

The Caregivers Report **Strategic Insights for HME Providers**

RESEARCH SPECIFICATIONS

This document lists the topics of investigation that are reported and analyzed in *The Caregivers Report Strategic - Insights for HME Providers*. 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, including comparisons between caregivers of recipients in four need areas: wound care and prevention, incontinence, nutrition, and bathing and skin care; 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.

Table of Contents for in *The Caregivers Report - Strategic Insights for HME Providers*

Letter from Paul Alper

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

- 1. Reaching the Caregiver**
- 2. Wound Care and Prevention**
- 3. Incontinence**
- 4. Nutrition**
- 5. Bathing and Skin Care**
- 6. Summary of Strategic Insights and Business Development Recommendations**

Reaching the Caregiver

Topic	Topic Code	Question investigated
Caregiving Products Bought - Last 6 mos.	1	<p>What product categories have caregivers bought within the last 6 months?</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.)
Number of Caregiving Products Bought - Last 6 mos.	2	How many of the above product categories have been bought for the care recipient within the last 6 months?
Purchase Location – Last 6 mos.	3	Where have wound care, incontinence, nutrition, and bathing and skin care products been purchased in the last 6 months? [Includes comparison across four care recipient need areas]
Purchases of Caregiving Health Products	4	How much of the actual purchasing of caregiving health products is done by, the caregiver, the care recipient, professionals and friends or relatives? [Includes comparison across four care recipient need areas]
Influence on Decisions Regarding Caregiving Health Products	5	How much influence do each of eleven types of people have on caregiver decisions regarding the purchase of caregiving products? [Includes comparison across four care recipient need areas]
Influence on Brands Purchased	6	Who most influences decisions regarding caregiver brands of wound care, incontinence, nutrition, and bathing and skin care products?
Caregiving Training Preferences	7	In what topic areas are caregivers interested in getting training?

Reaching the Caregiver (*continued*)

Topic	Topic Code	Question investigated
Sources of Information	8	Which of thirteen information sources are caregivers likely to turn to for practical information on caregiving?
Reactions to Promotional Techniques - Purchase Motivators	9	What type of promotional techniques motivate/influence caregivers to switch from their current brands and try new ones?
Ability to Estimate Product Needs	10	For caregiving health products used on a regular basis, are caregivers able to estimate the quantity needed in a given period of time?
Interest in Product Shipment Program	11	How interested would caregivers be in a program through which they could have a product shipped in the quantity needed each week, month, or quarter?

Wound Care and Prevention

Topic	Topic Code	Question investigated
Product Usage	12	Usage of 8 categories of wound care and prevention products.
Insurance Reimbursement	13	Percentage of wound care and prevention products purchased "out of pocket" versus reimbursed.
Concerns with Wound Care and Prevention	14	Open ended question exploring problems, issues and concerns with wound care and prevention. Clusters common problems, issues and concerns. (Representative verbatim responses are included).

Incontinence Care

Topic	Topic Code	Question investigated
Product Usage	15	Usage of 15 categories of absorbent, skin care and specialty products for incontinence care (includes medication).
Concerns with Incontinence Care or Incontinence Products	16	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).

Nutrition

Topic	Topic Code	Question investigated
Product Usage	17	Usage of 11 categories of nutritional supplements and specialty products.
Concerns with Nutrition	18	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).

Bathing and Skin Care

Topic	Topic Code	Question investigated
Product Usage	19	Usage of 9 categories of bathing and skin care products.
Non-Use and Obstacles to Using Specialty Products	20	Reasons for not using any of the 9 product categories listed.
Concerns with Bathing and Skin Care or Bathing and Skin Care Products	21	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).

Summary of Strategic Insights and Business Development Recommendations

Topic	Topic Code	Question investigated
Strategic Insights	22	How to use the report to build your business with caregivers.