



# Provider Office Engagement Survey

**Purpose:** To better understand the communications preferences of the community when it comes to seeking information on healthcare and/or services.

## Likelihood of Reading a Healthcare Literature While at a Provider's Office

Scenario	Medicaid/ Uninsured	All Panel Members
Brochure Provided by the Doctor/ Nurse	85%	86%
Brochure Provided by the Receptionist	66%	74%
Brochure in the Waiting Room	29%	32%
Poster in the Exam Room	86%	83%
Poster in the Waiting Room	61%	65%



Out of those surveyed, **20%** of Medicaid/ Uninsured members said they use social media to locate healthcare services in the area (24% of the entire panel mentioned using social media).

Of those that used social media to locate local healthcare services, **74% were most likely to use Facebook.**

**Response Rate:** 151 panel members responded to the October/ November 2015 online panel survey. Out of the 151 members, 21 members were Medicaid members or uninsured. The panel members are categorized into 4 categories: Healthcare Providers, Community Organizations, Community Residents, and Medicaid/ Uninsured.