**Lavidge 2024 Healthcare Experience Self-Segmentation Questionnaire**

Now that statistically reliable attitudinal segments have been determined, a self-segmentation questionnaire can establish a presumptive segment for those who did not take the original survey or for new contacts.

**Recommended questionnaire:**

Which of the following sounds most like you? You may identify with more than one, but please choose the one that aligns best with your opinions.

* **I am aggravated by a healthcare system that is overwhelming, ineffective, and needs to be rebuilt from the ground up.**I’m tired of being treated as a patient, not a person, and don’t trust healthcare providers like I used to. They don’t listen and don’t give me the time to share my concerns or ask questions. I’m not able to get the care I deserve.
***[Frustrated]***
* **I feel lucky to live in a country with great access to high-quality healthcare.**
I’m excited about the advances in healthcare technology to improve care, prevent human errors, and continue our record of providing the best healthcare with the best access in the world.
***[Appreciative]***
* **I worry that new technology is threatening the American healthcare system.**
I’m concerned about the security of my private health information and how AI in healthcare will be regulated. Having new technology incorporated into healthcare just gets in the way of providers really connecting with patients and doesn’t do much to improve patient health.  ***[Skeptical]***
* **Everyone in the U.S. deserves the same high-quality healthcare, and patient needs must be the top priority in any healthcare system changes.**
Nothing is more important to me than the freedom to make decisions about my own healthcare, and I want everyone to be able to access affordable, personalized healthcare with providers who listen and care for the whole person -- body, mind, and spirit. Treatments here shouldn’t cost more than elsewhere in the world.
***[Equitable]***
* I can’t choose between these.
* None of these describe me well.