88**

Where would you go?

(DO NOT READ RESPONSES)

- DOCTOR'S OFFICE
- CLINIC
- URGENT CARE
- EMERGENCY ROOM
- OTHER (SPECIFY)
- UNSURE

---

**ASK IF COVERED BY INSURANCE (QHP, MEDICAID, AND FROM Q73**

*SAMPLE VARIABLES: MEDICAID = 1, QHP = 1, CHURN = 1 ASK Q89*

*NENROLL = 1 AND DENROLL = 1 WILL SKIP TO Q92 **UNLESS THEY SELECTED SOME TYPE OF COVERAGE IN ANSWERING Q78***

**Q89 (SKIP Q89 if Q72 is answered as N/A)**

Since enrolling in your health care plan, how many times have you and your family members seen a doctor?

- NONE
- 1-2 TIMES
- 3-4 TIMES
- 5-9 TIMES
- 10 OR MORE TIMES
- UNSURE

ASK OF QHP ENROLLEES

(SAMPLE VARIABLES: QHP = 1; ALL OTHERS SKIP TO Q92)

**Q91**

If the Healthplanfinder sold dental plans for adults and families, how likely would you be to purchase a dental plan through Healthplanfinder?

(READ RESPONSES)

- Very Likely
- Somewhat Likely
- Not Very Likely
- Not at All Likely
- UNSURE



## **XII. Demographics**

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### **ASK OF ALL**

#### **Q92**

These last few questions are for grouping purposes only. In general, how would you rate your overall health?

(READ RESPONSES)

- Excellent
- Very Good
- Good
- Fair
- Poor
- UNSURE

#### **Q93**

Do you have access to the internet?

- YES
- NO
- UNSURE

#### **Q94**

Do you work full time, part time, are you self-employed, or are you currently not working?

(SELECT ALL THAT APPLY)

- WORK FULL TIME
- WORK PART TIME
- SELF-EMPLOYED
- NOT CURRENTLY WORKING
- UNSURE

**ASK OF ALL**

**Q95**

And finally, is there anything else would like to add that will help Healthplanfinder better meet the needs of residents here in Washington?

- SPECIFY (SPECIFY)
- NOTHING ELSE TO ADD
- UNSURE

**Agan**

In the future, Healthplanfinder may be interested in gathering more information on health care issues or your experience using Healthplanfinder. May we contact you again in the future on some of these issues?

- NO - DO NOT CALL BACK
- YES - YOU MAY CALL ME BACK

## **VARIABLES INCLUDED IN SAMPLE FILE**

- Gender
- Age
- Marital Status
- Household Size
- Income (% FPL)
- Preferred Language
- Area of the state (from address)