The Patient: Patient-Centered Outcomes Research

Using Best-Worst Scaling Choice Experiments to Measure Public Perceptions and Preferences for Healthcare Reform in Australia

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Supplemental Digital Content

This Supplemental Digital Content contains the information referred to in the full version of this article, which can be found at http://adisonline.com/thepatient

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Appendix 1: Survey Instrument

In the following section, we would like to learn your opinions about several principles that have been suggested by the Health Care Reform Report for the Australian health care system. On the next screen, we will show you a detailed description of each principle.

We will first ask you a few questions related to these principles, and then we will show you 15 scenarios that contain different subsets of the principles. What we want you to do is simple: please tell us what you think should be the most important principle and what you think should be the least important principle.

There are no right or wrong answers - we are simply interested in your opinions. While your responses will remain anonymous, they will provide useful insights for policy makers.

Please click on ">> " to continue.

Before going to the next screen, please read the following information carefully.

15 Principles and their descriptions:

1. people & family centred - Recognise of cultural, social, and community factors in providing effective care. Moving care out of institutions, where possible and desired by patients.
2. equity - Ensuring care based on need, not ability to pay, targeting services towards groups in poor health, especially Aboriginal and Torres Strait Islander groups.
3. shared responsibility - Help people become more self-reliant, health literate and able to manage their own health care needs.
4. promoting wellness & strengthening prevention - Better investment in screening, promotion of wellness and prevention services.
5. comprehensiveness - Ensuring a healthy start to people's lives, and meeting people's needs during the ageing process, whether these are in traditional health care settings or the home.
6. value for money - Ensuring that the best evidence on effectiveness is made available quickly and allowing flexibility in financing and staffing to ensure best practice in different settings.
7. providing for future generations - Ensuring proper education of the health care professionals of tomorrow.
8. recognise social & environmental influences shape our health - Recognising that good health is also affected by factors such as income inequality, inclusive communities, good housing and transport.
9. taking the long term view - Active monitoring of health of the community to assess demographic and health needs.
10. quality & safety - Ensuring safety but also promoting better satisfaction of patient experiences in health care settings.
11. transparency & accountability - Greater transparency concerning where responsibilities lie (in terms of levels of government and private providers).
12. public voice & community engagement - Promoting community involvement in health care decision making at the levels of patient, citizen and taxpayer.
13. a respectful, ethical system - Recognizing the need for trust and partnerships between professionals and patients which takes account of social and cultural needs of the patient.
14. responsible spending - Reducing red tape and improving IT services to ensure access to those living in rural and remote areas.
15. a culture of reflective improvement & innovation - Provide a data-gathering framework which allows effects of innovation and reform to be monitored and disseminated on ongoing basis.

Please click on ">> " to continue.

Scenario 1 of 15

Please select the principle you think is the "Most Important" and "Least Important"

If you want to review descriptions for these principles, please click here.

Please select one answer in each column.

<table>
<thead>
<tr>
<th>Principle</th>
<th>Most Important</th>
<th>Least Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>promoting wellness &amp; strengthening prevention</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>providing for future generations</td>
<td>☐</td>
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<tr>
<td>value for money</td>
<td>☐</td>
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</tr>
<tr>
<td>recognise social &amp; environmental influences shape our health</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>comprehensiveness</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>shared responsibility</td>
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<tr>
<td>providing for future generations</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>taking the long term view</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
Please tick those principles that **you feel you understand**.

Please select all that apply.

If you want to review descriptions for these principles, please [click here](#).

- people & family centred
- equity
- shared responsibility
- promoting wellness & strengthening prevention
- comprehensiveness
- value for money
- providing for future generations
- recognize social & environmental influences shape our health
- taking the long term view
- quality & safety
- transparency & accountability
- public voice & community engagement
- a respectful, ethical system
- responsible spending
- a culture of reflective improvement & innovation

**<< >>**

Please tick those principles that **you think should be considered by the government in terms of Health Care Reform.**

Please select all that apply.

If you want to review descriptions for these principles, please [click here](#).

- people & family centred
- equity
- shared responsibility
- promoting wellness & strengthening prevention
- comprehensiveness
- value for money
- providing for future generations
- recognize social & environmental influences shape our health
- taking the long term view
- quality & safety
- transparency & accountability
- public voice & community engagement
- a respectful, ethical system
- responsible spending
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**<< >>**

Please tick those principles that **you would like to question why they are suggested by the Health Care Reform Report.**

Please select all that apply.

If you want to review descriptions for these principles, please [click here](#).

- people & family centred
- equity
- shared responsibility
- promoting wellness & strengthening prevention
- comprehensiveness
- value for money
- providing for future generations
- recognize social & environmental influences shape our health
- taking the long term view
- quality & safety
- transparency & accountability
- public voice & community engagement
- a respectful, ethical system
- responsible spending
- a culture of reflective improvement & innovation

**<< >>**
In which of the states do you live?
- NSW
- VIC
- QLD
- ACT
- SA
- WA
- TAS
- NT

Are you...
- Male
- Female

Please indicate the highest level of education (or equivalent) you have currently attained?
- Some secondary school
- Finished Year 12
- Diploma from CAE/TAFE
- Graduate degree from TAFE
- Undergraduate/Bachelor degree from university
- Postgraduate diploma/certificate from university
- Honours or Master's degree from university
- PhD or equivalent degree from university
- Other (specify) [ ]

Which one of the following categories best describes your annual gross personal income (before tax)?

Please select one response.

Please select your answer [ ]

What is your postcode?
Please type the four digit postcode number in the box below:

Please select the industry/job type that you are currently employed in:
- Accounting or bookkeeping
- Advertising / Marketing research
- Arts, except creative or performing
- Business services and related
- Finance or financial management
- Food product manufacturing / wholesaling / retailing
- Healthcare and related services
- Journalism / Public relations
- Radio / TV
- Video game manufacturing / wholesaling / retailing
- Vehicle manufacturing / wholesaling / retailing
- Telephone manufacturing / wholesaling / retailing
- Other industry/job
Please select the age group you are in.

- Under 10 years
- 10 to 21 years
- 22 to 24 years
- 25 to 30 years
- 31 to 35 years
- 36 to 40 years
- 41 to 45 years
- 46 to 50 years
- 51 to 55 years
- 56 to 60 years
- 61 years and over