

MARS Consumer Health

SUMMARY OF CONTENT CHANGES

2023 to 2024



M3 MI / Kantar Media Healthcare Research

Section of Questionnaire	Description of Changes
Conditions – Angina/angina pectoris	Changed condition name from “Angina” to “Angina/angina pectoris”
Conditions – Cancer – Multiple Myeloma	Added NEW cancer type: Multiple Myeloma [ever experienced]
COVID-19 Content	<p>Cut COVID-19 [ever experienced, professionally diagnosed]</p> <p>Changed Long Covid definition to “new, returning, or ongoing health problems after a COVID-19 infection” [ever experienced, professionally diagnosed]</p> <p>Cut COVID-19 behaviors Q: <i>Which of these, if any, are you doing as a result of COVID-19?</i></p> <p>Added NEW vaccine attitude: I try to stay up to date by getting the latest COVID-19 vaccinations/boosters</p>
Conditions – Deep Vein Thrombosis (DVT) or Pulmonary Embolism	Changed condition name from “Blood clots in the legs (DVT) or Pulmonary Embolism (PE)” to “ Deep Vein Thrombosis (DVT) (A blood clot in a deep vein, usually in the legs) or Pulmonary Embolism ”
Conditions – Parkinson’s Disease	Added NEW condition: Parkinson’s Disease [ever experienced, professionally diagnosed, how treating]
Conditions – Vitiligo	Added NEW condition: Vitiligo (patchy loss of skin color that is larger than the size of a dime on any part of the body) [ever experienced, professionally diagnosed, how treating]
Conditions – Severity	<p>Added 1 more condition for Severity question: <i>How would you rate the severity of your <condition>?</i></p> <p>1. Kidney disease</p>
Conditions – Pain Details	<p>Cut custom pain-related Q*: <i>Is any of the pain you experienced during the last 12 months a symptom of any of the conditions below?</i></p> <ul style="list-style-type: none"> • Arthritis (ANY TYPE) • Blood clots in legs (DVT) or Pulmonary Embolism (PE) • Cancer (ANY TYPE) • Crohn’s disease • Diabetic Nerve Pain • Fibromyalgia • Gout • Lupus • Migraine headache • Multiple Sclerosis • Restless Leg Syndrome (RLS) • Shingles • Ulcerative colitis <p><i>*Note: Pain-related follow up questions [level of pain experienced on typical day, pain interference with sleep] are still asked and can be crossed with individual conditions experienced.</i></p>
Treatments – Bipolar Disorder	<p><i>How are you treating or did you treat your bipolar disorder?</i></p> <p>Added 1 response option to condition treatment list: Injections</p>

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Treatments - HIV	<p><i>How are you treating or did you treat your HIV?</i> Added 1 response option to condition treatment list: Injections</p>
Treatments - Obesity	<p><i>How are you treating or did you treat your obesity?</i> Added 1 response option to condition treatment list: Injections</p>
Treatments - Schizophrenia	<p><i>How are you treating or did you treat your schizophrenia?</i> Added 1 response option to condition treatment list: Injections</p>
Rx Satisfaction	<p>Added 3 conditions to Rx Satisfaction question: <i>How satisfied are you with your prescription drug treatment for <condition>? (very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, very dissatisfied)</i></p> <ol style="list-style-type: none"> 1. Cardiovascular/Heart Disease 2. Insomnia/Sleep Apnea 3. Eye disease or Dry Eye
Drug Brands – Additions & Cuts	<p>Condition-specific Rx/OTC brand list updates:</p> <p>Asthma</p> <ul style="list-style-type: none"> • Cut Primatene Tablets (<i>non-Rx</i>) <p>Bipolar Disorder</p> <ul style="list-style-type: none"> • Added Caplyta <p>Diabetes – Type 2</p> <ul style="list-style-type: none"> • Cut Byetta • Added Mounjaro <p>Eczema/Atopic Dermatitis</p> <ul style="list-style-type: none"> • Added Adbry • Added Cibinqo • Added Opzelura <p>Erectile Difficulty</p> <ul style="list-style-type: none"> • Added Xiaflex <p>Eye disease or Dry Eye</p> <ul style="list-style-type: none"> • Added Eylea • Added Lucentis • Added Vabysmo <p>Multiple Sclerosis</p> <ul style="list-style-type: none"> • Cut Lemtrada • Cut Mayzent <p>Obesity</p> <ul style="list-style-type: none"> • Added Contrave • Added Ozempic • Added Saxenda • Added Wegovy <p>Psoriasis</p> <ul style="list-style-type: none"> • Cut Siliq • Added Sotyktu • Added VTAMA

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Purchasing Medication	<p><i>In the last 12 months, how have you paid for any prescription drugs?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. A Flexible Spending or Health Savings Account (FSA or HSA)
Vaccines	<p><i>In the last 12 months, what vaccinations have you received?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. RSV <p>Attitudes about vaccines: <i>How much do you agree or disagree?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. I try to stay up to date by getting the latest COVID-19 vaccinations/boosters
Medical Professionals – Actions Taken After Doctor’s Visit	<p><i>In the last 12 months, what actions did you take after seeing any medical professionals in person or using telemedicine/a virtual visit?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. Read condition or treatment-related education materials provided by my doctor
Caregivers	<p><i>What types of caregiver support do you provide for any family members with a health or medical condition?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. Read condition or treatment-related educational materials provided by their doctor <p>Changed 3 response items:</p> <ol style="list-style-type: none"> 1. Research health information → Research condition or treatment information 2. “Household chores” and “personal care” assistance items COMBINED: “Assist with daily household chores or personal care (e.g., bathing, dressing, eating)” 3. “Financial support” and “outside service arrangement” items COMBINED: “Manage finances or provide financial support, or arrange for outside services” <p>Added NEW Q: <i>How involved are you in the following activities for any person you provide caregiver support for? (very involved, somewhat involved, not very involved, not at all involved)</i></p> <ol style="list-style-type: none"> 1. Discussions with their doctor about medical choices or treatment decisions 2. Researching condition or treatment information 3. Reading or helping my family member understand condition or treatment-related educational materials provided by their doctor

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Device Use/Ownership	<p><i>Which of the following devices do you own or regularly use?</i></p> <p>Added 1 response item*:</p> <ol style="list-style-type: none"> 1. Cell phone or smartphone (e.g., cellular/mobile phone, iPhone, Android or other device that is also a cell phone) <p><i>*Note: Previously asked cell phone and smartphone ownership separately</i></p>
Publications – Consumer Magazines	<p>Cut 2 magazines:</p> <ol style="list-style-type: none"> 1. Bloomberg Businessweek 2. Allrecipes Magazine (<i>allrecipes.com will be measured/reported with Internet websites</i>)
Television – Smart TV	<p>Added NEW Q: <i>What brand(s) of Smart TV do you own?</i></p> <ol style="list-style-type: none"> 1. Hisense 2. LG 3. Panasonic 4. Samsung 5. Sharp 6. Sony 7. TCL 8. Vizio 9. Other Smart TV brand
Television – Streaming Devices	<p>Added NEW Q: <i>What brand(s) of media streaming device(s) do you own?</i></p> <ol style="list-style-type: none"> 1. Amazon Fire TV Stick or Cube 2. Apple TV 3. Google Chromecast 4. Roku (Express, Streaming Stick, Streambar, Ultra, etc.) 5. Other streaming device brand
Television – Streaming Services	<p>PAID TV/video streaming services or apps used</p> <p>Added 2 response items:</p> <ol style="list-style-type: none"> 1. Fubo 2. ViX Premium <p>Changed 1 response item:</p> <ol style="list-style-type: none"> 1. HBO Max → Max (formerly HBO max)
Healthcare Advertising	<p><i>In the last 12 months, where have you seen or heard any healthcare advertising?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. On a podcast
Information Sources – Publications, TV, Other sources	<p><i>How much do you value the following sources for healthcare information?</i></p> <p>Cut 1 response item:</p> <ol style="list-style-type: none"> 1. Magazines in the Sunday newspaper (e.g., Parade, USA weekly)

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Internet & Mobile – Websites	<p>Added 5 websites:</p> <ol style="list-style-type: none"> 1. allrecipes.com (<i>previously measured with magazine websites</i>) 2. eatingwell.com 3. discord.com 4. threads.net 5. twitch.tv <p>Changed 1 website:</p> <ol style="list-style-type: none"> 1. twitter.com → X (<i>formerly twitter.com</i>) <p>Cut 1 website:</p> <ol style="list-style-type: none"> 1. cookinglight.com
Mobile Health & Wellness	<p><i>What types of health-related mobile apps have you used in the last 6 months?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. Medical alert/Fall detection
Sports & Leisure	<p><i>Finally, which of these sports or leisure activities do you regularly play or participate in?</i></p> <p>Added 1 response item:</p> <ol style="list-style-type: none"> 1. Pickleball

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clientservice@M3-MI.com

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