

A UNIQUE STUDY

The only consumer health study in Dallas/Ft. Worth that employs five languages to interview a diverse sample of whites, African-Americans, Hispanics and Asians.

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CUSTOM QUESTIONS

In addition to the broad number of topics already included in the study, early subscribers have the option of including their own custom questions for an additional fee.

Health Watch 2009

A Study of Consumer Health Needs in Dallas/Fort Worth



Study Topics

- Health-related attitudes and practices
- Awareness & usage of health care providers
- Public & private health insurance coverage
- Satisfaction with health care providers
- Self-reported health condition
- Perceived barriers to health care
- Use of radio, television, newspapers and the Internet
- Best sources of health-related information
- Demographic and socioeconomic characteristics

About the Study

Since its initial introduction in 2002, *Health Watch* has served an important role for local healthcare providers who are expected to meet the needs of a growing population that is linguistically and culturally diverse. Although healthcare providers have traditionally used community surveys or secondary sources for planning their communication strategies, the needs of multicultural segments are sometimes overlooked due to inadequate sample sizes or the absence of multi-lingual interviewers. *Health Watch* was designed as a cost-effective, planning tool that can assist healthcare providers in designing their marketing plans, placing advertising, designing patient brochures, evaluating the degree to which the needs of racially-diverse groups are being adequately addressed, and to compete more effectively for federal research grants. The study is designed by Dr. Edward T. Rincon, President of Rincon & Associates, who has specialized in multicultural research for the past 30 years and taught survey research courses at area universities.

How the Study is Conducted

The sampling universe will consist of all telephone households in the Dallas/Ft. Worth metropolitan area. Using both random digit dialing (RDD) and listed telephone households to select the sample, a total of 1,200 interviews will be conducted with 300 whites, 300 Hispanics, 300 African-Americans, and 300 Asian adults. In addition to land-line households, the study will also include cell-only households. The equal-cell sample design is chosen because the data analysis primarily focuses on cross-racial comparisons of health-related behavior. Within each household, an adult is selected randomly for the interview. All interviews are conducted by experienced bilingual interviewers in the language preferred by the respondent, which includes five languages: English, Spanish, Chinese, Vietnamese and Korean. Data collection is scheduled to begin by July 10, 2009.

Rincón & Associates

Measuring multicultural markets

What the Study Measures

Demographics	Gender, age, marital status, household size and composition, race/ethnicity, years of U.S. residency, and nativity
Socioeconomics	Educational attainment, occupation, household income, homeownership, and credit card usage
Media Usage	Television, radio, newspapers, cable, Internet access & usage
Health Insurance Coverage	Medicare, Medicaid, private coverage, primary reason for non-coverage, impact of insurance coverage on access to healthcare
Awareness & Usage of Healthcare Providers	Oncology, cardiology, obstetrics, children's care and emergencies; physical fitness; dental; optical; weight loss; massage therapy; use of alternative medicine or remedies; and satisfaction with primary healthcare provider
Other Areas of Inquiry	Health-related attitudes, perceived barriers to healthcare, importance of selected characteristics of physicians, and self-reported health condition
Custom Questions & Analyses	Subscriber-designed questions that are tabulated by a customized banner; special analyses available on request

STUDY USED FOR

- Competitive analysis
- Advertising awareness
- Media planning
- Grant applications
- Instructional support
- Planning language strategy
- Patient education
- Demand analysis

RINCON & ASSOCIATES

For the past 30 years, we have provided research solutions that expand the cultural intelligence of organizations that serve multicultural consumers. These research solutions include:

- Quantitative & qualitative research
- Syndicated research
- Academic & corporate training
- Strategic market consultation

For more information on any of our products or services please visit us on the Web at:
www.rinconassoc.com

Becoming a Subscriber

The Basic Report is available for \$8,500. Custom questions are priced as follows: closed-ended questions (\$700) and open-ended questions (\$900). The Basic Report will include a preface, study concept and objectives, background, study methodology, study findings, conclusions and recommendations. A complete set of tabulations of survey questions by key demographic subgroups will also accompany the Basic Report. Orders that include custom questions must be pre-paid by July 10, 2009.

To become a subscriber, simply complete the Order Form on the following page and mail it along with your payment to Rincon & Associates, 6500 Greenville Ave., Suite 510, Dallas Texas 75206. Questions concerning the study can be addressed by calling Dr. Edward T. Rincón at 214-750-0102 or sending an email to ed@rinconassoc.com.

Important Study Dates

- July 8: Place custom questions
- July 10: Data collection starts
- July 31: Data collection ends
- August 27: Basic Report delivered

Prompt Payment Incentive

Subscribers who pay their subscription order on or before July 10, 2009 will qualify for a complimentary one-hour Power Point presentation of the study results by Dr. Rincón at a mutually agreeable location in the Dallas/Fort Worth metro area.

Health Watch 2009 Order Form

SUBSCRIBER INFORMATION

Please complete all of the requested information in this section. We do not ship the study report by regular mail, so please provide us an account number for your preferred shipper or let us know if you will have the report picked up by a courier.

ORDERING NOTES

Please complete all of the requested information related to your order. Before ordering custom questions, email us a copy of the questions since they need to be pre-approved for format and space availability. Quotes for custom analysis can be provided upon receipt of a description of the type of analysis desired. All orders that include custom questions must be paid by July 10, 2009 to reserve the space in the questionnaire.

PROMPT PAYMENT REMINDER

All orders that are paid by July 10, 2009 will qualify for a complimentary Power Point presentation of the study findings at a mutually agreeable location in the Dallas/Ft. Worth metro area.

Subscriber Information

Contact Name	
Company Name	
Street Address	
City, State, Zip code	
Telephone:	
Fax:	
E-mail Address	
Date of Order	
Shipping Instructions (Provide Account No.)	

Ordering Information

<i>Item</i>	<i>Qty. Ordered</i>	<i>Cost Per Unit</i>	<i>Subtotal</i>
Basic Report		\$8,500	\$
Extra Copy of Report (subscribers only)		\$300	\$
Custom Questions			
Open-ended		\$900	\$
Closed-ended		\$700	\$
Custom Tabs			\$
Banner setup		\$200	\$
Question Tab		\$75	\$
Custom Analysis (quotation only)			\$
Sales tax (8.25%) or attach copy of Tax Exempt Certificate if you are tax exempt.			\$
Total Cost			\$