

# Shared Learnings

## RMS Online Panel Survey—Provider Engagement

### Program Overview

Care Compass Network (CCN) manages an online panel comprised of Medicaid members, providers, community organizations, and community residents within a 9-county region. In October 2015, CCN administered a survey to understand the community's preferences when it comes to seeking information on healthcare and/or services. Out of the 151 panel members that responded, 21 members were Medicaid members or uninsured.

**Start Date:** October 2015

**End Date:** November 2015

**Target Population:** Medicaid members, providers, community organizations, and community residents

### Program Goals



Understand how the community receives information on healthcare and/or services

### Learnings



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



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

|                                    | Medicaid/<br>Uninsured | All Panel<br>Members |
|------------------------------------|------------------------|----------------------|
| Brochure provided by Doctor/ Nurse | 85%                    | 86%                  |
| Brochure provided by receptionist  | 66%                    | 74%                  |
| Brochure in waiting room           | 29%                    | 32%                  |
| Poster in the Exam Room            | 86%                    | 83%                  |
| Poster in the Waiting Room         | 61%                    | 65%                  |

### Contact Information

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