MARS Consumer Health

SUMMARY OF CONTENT CHANGES

2026 to 2027



M3 MI

Section of Questionnaire	Description of Changes
Conditions – Cancer	**Added** NEW condition type: Skin cancer – don't know type
Conditions – Eye disease or Vision issues	**Eye disease or Vision issues condition detail updates** Eye conditions will now be asked condition-specific questions individually, with the exception of astigmatism and myopia: 1. Astigmatism or myopia [how treating] 2. Cataracts [how treating] 3. Dry Eye [how treating, Rx brands, Rx satisfaction] 4. Glaucoma [how treating] 5. Macular degeneration [how treating, Rx brands, Rx satisfaction] 6. Presbyopia [how treating, Rx brands, Rx satisfaction]
Conditions – Joint pain	**Added** NEW joint pain details: Which of these type(s) of joint pain have you experienced in the last 12 months? 1. Hip 2. Knee 3. Shoulder 4. Other joint pain
Treatments – Cardiovascular/Heart Disease	*How are you treating or did you treat your cardiovascular/heart disease?* **Added** 1 NEW response item to custom treatment list: GLP-1 medication
Treatments – Type 1 & Type 2 Diabetes	*How are you treating or did you treat your Type 1 diabetes?* *How are you treating or did you treat your Type 2 diabetes?* **Cut** from custom treatment list: Non-insulin injectable (this treatment type is covered by "GLP-1 medication")
Treatments – Fatty Liver Disease	*How are you treating or did you treat your fatty liver disease?* **Added** 1 NEW response item to custom treatment list: GLP-1 medication
Treatments – Obesity	*How are you treating or did you treat your obesity?* **Cut** from custom treatment list: Injections (this treatment type is covered by "GLP-1 medication")

Section of Questionnaire	Description of Changes
Drug Brands – Additions, Cuts & Updates	Condition-specific Rx/OTC brand list updates: Allergies • **Added** Astepro (OTC) Bipolar Disorder • **Added** Bysanti • **Added** Uzedy Cancer • **Added** Enhertu Constipation/Irregularity • **Cut** Fiber Choice (OTC) Depression • **Added** Auvelity • **Added** Caplyta Diabetes –Type 1 • **Added** Basaglar • **Added** Rezvoglar • **Added** Semglee Diabetes – Type 2 • **Added** Awiqli • **Added** Basaglar • **Added** Ozempic Pill • **Added** Rezvoglar • **Added** Semglee • **Cut** Bydureon • **Cut** Rybelsus Eczema/Atopic Dermatitis • **Added** Anzupgo Eye disease or Dry eye – Moving OTC eye drop brands to "General Drugs/Medicine Cabinet" section Obesity • **Added** Foundayo • **Added** Ozempic Pill • **Added** Wegovy Pill Presbyopia • **Added** Qlosi • **Added** Vizz • **Added** Vuity • **Added** Yuvezzi Psoriasis • **Added** Icotyde Schizophrenia • **Added** Bysanti

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General Drugs/Medicine Cabinet	*In the last 12 months, which of these non-prescription ("over-the-counter") medications or health products have you personally used? (Select all that apply.)* **Updated** to ask for all respondents (previously asked only at non-Rx question when eye disease/vision issues selected): **Eye drops** 1. Clear Eyes 2. GenTeal 3. Lumify 4. Refresh 5. TheraTears 6. Visine
Prescription Adherence	*If you've ever decided NOT to fill/refill a prescription medication for yourself or someone you make health-related decisions for, what were the reasons? (Select all that apply.)* **Added** NEW response item: Concerned about possible medication addiction or dependency
Health Insurance	*Which of the following types of health or medical insurance do you currently have? (Select all that apply.)* **Added** 3 NEW response items: 1. Centene 2. VSP Vision Care 3. Wellcare
Vaccinations	**Updated** question text: *In the last 12 months, what vaccinations have you received?* → *In the last 12 months, which of the following preventive vaccines or medications have you received or taken?* **Added** NEW response item: PrEP
Medical Tests	*What medical tests have you had in the last 12 months? (Select all that apply.)* **Added** 2 NEW response items: 1. Genetic testing (e.g., 23andMe, cancer biomarker tests) 2. Sleep study
Medical Professionals, Services & Telemedicine > Healthcare Facilities/Services & DTC/DTP Platforms	*In the last 12 months, where have you received any kind of medical or health-related services? (Select all that apply.)* *How many times in the last 12 months have you received medical or health-related services from each of these types of healthcare providers?* **Added** 2 NEW response items: 1. Direct-access online healthcare platform (e.g., Ro, hims, hers) 2. A pharmaceutical company's full-service online health platform (e.g., LillyDirect, PfizerForAll, AstraZenecaDirect) **Added** NEW question: *For which of the following reasons have you used a direct-access healthcare platform (e.g., Ro, hims, hers)?* 1. Birth control 2. Dermatology 3. Chronic condition management 4. Hair loss 5. Mental health 6. Sexual health 7. Prescription refills 8. Weight management 9. Women's health/menopause 10. General healthcare 11. Other reason
Attitudes & Opinions > Doctors/Treatments	*How much do you agree or disagree?* **Added** 1 NEW response item: I have avoided making a doctor's appointment because I didn't want people in my personal life to know I was seeking help

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Other Family Members	Respondents are now only asked about the health/medical conditions of individuals for whom they provide caregiver support: **Cut** question: *Which of the following health or medical conditions is anyone in your immediate family (i.e., parents, siblings, spouse/partner, or children) currently experiencing? Please include immediate family members who live with you as well those who do not. (Select all that apply.)*
Caregivers	*Thinking about the individuals for whom you provide caregiver support, which of these conditions are they currently experiencing? (Select all that apply.)* *What are the ages of your family members who are experiencing these conditions? (Select all that apply for each condition.)* **Added** NEW condition: Drug or alcohol addiction **Added** NEW question: *How much do you agree or disagree?* 1. Caring for my loved one often affects my physical health or energy levels 2. I have adequate support from family, friends, or community in caring for my loved one 3. I feel confident understanding and applying health information to care for my loved one 4. I feel socially isolated due to my caregiving responsibilities 5. I often feel overwhelmed and anxious with the responsibility of caring for my loved one 6. I feel confident navigating the healthcare system and insurance for my loved one
Device Ownership & Online Behavior > Device Ownership	*Which of the following devices do you own or regularly use? (Select all that apply.)* **Added** 2 NEW response items 1. Remote health monitoring device (e.g., continuous glucose monitor/CGM, cardiac monitors, infusion pumps) 2. Smart ring (e.g., Oura Ring, RingConn) **Updated** response item example text: Wearable fitness tracker, activity band or clip-on (e.g., Fitbit, Amazfit Band, WHOOP)
Device Ownership & Online Behavior > Health-related apps	**Updated** question base & example text to include smartwatch users: *In the last 6 months, have you used any type of health-related apps on a mobile device (cell phone/smartphone, tablet, or smartwatch)?*
Device Ownership & Online Behavior > Online Interests	**Updated** *question example text: Which of the following topics do you regularly research, follow, read about, or watch online (e.g., going to specific websites/apps, online search, asking AI, podcasts, videos, etc.)? (Select all that apply.)*
Internet & Websites > Websites/App Usage	*In the last 6 months, which of these websites/apps have you visited for any reason?* *On average, how often do you visit these websites/apps for any reason?* **Added** 7 NEW websites: 1. cntraveler.com 2. elle.com 3. esquire.com 4. harpersbazaar.com 5. oprahdaily.com 6. popularmechanics.com 7. prevention.com 8. threads.com **Added** 8 AI websites: 1. ChatGPT 2. Claude 3. Copilot 4. DeepSeek 5. Gemini 6. Grok 7. Meta AI 8. Perplexity

Section of Questionnaire	Description of Changes
Internet & Websites > Websites/Apps Usage > Health Information Websites/Apps	**Added** NEW question: *In the last 30 days, which of these sources have you used to find health information?* **Added** NEW question: *Thinking about the last time you searched for health information, where did you start?* **Added** NEW question: *Which ONE of these sources do you trust THE MOST for health information? (Select only one.)* 1. Search engines (e.g., Google, Bing) 2. AI assistants (e.g., ChatGPT, Copilot) 3. Health information sites 4. Healthcare provider portals (e.g., MyChart) 5. Government health websites 6. Social media 7. Patient communities/forums 8. Mobile health apps 9. None of these **Added** NEW question: *Which health information websites do you use most often?* 1. WebMD 2. Healthline 3. Everyday Health 4. Mayo Clinic 5. Cleveland Clinic 6. Medical News Today 7. Other
Attitudes & Opinions > Mobile Health & Wearables	**Updated** question text: *How much do you agree or disagree with these statements about fitness or condition monitoring devices that connect to an app or online portal (e.g., smartwatch, FitBit, wireless glucose meter)?* → *How much do you agree or disagree with these statements about using health-related mobile apps or fitness or condition monitoring devices that connect to an app or online portal (e.g., smartwatch, Fitbit, continuous glucose monitor/CGM)?* **Updated** response list: 1. I am concerned about my personal health and fitness data being securely stored online 2. I believe a wearable fitness tracker that connects to my mobile device or the Internet would make it easier to track my diet and exercise 3. Using a home-based or mobile monitoring device that sends health data (e.g., vital signs, blood sugar levels, cardiac device data, etc.) to a healthcare provider would help my doctor make better decisions about my health 4. **NEW:** Health-focused wearable technology products (e.g., fitness trackers, smart watches/rings, continuous glucose monitor/CGM, etc.) are effective in helping me improve my health and wellness 5. **NEW:** I would be willing to share health data from my wearable device with my doctor to help them make better decisions about my care 6. I would be willing to use a mobile app recommended to me by my doctor 7. **Cut:** Web-connected devices are too complicated to use 8. **Cut:** I believe there are mobile apps available that would improve my current health

Section of Questionnaire	Description of Changes
Expanded AI for Health: Attitudes, Usage & Actions Taken	*How much do you agree or disagree?* 1. I trust the health-related information provided by AI platforms and/or search summaries (e.g., ChatGPT, Gemini, Google AI, Copilot) 2. The AI-generated summaries or overviews in search results meet my needs when looking for health information 3. **NEW**: I am comfortable with my doctor using AI-powered platforms/tools to help with diagnoses and treatment decisions 4. **NEW**: Using AI tools or summaries has helped me manage my health or medical conditions more effectively 5. **NEW**: I verify health information provided by AI using a healthcare professional or another trusted medical source 6. **NEW**: I am comfortable uploading my health information or medical records to an AI platform to receive more personalized information or guidance **NEW** question: *Which of the following healthcare-related needs would you expect an AI tool (e.g., ChatGPT, Copilot) or AI-generated summary to help you address or accomplish?* 1. Reducing complex medical terms to just the essentials you need to know 2. Summarizing lengthy health, treatment, or medication information into key points 3. Answering follow-up questions through an interactive tool or chatbot 4. Understanding symptoms and whether medical attention may be needed 5. Learning about a diagnosis, condition, test result, or treatment 6. Preparing questions for a healthcare professional 7. Comparing treatment or medication options 8. Understanding insurance coverage, costs, or access to care 9. Helping care for or make decisions on behalf of a family member 10. Understanding how a treatment or medication is used, including potential side effects, risks, and benefits 11. Finding a healthcare professional, specialist, or other healthcare resource 12. Other healthcare-related needs 13. None of these/Would not use AI for health needs **NEW** question: *As a result of any health information you received from an AI tool (e.g., ChatGPT, Copilot) or AI-generated summary (e.g., Google AI Overview), have you ever…* 1. Conducted additional research on a health condition, treatment, or medication 2. Verified the AI information by visiting a health website (e.g., WebMD, MayoClinic.org) 3. Decided to seek medical care or scheduled an appointment with a healthcare provider 4. Decided not to seek medical care or cancelled an appointment 5. Discussed or shared AI-generated information with a healthcare professional 6. Asked additional questions during an appointment with a healthcare provider 7. Asked a doctor or pharmacist about a specific medication or treatment 8. Changed how you manage your health or medical condition 9. Helped a family member make a healthcare decision 10. Started, stopped, or changed how you take a medication or supplement 11. Purchased an over-the-counter medication or product 12. Took some other action 13. No action taken 14. Not applicable/Don't use AI for health information

Section of Questionnaire	Description of Changes
Expanded AI for Health: Trust	**NEW** question: *If you could not easily consult a healthcare professional, which ONE of these sources would you trust the MOST if you encountered conflicting healthcare information? (Select only one.)* 1. AI tools/platforms (e.g., ChatGPT, Copilot) 2. Search engines (e.g., Google) 3. Patient communities or forums 4. Health information websites (e.g., WebMD, MayoClinic.org) 5. Family/friends 6. Pharmaceutical company websites 7. Government/public health websites (e.g., CDC.gov., Healthcare.gov) 8. None of these
Television > Streaming	*Thinking about the last month, which of these FREE TV/video streaming services or apps did you use? (Select all that apply.)* **Added** 2 NEW response items: 1. Samsung TV Plus 2. Plex *Which of these paid services/apps have you used in the last 7 days? (Select all that apply.)* **Added** NEW response item: Howdy
Television > Sports Programs	*What sports did you regularly watch on television during their last season? (Select all that apply.)* **Added** 1 NEW sport: Professional Wrestling
Podcasts	*What apps or platforms do you use to listen to podcasts? (Select all that apply.)* **Cut** 1 response item: Google Podcasts
Sports & Leisure > Video Gaming > Game Types	**Added** NEW question (asked if "video gaming" selected as a Sports & Leisure activity): *Which types of video games do you regularly play? (Select all that apply.)* 1. Console video games (e.g., Xbox, PlayStation, Nintendo) 2. PC/computer video games 3. Handheld video gaming (e.g., Nintendo Switch, Steam Deck) 4. Mobile app games on a smartphone or tablet 5. Social network games (e.g., Monopoly Go!, Words With Friends, FarmVille, Mafia Wars) 6. VR/AR gaming systems (e.g., Oculus/Meta Quest, PlayStation VR2) 7. None of the above

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MARS.Support@m3-mi.com

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