

Market Insights

Neurology Module

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Overall, how familiar would you consider yourself with the definition of “neurology” and the type of healthcare that “neurology” refers to?

- Extremely familiar
- Very familiar
- Moderately familiar
- A little familiar
- Not familiar at all

What medical conditions do you think fall within the field of “neurology”? (Select all that apply)

- Brain aneurysm
- Brain tumor/cancer
- Concussions/head injuries
- Cardiovascular (heart) care
- Depression
- Drug/alcohol abuse
- Epilepsy
- Huntington’s disease
- Lou Gehrig’s disease (ALS)
- Memory disorders (Alzheimer’s, dementia)
- Migraine/chronic headache
- Multiple Sclerosis (MS)
- Parkinson’s Disease
- Sleep disorder
- Spine surgery
- Stroke care
- Vision problems
- None of the above
- I don’t know

Imagine you, or someone you provide care for, needed neurology services. Which resources would you use to search for a healthcare provider for this type of care? (Select all that apply)

- Hospital or physician websites
- Family or friend recommendations
- Health-related websites, such as WebMD
- Insurance provider
- Internet search engines (Google, Yahoo, Bing, etc.)
- Online patient ratings/reviews (Healthgrades, Yelp, Google, etc.)
- Referral from my physician
- Social media (Facebook, X, etc.)
- Health-related rankings (US News & World Report, etc.)
- I don’t know

MARKET INSIGHTS MODULE

Imagine you, or someone you provide care for, needed neurology services. Which of the following factors would you look for most in a provider? (Select up to 5)

- Actively involved in the community
- Affiliated with my preferred hospital or health system
- Awards or recognitions received by the provider
- Conducts research and/or clinical trials
- Facility has the best doctors and nurses
- Insurance acceptance at the facility
- Is specialized for neurology care
- Is specialized in the specific neurology condition needing care
- Located nearby
- Offers personalized care
- Offers the latest technology, equipment, and treatment options
- Positive online ratings or reviews
- Recommended by family or friends
- Recommended by my doctor
- Reputation of the facility
- Wait time for an appointment
- Affiliated with a teaching institution/university
- I don't know

Imagine you, or someone you provide care for, needed neurology services. What is the longest time you would be willing to drive for the following types of appointments?

	15 minutes or less	16-30 minutes	31-45 minutes	46-60 minutes	More than 1 hour
Initial consult/appointment with a specialist					
Rehabilitation (Physical Therapy, Occupational Therapy, Speech Therapy)					
Support groups related to your condition					
Routine visits to manage a chronic condition					
Surgery for a neurology condition					
Follow-up visits after a procedure or surgery					
Clinical trial related to your condition					