



## **HEALTHCARE USE AND COMMUNICATION PREFERENCES OF BRONX PATIENTS**

**Focus Group and Survey  
Objectives and Methodology**

August 2018

# OBJECTIVES AND METHODOLOGY

## OBJECTIVES

From October – November 2017, BPHC conducted research on patients' communications preferences in the context of how they use healthcare. The goal was to gain insight on how to effectively communicate with patients to drive healthcare utilization and healthcare engagement.

**Specifically, the research sought to understand:**

### **How community members use healthcare**

- Type of healthcare facility area residents seek for a medical issue
- Presence of a primary care physician (PCP) for regular healthcare services
- Use of local community resources and wellness programs

### **Preferred methods of communications**

- Current and preferred methods of communication with healthcare providers
- How patients learn about healthcare and staying healthy
- What communications media they use to get day-to-day information
- Most effective ways to learn about community health-related programs



# OBJECTIVES AND METHODOLOGY

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## Quantitative Research (Survey)

- Intercepts – One-on-one interviews, five-minutes, 10-15 questions
- Interviewees reflected Bronx demographics
- 601 intercepts conducted

## Qualitative Research (Focus Groups)

- Focus groups – 90-minute discussion sessions
- Focus groups participant demographics reflected the Bronx
- All participants live with a chronic illness or behavioral health condition
- Eight focus groups; formed by age group; in English and Spanish

**Focus group questions mirrored those of survey and facilitated deeper questioning and discussion on issues.**

BPHC worked with Zebra Strategies, a New York-based marketing firm that specializes in survey and focus group research with underserved populations.

# OBJECTIVES AND METHODOLOGY

## FOCUS GROUP METHODOLOGY

Eight 1.5 hour focus groups were conducted on November 15-16 and November 29-30, 2017 at community centers in the Bronx with 10 participants each.

### Group 1

Chronic Illness  
Age 55+

### Group 2

Chronic Illness  
Age 35-54

### Group 3

Behavioral Health  
**SPANISH**  
Age 18-34

### Group 4

Behavioral Health  
**SPANISH**  
Age 35-54

### Group 5

Behavioral Health  
Age 18-34

### Group 6

Behavioral Health  
Age 35-54

### Group 7

Chronic Illness  
**SPANISH**  
Age 55+

### Group 8

Chronic Illness  
**SPANISH**  
Age 35-54

All participants met the following criteria:

1. Currently lives in the **Bronx**
2. Has a **behavioral health concern/chronic illness**. Exception: some participants were parents of children with asthma.
3. **Comfortable speaking English** (FG 1, 2, 5, 6) or **Spanish** (FG 3, 4, 7, 8)

Each group was mixed according to:

- ❖ **Education:** ≥70% had attended some college maximum, or just had a HS degree or under
- ❖ **Income:** ≥50% have under 32k for their household income
- ❖ **Medical Insurance:** ≥ 80% have Medicaid
- ❖ **SBH Patient:** ≥ 50% is or has been a patient at St. Barnabas Hospital

# OBJECTIVES AND METHODOLOGY

## SURVEY METHODOLOGY

A total of 601 intercept survey interviews were conducted between October 19 and November 2, 2017. Interviews were conducted throughout the Bronx near various subway stops.

ZIP CODES	NUMBER OF RESPONDENTS	PERCENT OF TOTAL	<ul style="list-style-type: none"><li>▪ To qualify, respondents had to live or work in the Bronx and be at least 18 years of age.</li><li>▪ Survey interviews were in Spanish or English as per respondents' preferences.</li><li>▪ It was pre-determined that a total of 120 or 20% of the interviews would be conducted in Spanish.</li><li>▪ A \$5 incentive was given to participants. The interview took approx. six minutes to complete.</li></ul>
10458	55	9.2%	
10457	47	7.8%	
10468	45	7.5%	
10452	41	6.8%	
10462	35	5.8%	
Quotas for ethnicity were established in order to obtain a representative sample. <b>The margin of error for this research is +/- 4%.</b>			

# Objectives and Methodology

## Survey respondent characteristics:

**AGE:** Mean age of the total sample was 37.8 years

- 44% were 18-34 years old
- 43% were 35-54 years
- 13% were 55+

**GENDER:** 55% Women, 44% Men

**ETHNICITY:**

- 53% Hispanic/Latino
- 31% African-American
- 11% White/Caucasian
- 5% were Asian

**SPANISH-speaking** respondents were 20% of the total sample (120 out of 601).

**NUMBER OF CHILDREN UNDER 18:**

For all respondents, there was an average of 1.8 children under 18 in the household.

**SIZE OF HOUSEHOLD:** Average household size of the TOTAL sample is 3 members. For SPANISH speakers, the average size is 3.3 members.

- 37% of total have 4 or more members
- 55% of Spanish-speaking have 4 or more.

**INCOME:**

- Mean income of TOTAL: \$32,500
  - 49% of total earn under \$25,000.
- Mean income of SPANISH: \$30,500
  - 64% earn under \$25,000

**EMPLOYMENT:**

- TOTAL: 65% are employed: full-time (44%), part-time (21%), retired (5%).
- SPANISH: 34% are employed full-time; 29% part-time.

**SOURCES OF INSURANCE:**

58% of respondents have government-provided insurance (i.e. Medicare, Medicaid).

7% do not have insurance.

23% of Spanish-speaking respondents do not have insurance, more than AAs (3%), English-speaking Hispanics (9%), and non-AA/Hispanics.



## Survey Findings

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### Findings

[Click here](#) for Research Brief

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# Thank You.



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