

**SAMPLE FIELD TEST  
OF  
EDUCATIONAL BROCHURE**

Brochure - *"Take Charge of Your Health Care"*

1. The most important thing that I have learned about taking charge of my health care is:
2. Which of the following did you think were the main ideas of this brochure?
  - 2.1. I should always contact the Health Rights Hotline before I contact my health plan's customer service department.  
 Yes                       No                       Not Sure
  - 2.2. I have the right to choose a doctor who is qualified, convenient, and trustworthy.  
 Yes                       No                       Not Sure
  - 2.3 I have the right to be in charge of my own health care.  
 Yes                       No                       Not Sure
  - 2.4 My doctor has a right to give my employer any information that is in my medical records.  
 Yes                       No                       Not Sure
  - 2.5 There are resources available to me if I have problems understanding managed care.  
 Yes                       No                       Not Sure
  - 2.6 Once I choose a doctor, I should stick with her/him no matter what.  
 Yes                       No                       Not Sure
  - 2.7 I have the responsibility to take an active role in my health care.  
 Yes                       No                       Not Sure
3. What, if anything, about the brochure did you particularly *like*? (Circle as many as you want.)
  - 3.1 I thought it was easy to understand.
  - 3.2 I thought the brochure contains useful information.
  - 3.3 I liked the idea of being informed of my health care rights.
  - 3.4 I liked the idea of understanding my health care responsibilities.
  - 3.5 I liked the idea of being able to do something about understanding my health care.
  - 3.6 The message speaks directly to me.
  - 3.7 I'm not sure.
  - 3.8 Other / Please specify:
  - 3.9 I didn't like anything.

4. What, if anything, about the brochures did you particularly *dislike*? (Circle as many as you want.)

- 4.1 I thought it was difficult to understand.
- 4.2 I didn't think the brochure contained useful information.
- 4.3 I didn't think the brochure told me enough about my health care rights.
- 4.4 I didn't think the brochure told me enough about my health care responsibilities.
- 4.5 I didn't think the brochure told me enough about what I can do to understand my health care.
- 4.6 The message doesn't particularly speak to me.
- 4.7 I'm not sure.
- 4.8 Other / Please specify:
- 4.9 There wasn't anything I disliked.

5. Was there anything in the brochure that you found confusing or hard to understand? (Circle as many as you want.)

- 5.1 Some words were hard to understand.
- 5.2 There was too much information presented.
- 5.3 There was not enough information presented.
- 5.4 The brochure didn't relate to me.
- 5.5 The brochure was confusing in general.
- 5.6 No, nothing. It was generally easy to understand.

6. Was there anything in the brochure you found hard to believe? (Circle only one)

- 6.1 It's not believable that managed care consumers have as many rights as the brochure says they do.
- 6.2 It's not believable that managed care consumers have the responsibilities that the brochure says they should have.
- 6.3 It's not believable that health plans will assist me if I'm confused.
- 6.4 I'm not sure.
- 6.5 Other / Please specify.
- 6.6 The brochure was not believable in general.
- 6.7 No, nothing. It was generally believable.

7. Please respond to each of the following statements by indicating whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree:

- 7.1 The brochure was interesting.
- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Strongly Agree | <input type="checkbox"/> Agree             | <input type="checkbox"/> Neither Agree nor Disagree |
| <input type="checkbox"/> Disagree       | <input type="checkbox"/> Strongly Disagree |   |

- 7.2 The brochure was convincing.
- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Strongly Agree | <input type="checkbox"/> Agree             | <input type="checkbox"/> Neither Agree nor Disagree |
| <input type="checkbox"/> Disagree       | <input type="checkbox"/> Strongly Disagree |   |

7.3 The brochure was confusing.  
 Strongly Agree       Agree       Neither Agree nor Disagree  
 Disagree       Strongly Disagree

7.4 The brochure made its point.  
 Strongly Agree       Agree       Neither Agree nor Disagree  
 Disagree       Strongly Disagree

7.5 The brochure was believable.  
 Strongly Agree       Agree       Neither Agree nor Disagree  
 Disagree       Strongly Disagree

7.6 The brochure gave me useful information.  
 Strongly Agree       Agree       Neither Agree nor Disagree  
 Disagree       Strongly Disagree

7.7 The brochure gave useful information to other people.  
 Strongly Agree       Agree       Neither Agree nor Disagree  
 Disagree       Strongly Disagree

7.8 The brochure was a good way of promoting the services of the Health Rights Hotline.  
 Strongly Agree       Agree       Neither Agree nor Disagree  
 Disagree       Strongly Disagree

7.9 The brochure did a good job of informing me of the rights managed care consumers have.  
 Strongly Agree       Agree       Neither Agree nor Disagree  
 Disagree       Strongly Disagree

7.10 The brochure did a good job of informing me of the responsibilities managed care consumers have.  
 Strongly Agree       Agree       Neither Agree nor Disagree  
 Disagree       Strongly Disagree

7.11 The brochure did a good job of informing me about available resources.  
 Strongly Agree       Agree       Neither Agree nor Disagree  
 Disagree       Strongly Disagree

7.12 The brochure is appropriate for everyone to understand.  
 Strongly Agree       Agree       Neither Agree nor Disagree  
 Disagree       Strongly Disagree