

The Caregivers Advisory Panel's Caregiving in the US - Needs, Issues, Insights RESEARCH SPECIFICATIONS & Component Order Guide

This document lists the topics of investigation that are reported and analyzed in the Data Digest and Strategic Report. For each topic area, a brief description of the relevant survey question is shown.

For each topic area selected, the results to be provided will include:

- The data (in chart or graph form);
- Written analysis of the data;
- Statistically significant differences among caregiver segments; and
- Strategic insights & market development recommendations (how to apply the data to drive business results), as appropriate.

Custom analysis and additional proprietary research are available upon request.

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Letter from Paul Alper

Introduction (background on TCAP; design & methodology; how to read this report)

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NOTE: Sections 2-5 include brief write-ups of the background specific to the category, including design & methodology and the incidence of caregiving situations that lead to the specific types of care focused upon in the section.

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1. Reaching the Caregiver

Topic	Topic Code	Question investigated
Sources of Information - Likely	C-1	How likely are caregivers to turn to each of thirteen sources of information for practical information on caregiving?
Sources of Information - Actual	C-2	Which of thirteen information sources have caregivers <i>actually</i> turned to for information about caregiving in the last 12 months?
Influence on Decisions Regarding Caregiving Health Products	C-3	How much influence do each of eleven types of people have on caregiver decisions regarding the purchase of non-prescription products and equipment related to incontinence, skin care, respiratory care, nutrition, wound care, safety, mobility, etc.?
Purchases of Caregiving Health Products	C-4	How much of the actual purchasing of caregiving health products is done by each of four key individuals?
Caregiving Products Bought - Ever	C-5	<p>What product categories do caregivers buy?</p> <ul style="list-style-type: none"> ➤ Absorbent products/skin care products for incontinence ➤ Specialty bathing and skin care products ➤ Wound care or wound prevention products ➤ Specialty nutrition products or supplements ➤ Devices or equipment to help the care recipient's mobility ➤ Respiratory care equipment or supplies ➤ Home safety accessories (e.g., for shower, bath, toilet, stairs, hallway) ➤ Security devices (e.g., wander prevention systems, emergency call devices) ➤ Electronic health monitoring systems (e.g., for blood pressure, pulse, etc.)
Caregiving Products Bought - Last 6 mos	C-6	Which of the above product categories have been bought within the last 6 months?

1. Reaching the Caregiver *(continued)*

Topic	Topic Code	Question investigated
Interest in Fee-Based Services	C-7	Interest in selected fee based services: <ul style="list-style-type: none"> ➤ Care recipient need assessment services ➤ Locator services for nursing homes/assisted living ➤ Evaluation of nursing homes/assisted living facilities ➤ In-home non-medical care ➤ Ongoing care monitoring and support ➤ Legal and financial planning services (e.g., wills, reverse annuities, insurance)
Responsiveness to Marketing and Public Relations Methods	C-8	What types of marketing and public relations methods do caregivers consider helpful in providing information about caregiving products and services?
Use of Equipment	C-9	Are any mechanical devices or electronic equipment used in caring for your care recipient other than basic, low-tech items such as walkers, basic wheelchairs, grab bars, etc.?
Loyalty Profiles	C-10	How often does each statement describe your behavior in purchasing caregiving health products or equipment? <i>[Respondents reacted to five statements describing typical loyalty and switching motivations and behaviors.]</i>
Reactions to Promotional Techniques - Purchase Motivators	C-11	What type of communications motivate/influence caregivers to switch from their current brands and try new ones?
Caregiving Health Products or Equipment Training Preferences	C-12	How would you prefer to get training on using caregiving health products or equipment? Respondents indicated their first, second, and third choices.

1. Reaching the Caregiver *(continued)*

Topic	Topic Code	Question investigated
Media Habits		
TV	C-13	Weekly TV consumption, overall and cable
Radio	C-14	Weekly radio listenership, and type of station listened to most (of 11 station formats)
Newspaper	C-15	Newspaper usage data
Magazines	C-16	Number of subscriptions and specific magazines
Newsletters	C-17	Receipt of newsletters from caregiver organizations or organizations devoted to a specific disease or condition, and names of those organizations
Internet Usage		
Access	C-18	Access to the Internet at home and work?
Usage	C-19	How many hours per week are spent on the Internet, not including e-mail or work-related activity?
Purchasing	C-20	Ever used the Internet for purchasing?
Obstacles to Internet Purchasing	C-21	What are the key obstacles to Internet purchasing?
Caregiver Information	C-22	Ever obtained caregiver information over the Internet?
Ability to Estimate Product Needs	C-23	For caregiving health products you use on a regular basis, are you able to estimate the quantity that you need in a given period of time?
Interest in Product Shipment Program	C-24	How interested would you be in a program through which you could have that product shipped in the quantity you need each week, month, or quarter?

2. Incontinence Care

Topic	Topic Code	Question investigated
Experience and Interest in Training on Incontinence Care	I-1	Has the caregiver read or viewed training and/or educational materials on incontinence care?
	I-2	How interested are caregivers in receiving skills training and/or educational materials on incontinence care?
Need for Incontinence Care	I-3	During the last six months, has your care recipient required incontinence care?
Product Usage and Satisfaction	I-4	Usage of 15 categories of absorbent, skin care and specialty products for incontinence care (includes medication).
	I-5	Satisfaction with categories of absorbent, skin care and specialty products for incontinence care (includes medication). <ul style="list-style-type: none"> Includes analysis of usage by caregiver sub-group/segment i.e. age, gender, mobility etc.
Brand Loyalty	I-6	Incidence of brand switching for any of the above 15 products in the last 6 months.
Non-Specialty Products Used	I-7	Use of non-specialty products to meet incontinence care needs.
	I-8	Specific non-specialty products used.
Concerns with Incontinence Care or Incontinence Products	I-9	Open ended question exploring problems, issues and concerns with incontinence care and products. Clusters of common problems, issues and concerns. (Representative verbatim responses are included).

2. Incontinence Care (*continued*)

Topic	Topic Code	Question investigated
Influence on Brands Purchased	I-10	Who most influences decisions regarding caregiver purchases of incontinence products?
Proportion of Purchases Made by Caregiver	I-11	Percentage of incontinence purchases made by caregiver.
Purchase Location	I-12	Where are products for incontinence care bought? Choices range from traditional drug/food and mass to DME/HME as well as non-traditional channels including catalog and on-line
Product Attributes that Drive Purchase	I-13	Prioritized (top 3 of 10 choices) attributes/packaging claims for absorbent products that are most likely to influence purchase.
Brand Awareness and Usage	I-14	Awareness of 19 brands of incontinence care products (plus open ended "other").
	I-15	Usage of 19 brands of incontinence care products (plus open ended "other"). Includes Awareness/Usage Penetration Index analysis Includes percentages of caregivers using one, two and three or more brands Includes percentages of specific brand users that use <i>only</i> that brand.

3. Bathing and Skin Care

Topic	Topic Code	Question investigated
Experience and Interest in Training on Bathing and Skin Care	B-1	Has the caregiver read or viewed training and/or educational materials on bathing and skin care?
	B-2	How interested are caregivers in receiving skills training and/or educational materials on bathing and skin care?
Care Recipient's Skin Condition	B-3	Care recipient current skin condition assessment.
Need for Bathing & Skin Care	B-4	During the last six months, has your care recipient needed any help with bathing or skin care?
Bathing Frequency and Location	B-5	Frequency of bathing in bath or shower.
		Frequency of bathing outside bathroom (bed etc.)
Product Usage and Satisfaction	B-6	Usage of 9 categories of bathing and skin care products
	B-7	Satisfaction with 9 categories of bathing and skin care products. <ul style="list-style-type: none"> Includes analysis of usage by caregiver sub-group/segment i.e. age, gender, mobility etc.
Brand Loyalty	B-8	Incidence of brand switching for any of the above 9 products in the last 6 months.
Obstacles to Using Specialty Products	B-9	Reasons for not using 9 product categories listed.
Non-Specialty Products Used	B-10	Use of non-specialty products to meet bathing and skin care needs.
	B-11	Specific non-specialty products used.

3. Bathing and Skin Care *(continued)*

Topic	Topic Code	Question investigated
Concerns with Bathing and Skin Care or Bathing and Skin Care Products	B-12	Open ended question exploring problems, issues and concerns with bathing and skin care and bathing and skin care products. Clusters of common problems, issues and concerns. (Representative verbatim responses are included).
Influence on Brands Purchased	B-13	Who most influences caregiver purchases of bathing and skin care products?
Proportion of Purchases Made by Caregiver	B-14	Percentage of bathing and skin care purchases made by caregiver.
Purchase Location	B-15	Where are products for bathing and skin care bought? Choices range from traditional drug/food and mass to DME/HME as well as non-traditional channels including catalog and on-line
Product Attributes that Drive Purchase	B-16	Prioritized (top 3 of 10 choices) attributes/packaging claims for bathing and skin care that are most likely to influence purchase.
Brand Awareness and Usage	B-17	Awareness of 18 brands of bathing and skin care products (plus open ended "other").
	B-18	Usage of 18 brands of bathing and skin care products (plus open ended "other"). Includes Awareness/Usage Penetration Index analysis Includes percentages of caregivers using one, two and three or more brands

4. Wound Care and Prevention

Topic	Topic Code	Question investigated
Experience and Interest in Training on Wound Care and Prevention	W-1	Has the caregiver read or viewed training and/or educational materials on wound care and prevention?
	W-2	How interested are caregivers in receiving skills training and/or educational materials on wound care and prevention?
Prevalence of Current Wounds	W-3	Care recipient – current presence of wounds or sores that have not fully healed.
Descriptions of Wound Care Situations	W-4	Past year's history – degree to which chronic wounds or wound prevention are issues.
Need for Wound Care	W-5	During the last six months, has your care recipient needed care to treat or prevent wounds, or used any pressure-reducing products?
Product Usage and Satisfaction	W-6	Usage of 8 categories of wound care and prevention products.
	W-7	Satisfaction with 8 categories of wound care and prevention products. <ul style="list-style-type: none"> Includes analysis of usage by caregiver sub-group/segment i.e. age, mobility etc.
Brand Loyalty	W-7a	Incidence of brand switching for any of the above 8 products in the last 6 months.
Obstacles to Using Specialty Products	W-8	Reasons for not using 8 product categories listed.
Non-Specialty Products Used	W-9	Use of non-specialty products to meet wound care and prevention care needs.
	W-10	Specific non-specialty products used.

4. Wound Care and Prevention (*continued*)

Topic	Topic Code	Question investigated
Concerns with Wound Care and Prevention	W-11	Open ended question exploring problems, issues and concerns with wound care and prevention. Clusters common problems, issues and concerns. (Representative verbatim responses are included).
Insurance Reimbursement	W-12	Percentage of wound care and prevention products purchased "out of pocket" versus reimbursed.
Influence on Brands Purchased	W-13	Who most influences caregiver purchases of wound care and prevention products?
Proportion of Purchases Made by Caregiver	W-14	Percentage of wound care and prevention product purchases made by caregiver.
Purchase Location	W-15	Where are products for wound care and prevention bought? Choices range from traditional drug/food and mass to DME/HME as well as non-traditional channels including catalog and on-line
Product Attributes that Drive Purchase	W-16	Prioritized (top 3 of 9 choices) attributes/packaging claims for wound care and prevention products that are most likely to influence purchase.
Brand Awareness and Usage	W-17	Awareness of 23 brands of wound care and prevention products (plus open ended "other").
	W-18	Usage of 23 brands of wound care and prevention products (plus open ended "other"). Includes Awareness/Usage Penetration Index analysis Includes percentages of caregivers using one, two and three or more brands

5. Nutrition

Topic	Topic Code	Question investigated
Experience and Interest in Training on Nutrition	N-1 N-2	Has the caregiver read or viewed training and/or educational materials on nutrition? How interested are caregivers in receiving skills training and/or educational materials on nutrition?
Ease of Nourishment	N-3	Degree of difficulty to keep care recipient properly nourished.
Level of Nutritional Involvement	N-4	Degree to which caregiver is involved in nutritional care of care recipient.
Need for Nutrition Care	N-5	During the last six months, has your care recipient needed care for nutrition or any nutrition-related health issue?
Product Usage and Satisfaction	N-6 N-7	Usage of 11 categories of nutritional supplements and specialty products. Satisfaction with 11 categories of nutritional supplements and specialty products. <ul style="list-style-type: none"> Includes analysis of usage by caregiver sub-group/segment i.e. age, mobility etc.
Brand Loyalty	N-8	Incidence of brand switching for any of the above 11 product categories in the last 6 months.
Concerns with Nutrition	N-9	Open ended question exploring problems, issues and concerns with nutrition and nutritional supplements and specialty products. Clusters common problems, issues and concerns. (Representative verbatim responses are included).
Nutritional Needs of Recipient	N-10	Nutritional needs of the care recipient related to sugar, salt, fat, calories, vitamins and minerals

5. Nutrition (continued)

Topic	Topic Code	Question investigated
Influence on Brands Purchased	N-11	Who most influences caregiver purchases of nutritional supplements and specialty products?
Proportion of Purchases Made by Caregiver	N-12	Percentage of nutritional product purchases made by caregiver.
Purchase Location	N-13	Where are nutritional supplements and specialty products bought? Choices range from traditional drug/food and mass to DME/HME as well as non-traditional channels including catalog and on-line
Product Attributes that Drive Purchase	N-14	Prioritized (top 3 of 9 choices) attributes/packaging claims for nutritional supplements and specialty products that are most likely to influence purchase.
Brand Awareness and Usage	N-15 N-16	<p>Awareness of 17 brands of nutritional supplements and specialty products (plus open ended "other").</p> <p>Usage of 17 brands of nutritional supplements and specialty products (plus open ended "other").</p> <p>Includes Awareness/Usage Penetration Index analysis</p> <p>Includes percentages of caregivers using one, two and three or more brands</p>