

ORG Q4 2007 Follow up

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Other

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Number of words

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Number of words

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Number of words

ORG Q4 2007 Follow up

Q1. How many patients do you typically see during the following periods of time?

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	497 100.0	275 100.0	218 100.0	3 100.0	11 100.0	55 100.0	178 100.0	132 100.0	63 100.0	48 100.0	9 100.0
30 minutes	2.73	2.52	2.96 B	6.00 BC	3.91 fi	2.41	2.94	2.71	2.44	2.69 k	1.78
60 minutes	5.27	4.65	6.09 B	3.33	5.18	4.65	5.88	4.82	4.85	5.73	4.00

Comparison Groups: BCD/EFGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q1. How many patients do you typically see during the following periods of time?

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	497 100.0	366 100.0	136 100.0	53 100.0	64 100.0	31 100.0	12 100.0
30 minutes	2.73	2.61	2.88	3.00	2.60	2.70	3.75 b
60 minutes	5.27	4.72	6.33 B	5.32	5.16	6.39 B	4.55

Comparison Groups: BCDEFG  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

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ORG Q4 2007 Follow up

Q2. We are evaluating how incentive levels for survey research compare with the value of your time spent elsewhere. For these same time periods, please estimate the average income realized by patient care.

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	501 100.0	278 100.0	219 100.0	3 100.0	11 100.0	57 100.0	179 100.0	133 100.0	63 100.0	48 100.0	9 100.0
30 minutes	179.54	170.30	189.80 b	200.00	165.9	200.37 H	188.73 h	162.64	173.00	181.44	135.00
60 minutes	358.89	341.90	377.89	366.67	334.1	401.16 H	379.92 h	326.95	344.60	348.10	272.78

Comparison Groups: BCD/EFGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q2. We are evaluating how incentive levels for survey research compare with the value of your time spent elsewhere. For these same time periods, please estimate the average income realized by patient care.

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	501 100.0	369 100.0	136 100.0	54 100.0	64 100.0	31 100.0	12 100.0
30 minutes	179.54	171.96	193.21 b	198.15	190.87	186.0	172.92
60 minutes	358.89	344.87	386.71 b	391.76	378.20	378.2	337.50

Comparison Groups: BCDEFG  
 Independent T-Test for Means, Independent Z-Test for Percentages  
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Q3. On a scale of 1 to 7, where 1 is "not at all satisfied" and 7 is "very satisfied," please rate your satisfaction with the compensation plans established between your practice and the insurance companies with which you participate

	[-----# OF MINUTES TO COMPLETE STUDY-----]											
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	
TOTAL ANSWERING	501 100.0	278 100.0	219 100.0	3 100.0	11 100.0	57 100.0	179 100.0	133 100.0	63 100.0	48 100.0	9 100.0	
1	77 15.4	51 18.3 C	26 11.9	-	2 18.2	6 10.5	21 11.7	24 18.0	13 20.6	10 20.8	1 11.1	
2	88 17.6	48 17.3	40 18.3	-	3 27.3	9 15.8	28 15.6	21 15.8	19 30.2 FGHJ	7 14.6	1 11.1	
3	108 21.6	64 23.0	43 19.6	1 33.3	4 36.4	16 28.1 I	41 22.9 i	25 18.8	8 12.7	12 25.0	2 22.2	
4	99 19.8	53 19.1	44 20.1	1 33.3	-	7 12.3	41 22.9 F	30 22.6 f	9 14.3	8 16.7	3 33.3	
5	105 21.0	49 17.6	55 25.1 B	1 33.3	2 18.2	14 24.6	38 21.2	26 19.5	14 22.2	9 18.8	2 22.2	
6	19 3.8	11 4.0	8 3.7	-	-	4 7.0	6 3.4	7 5.3	-	2 4.2	-	
7	5 1.0	2 0.7	3 1.4	-	-	1 1.8	4 2.2	-	-	-	-	
MEAN	3.29	3.15	3.45 B	4.00	2.73	3.53 I	3.45 I	3.26 i	2.87	3.10	3.44	
STANDARD DEVIATION	1.50	1.50	1.49	1.00	1.35	1.54	1.47	1.52	1.48	1.52	1.33	
MEDIAN	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	2.00	3.00	4.00	

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	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	501 100.0	369 100.0	136 100.0	54 100.0	64 100.0	31 100.0	12 100.0
1	77 15.4	63 17.1	20 14.7	6 11.1	7 10.9	3 9.7	-
2	88 17.6	65 17.6	23 16.9	6 11.1	15 23.4 d	6 19.4	1 8.3
3	108 21.6	84 22.8 g	26 19.1	8 14.8	18 28.1 dG	5 16.1	1 8.3
4	99 19.8	75 20.3	21 15.4	15 27.8 c	13 20.3	6 19.4	3 25.0
5	105 21.0	68 18.4	39 28.7 BE	16 29.6 be	10 15.6	10 32.3 e	5 41.7 e
6	19 3.8	11 3.0	5 3.7	3 5.6	1 1.6	1 3.2	2 16.7
7	5 1.0	3 0.8	2 1.5	-	-	-	-
MEAN	3.29	3.18	3.43 b	3.70 BE	3.11	3.55	4.50 BCDEF
STANDARD DEVIATION	1.50	1.47	1.57	1.44	1.29	1.46	1.17
MEDIAN	3.00	3.00	3.00	4.00	3.00	4.00	5.00

Comparison Groups: BCDEFG  
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Q4. When choosing an insurance company with which to participate, which factors are most important to you and your practice? Please rank the following factors so that 1 is the most important factor and 5 is the least important factor.  
Rate of compensation for services

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	501 100.0	278 100.0	219 100.0	3 100.0	11 100.0	57 100.0	179 100.0	133 100.0	63 100.0	48 100.0	9 100.0
1	311 62.1	178 64.0	132 60.3	1 33.3	4 36.4	38 66.7 e	115 64.2 e	83 62.4 e	37 58.7	30 62.5	4 44.4
2	123 24.6	64 23.0	57 26.0	1 33.3	4 36.4	9 15.8	44 24.6	32 24.1	18 28.6 f	12 25.0	3 33.3
3	44 8.8	25 9.0	18 8.2	1 33.3	3 27.3	6 10.5	18 10.1	8 6.0	6 9.5	3 6.2	-
4	17 3.4	6 2.2	11 5.0 b	-	-	2 3.5	1 0.6	8 6.0 G	2 3.2	3 6.2	1 11.1
5	6 1.2	5 1.8	1 0.5	-	-	2 3.5	1 0.6	2 1.5	-	-	1 11.1
MEAN	1.57	1.55	1.59	2.00	1.91 g	1.61	1.49	1.60	1.57	1.56	2.11 Gi
STANDARD DEVIATION	0.88	0.88	0.87	1.00	0.83	1.05	0.74	0.95	0.80	0.87	1.45
MEDIAN	1.00	1.00	1.00	2.00	2.00	1.00	1.00	1.00	1.00	1.00	2.00

Comparison Groups: BCD/EFGHIJK  
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 Rate of compensation for services

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	501 100.0	369 100.0	136 100.0	54 100.0	64 100.0	31 100.0	12 100.0
1	311 62.1	237 64.2	78 57.4	31 57.4	41 64.1	18 58.1	9 75.0
2	123 24.6	87 23.6	40 29.4	15 27.8	18 28.1	6 19.4	3 25.0
3	44 8.8	31 8.4	10 7.4	5 9.3	4 6.2	3 9.7	-
4	17 3.4	10 2.7	8 5.9	3 5.6	1 1.6	3 9.7	-
5	6 1.2	4 1.1	-	-	-	1 3.2	-
MEAN	1.57	1.53	1.62	1.63	1.45	1.81	1.25
STANDARD DEVIATION	0.88	0.84	0.86	0.88	0.69	1.17	0.45
MEDIAN	1.00	1.00	1.00	1.00	1.00	1.00	1.00

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ORG Q4 2007 Follow up

Q4. When choosing an insurance company with which to participate, which factors are most important to you and your practice? Please rank the following factors so that 1 is the most important factor and 5 is the least important factor.  
 Prevalence of patients carrying insurance by that company

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	501 100.0	278 100.0	219 100.0	3 100.0	11 100.0	57 100.0	179 100.0	133 100.0	63 100.0	48 100.0	9 100.0
1	122 24.4	67 24.1	53 24.2	2 66.7	6 54.5 FGhJ	7 12.3	42 23.5 F	37 27.8 F	18 28.6 F	9 18.8	3 33.3
2	146 29.1	88 31.7	58 26.5	-	3 27.3	21 36.8	55 30.7	33 24.8	19 30.2	13 27.1	2 22.2
3	156 31.1	83 29.9	71 32.4	1 33.3	1 9.1	19 33.3 E	57 31.8 E	41 30.8 E	17 27.0 e	17 35.4 E	3 33.3
4	73 14.6	38 13.7	35 16.0	-	1 9.1	10 17.5	23 12.8	22 16.5	8 12.7	8 16.7	1 11.1
5	4 0.8	2 0.7	2 0.9	-	-	-	2 1.1	-	1 1.6	1 2.1	-
MEAN	2.38	2.35	2.43	1.67	1.73	2.56 E	2.37 E	2.36 e	2.29	2.56 E	2.22
STANDARD DEVIATION	1.03	1.02	1.05	1.15	1.01	0.93	1.02	1.06	1.07	1.05	1.09
MEDIAN	2.00	2.00	2.00	1.00	1.00	3.00	2.00	2.00	2.00	3.00	2.00

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Q4. When choosing an insurance company with which to participate, which factors are most important to you and your practice? Please rank the following factors so that 1 is the most important factor and 5 is the least important factor.  
 Prevalence of patients carrying insurance by that company

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	501 100.0	369 100.0	136 100.0	54 100.0	64 100.0	31 100.0	12 100.0
1	122 24.4	89 24.1	39 28.7	12 22.2	12 18.8	8 25.8	3 25.0
2	146 29.1	114 30.9	36 26.5	16 29.6	17 26.6	9 29.0	5 41.7
3	156 31.1	111 30.1	44 32.4	19 35.2	20 31.2	11 35.5	3 25.0
4	73 14.6	52 14.1	15 11.0	7 13.0	15 23.4 bcf	3 9.7	1 8.3
5	4 0.8	3 0.8	2 1.5	-	-	-	-
MEAN	2.38	2.37	2.30	2.39	2.59	2.29	2.17
STANDARD DEVIATION	1.03	1.02	1.05	0.98	1.05 <sup>c</sup>	0.97	0.94
MEDIAN	2.00	2.00	2.00	2.00	3.00	2.00	2.00

Comparison Groups: BCDEFG  
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Q4. When choosing an insurance company with which to participate, which factors are most important to you and your practice? Please rank the following factors so that 1 is the most important factor and 5 is the least important factor.  
Formulary coverage by insurance company

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	501 100.0	278 100.0	219 100.0	3 100.0	11 100.0	57 100.0	179 100.0	133 100.0	63 100.0	48 100.0	9 100.0
1	12 2.4	5 1.8	7 3.2	-	1 9.1	3 5.3	2 1.1	3 2.3	-	2 4.2	1 11.1
2	40 8.0	17 6.1	21 9.6	2 66.7 BC	1 9.1	5 8.8	16 8.9 i	12 9.0 i	2 3.2	3 6.2	1 11.1
3	79 15.8	37 13.3	42 19.2 b	-	1 9.1	11 19.3	25 14.0	21 15.8	11 17.5	9 18.8	1 11.1
4	332 66.3	194 69.8 c	136 62.1	1 33.3	5 45.5	36 63.2	128 71.5 eh	83 62.4	43 68.3	31 64.6	5 55.6
5	38 7.6	25 9.0	13 5.9	-	3 27.3 fg	2 3.5	8 4.5	14 10.5 fG	7 11.1	3 6.2	1 11.1
MEAN	3.69	3.78 CD	3.58 d	2.67	3.73	3.51	3.69	3.70	3.87 Fgj	3.62	3.44
STANDARD DEVIATION	0.82	0.76	0.87	1.15	1.27	0.91	0.74	0.86	0.63	0.87	1.24
MEDIAN	4.00	4.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00

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Q4. When choosing an insurance company with which to participate, which factors are most important to you and your practice? Please rank the following factors so that 1 is the most important factor and 5 is the least important factor.  
 Formulary coverage by insurance company

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	501 100.0	369 100.0	136 100.0	54 100.0	64 100.0	31 100.0	12 100.0
1	12 2.4	9 2.4	3 2.2	3 5.6	2 3.1	-	-
2	40 8.0	26 7.0	13 9.6	2 3.7	5 7.8	6 19.4 bD	-
3	79 15.8	52 14.1	17 12.5	10 18.5	15 23.4 bcf	3 9.7	1 8.3
4	332 66.3	248 67.2	90 66.2	35 64.8	38 59.4	20 64.5	11 91.7 BCDEF
5	38 7.6	34 9.2	13 9.6	4 7.4	4 6.2	2 6.5	-
MEAN	3.69	3.74	3.71	3.65	3.58	3.58	3.92
STANDARD DEVIATION	0.82	0.82	0.85	0.89	0.85	0.89	0.29
MEDIAN	4.00	4.00	4.00	4.00	4.00	4.00	4.00

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 Lower case letters indicate significance at the 90% level.

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Q4. When choosing an insurance company with which to participate, which factors are most important to you and your practice? Please rank the following factors so that 1 is the most important factor and 5 is the least important factor.  
Ease of billing with insurance company

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	501 100.0	278 100.0	219 100.0	3 100.0	11 100.0	57 100.0	179 100.0	133 100.0	63 100.0	48 100.0	9 100.0
1	40 8.0	17 6.1	22 10.0	-	-	8 14.0	13 7.3	8 6.0	6 9.5	4 8.3	-
2	182 36.3	101 36.3	81 37.0	-	2 18.2	20 35.1	64 35.8	50 37.6	23 36.5	20 41.7 e	3 33.3
3	214 42.7	128 46.0	85 38.8	1 33.3	5 45.5	20 35.1	78 43.6	61 45.9	27 42.9	19 39.6	4 44.4
4	60 12.0	28 10.1	30 13.7	2 66.7 Bc	4 36.4 hij	9 15.8	22 12.3	13 9.8	6 9.5	4 8.3	2 22.2
5	5 1.0	4 1.4	1 0.5	-	-	-	2 1.1	1 0.8	1 1.6	1 2.1	-
MEAN	2.62	2.64	2.58	3.67 BC	3.18 FGHIJ	2.53	2.64	2.62	2.57	2.54	2.89
STANDARD DEVIATION	0.83	0.80	0.87	0.58	0.75	0.93	0.83	0.78	0.86	0.85	0.78
MEDIAN	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	2.50	3.00

Comparison Groups: BCD/EFGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q4. When choosing an insurance company with which to participate, which factors are most important to you and your practice? Please rank the following factors so that 1 is the most important factor and 5 is the least important factor.  
 Ease of billing with insurance company

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	501 100.0	369 100.0	136 100.0	54 100.0	64 100.0	31 100.0	12 100.0
1	40 8.0	22 6.0	12 8.8	7 13.0	8 12.5	4 12.9	-
2	182 36.3	133 36.0	46 33.8	20 37.0	24 37.5	10 32.3	4 33.3
3	214 42.7	168 45.5	62 45.6	19 35.2	23 35.9	13 41.9	8 66.7 DE
4	60 12.0	42 11.4	15 11.0	8 14.8	9 14.1	4 12.9	-
5	5 1.0	4 1.1	1 0.7	-	-	-	-
MEAN	2.62	2.66	2.61	2.52	2.52	2.55	2.67
STANDARD DEVIATION	0.83	0.80	0.83	0.91	0.89	0.89	0.49
MEDIAN	3.00	3.00	3.00	2.50	2.50	3.00	3.00

Comparison Groups: BCDEFG  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q4. When choosing an insurance company with which to participate, which factors are most important to you and your practice? Please rank the following factors so that 1 is the most important factor and 5 is the least important factor.  
 other

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	114 100.0	68 100.0	45 100.0	1 100.0	4 100.0	6 100.0	32 100.0	40 100.0	19 100.0	10 100.0	3 100.0
1	16 14.0	11 16.2	5 11.1	-	-	1 16.7	7 21.9 H	2 5.0	2 10.5	3 30.0 h	1 33.3
2	10 8.8	8 11.8	2 4.4	-	1 25.0	2 33.3	-	6 15.0	1 5.3	-	-
3	8 7.0	5 7.4	3 6.7	-	1 25.0	1 16.7	1 3.1	2 5.0	2 10.5	-	1 33.3
4	19 16.7	12 17.6	7 15.6	-	1 25.0	-	5 15.6	7 17.5	4 21.1	2 20.0	-
5	61 53.5	32 47.1	28 62.2	1 100.0 BC	1 25.0	2 33.3	19 59.4	23 57.5	10 52.6	5 50.0	1 33.3
MEAN	3.87	3.68	4.13	5.00	3.50	3.00	3.91	4.08 f	4.00	3.60	3.00
STANDARD DEVIATION	1.49	1.55	1.38	0.00	1.29	1.67	1.63	1.31	1.37	1.84	2.00
MEDIAN	5.00	4.00	5.00	5.00	3.50	2.50	5.00	5.00	5.00	4.50	3.00

Comparison Groups: BCD/EFGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q4. When choosing an insurance company with which to participate, which factors are most important to you and your practice? Please rank the following factors so that 1 is the most important factor and 5 is the least important factor.  
 other

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	114 100.0	88 100.0	31 100.0	11 100.0	12 100.0	6 100.0	1 100.0
1	16 14.0	12 13.6	4 12.9	1 9.1	1 8.3	1 16.7	-
2	10 8.8	9 10.2	1 3.2	1 9.1	-	-	-
3	8 7.0	7 8.0	3 9.7	1 9.1	2 16.7	1 16.7	-
4	19 16.7	17 19.3	8 25.8	1 9.1	1 8.3	1 16.7	-
5	61 53.5	43 48.9	15 48.4	7 63.6	8 66.7	3 50.0	1 100.0 BCDEF
MEAN	3.87	3.80	3.94	4.09	4.25	3.83	5.00
STANDARD DEVIATION	1.49	1.48	1.39	1.45	1.29	1.60	0.00
MEDIAN	5.00	4.00	4.00	5.00	5.00	4.50	5.00

Comparison Groups: BCDEFG  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q4. When choosing an insurance company with which to participate, which factors are most important to you and your practice? Please rank the following factors so that 1 is the most important factor and 5 is the least important factor.

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	501 100.0	278 100.0	219 100.0	3 100.0	11 100.0	57 100.0	179 100.0	133 100.0	63 100.0	48 100.0	9 100.0
Rate of compensation for services	1.57	1.55	1.59	2.00	1.91 g	1.61	1.49	1.60	1.57	1.56	2.11 Gi
Prevalence of patients carrying insurance by that company	2.38	2.35	2.43	1.67	1.73	2.56 E	2.37 E	2.36 e	2.29	2.56 E	2.22
Formulary coverage by insurance company	3.69	3.78 CD	3.58 d	2.67	3.73	3.51	3.69	3.70	3.87 Fgj	3.62	3.44
Ease of billing with insurance company	2.62	2.64	2.58	3.67 BC	3.18 FGHIJ	2.53	2.64	2.62	2.57	2.54	2.89
other	3.87	3.68	4.13	5.00	3.50	3.00	3.91	4.08 f	4.00	3.60	3.00

Comparison Groups: BCD/EF GHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q4. When choosing an insurance company with which to participate, which factors are most important to you and your practice? Please rank the following factors so that 1 is the most important factor and 5 is the least important factor.

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	501 100.0	369 100.0	136 100.0	54 100.0	64 100.0	31 100.0	12 100.0
Rate of compensation for services	1.57	1.53	1.62	1.63	1.45	1.81 be	1.25
Prevalence of patients carrying insurance by that company	2.38	2.37	2.30	2.39	2.59 c	2.29	2.17
Formulary coverage by insurance company	3.69	3.74	3.71	3.65	3.58	3.58	3.92
Ease of billing with insurance company	2.62	2.66	2.61	2.52	2.52	2.55	2.67
other	3.87	3.80	3.94	4.09	4.25	3.83	5.00

Comparison Groups: BCDEFG  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q5. Journal ad, number of clicks

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	498 100.0	275 100.0	219 100.0	3 100.0	11 100.0	57 100.0	179 100.0	132 100.0	62 100.0	47 100.0	9 100.0
0	176 35.3	86 31.3	88 40.2 B	2 66.7	5 45.5	32 56.1 GHIJ	73 40.8 HI	33 25.0	16 25.8	14 29.8	3 33.3
1	51 10.2	34 12.4 C	16 7.3	1 33.3	-	6 10.5	17 9.5	18 13.6 J	7 11.3	2 4.3	1 11.1
2	47 9.4	21 7.6	26 11.9	-	-	3 5.3	22 12.3 f	14 10.6	5 8.1	3 6.4	-
3	43 8.6	29 10.5 C	14 6.4	-	2 18.2	4 7.0	11 6.1	17 12.9 G	5 8.1	4 8.5	-
4	166 33.3	94 34.2	71 32.4	-	4 36.4	11 19.3	52 29.1	43 32.6 F	28 45.2 FGh	22 46.8 FGH	5 55.6 F
5	13 2.6	11 4.0 C	2 0.9	-	-	1 1.8	4 2.2	6 4.5	1 1.6	1 2.1	-
6	2 0.4	-	2 0.9	-	-	-	-	1 0.8	-	1 2.1	-
MEAN	2.04	2.16 d	1.90	0.33	2.00	1.28	1.80 f	2.31 FG	2.40 FG	2.53 FG	2.33 f
STANDARD DEVIATION	1.80	1.79	1.81	0.58	1.95	1.70	1.77	1.74	1.75	1.87	2.00
MEDIAN	2.00	2.00	2.00	0.00	3.00	0.00	1.00	3.00	3.00	4.00	4.00

Comparison Groups: BCD/EFGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q5. Journal ad, number of clicks

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	498 100.0	366 100.0	136 100.0	54 100.0	64 100.0	31 100.0	12 100.0
0	176 35.3	124 33.9	56 41.2 G	22 40.7 g	24 37.5 g	11 35.5	2 16.7
1	51 10.2	42 11.5 F	11 8.1	7 13.0 f	6 9.4	1 3.2	2 16.7
2	47 9.4	30 8.2	16 11.8	8 14.8	9 14.1	3 9.7	-
3	43 8.6	36 9.8 C	6 4.4	4 7.4	6 9.4	3 9.7	1 8.3
4	166 33.3	121 33.1 d	44 32.4	12 22.2	19 29.7	13 41.9 d	7 58.3 bcDe
5	13 2.6	12 3.3	2 1.5	-	-	-	-
6	2 0.4	1 0.3	1 0.7	1 1.9	-	-	-
MEAN	2.04	2.08	1.86	1.65	1.84	2.19	2.75 De
STANDARD DEVIATION	1.80	1.80	1.82	1.72	1.70	1.82	1.71
MEDIAN	2.00	2.00	2.00	1.00	2.00	3.00	4.00

Comparison Groups: BCDEFG  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q5. Journal ad, time spent in seconds

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	307 100.0	176 100.0	129 100.0	1 100.0	4 100.0	20 100.0	103 100.0	95 100.0	45 100.0	33 100.0	6 100.0
3-30	134 43.6	74 42.0	58 45.0	1 100.0 BC	2 50.0	11 55.0 J	57 55.3 HIJ	38 40.0 j	17 37.8	8 24.2	-
31-60	89 29.0	53 30.1	36 27.9	-	1 25.0	5 25.0	27 26.2	27 28.4	11 24.4	17 51.5 FGHIK	1 16.7
61-90	38 12.4	23 13.1	15 11.6	-	-	2 10.0	10 9.7	12 12.6	9 20.0	3 9.1	2 33.3
91-120	21 6.8	12 6.8	9 7.0	-	-	-	1 1.0	12 12.6 G	4 8.9 g	3 9.1	1 16.7
121-150	13 4.2	8 4.5	5 3.9	-	1 25.0	2 10.0	2 1.9	3 3.2	3 6.7	1 3.0	1 16.7
151-180	4 1.3	2 1.1	2 1.6	-	-	-	2 1.9	-	1 2.2	-	1 16.7
181-210	3 1.0	1 0.6	2 1.6	-	-	-	1 1.0	1 1.1	-	1 3.0	-
211-240	2 0.7	-	2 1.6	-	-	-	2 1.9	-	-	-	-
241-270	1 0.3	1 0.6	-	-	-	-	-	1 1.1	-	-	-

Comparison Groups: BCD/EFGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q5. Journal ad, time spent in seconds

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
271-300	2 0.7	2 1.1	-	-	-	-	1 1.0	1 1.1	-	-	-
MEAN	50.48	50.62	50.79	10.00	58.50	43.75	43.63	52.85	54.58	54.52	98.83
STANDARD DEVIATION	47.24	48.11	46.40	0.00	49.13	41.61	50.47	49.37	41.25	38.66	FGHIJ 41.60
MEDIAN	36.00	37.00	35.00	10.00	40.50	27.00	29.00	38.00	41.00	41.00	91.50

Comparison Groups: BCD/EF GHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q5. Journal ad, time spent in seconds

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	307 100.0	229 100.0	79 100.0	34 100.0	37 100.0	20 100.0	11 100.0
3-30	134 43.6	95 41.5	35 44.3	17 50.0	20 54.1	8 40.0	4 36.4
31-60	89 29.0	73 31.9 e	25 31.6	12 35.3	7 18.9	8 40.0 e	2 18.2
61-90	38 12.4	27 11.8	7 8.9	2 5.9	3 8.1	4 20.0	2 18.2
91-120	21 6.8	16 7.0	6 7.6	1 2.9	3 8.1	-	2 18.2
121-150	13 4.2	9 3.9	3 3.8	1 2.9	2 5.4	-	-
151-180	4 1.3	3 1.3	-	1 2.9	1 2.7	-	-
181-210	3 1.0	3 1.3	2 2.5	-	-	-	-
211-240	2 0.7	-	1 1.3	-	1 2.7	-	-
241-270	1 0.3	1 0.4	-	-	-	-	-
271-300	2 0.7	2 0.9	-	-	-	-	1 9.1

Comparison Groups: BCDEFG  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q5. Journal ad, time spent in seconds

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
MEAN	50.48	50.48	48.84	40.53	51.16	41.45	75.45
STANDARD DEVIATION	47.24	47.44	46.61	34.86	50.75	22.06	78.94
MEDIAN	36.00	37.00	36.00	31.00	30.00	42.50	58.00

Comparison Groups: BCDEFG  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q6. What specific parts of the advertisement are most appealing to you? Are there pages or content areas to which your attention is immediately drawn? If so, which areas?  
 Number of words

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	501 100.0	278 100.0	219 100.0	3 100.0	11 100.0	57 100.0	179 100.0	133 100.0	63 100.0	48 100.0	9 100.0
<3 words	168 33.5	88 31.7	78 35.6	1 33.3	3 27.3	24 42.1 H	65 36.3 H	32 24.1	22 34.9	16 33.3	5 55.6 h
3-7 words	153 30.5	82 29.5	69 31.5	2 66.7	3 27.3	17 29.8	56 31.3 k	47 35.3 K	16 25.4	13 27.1	1 11.1
8+ words	180 35.9	108 38.8	72 32.9	-	5 45.5	16 28.1	58 32.4	54 40.6 f	25 39.7	19 39.6	3 33.3

Comparison Groups: BCD/EFGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q6. What specific parts of the advertisement are most appealing to you? Are there pages or content areas to which your attention is immediately drawn? If so, which areas?  
 Number of words

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	501 100.0	369 100.0	136 100.0	54 100.0	64 100.0	31 100.0	12 100.0
<3 words	168 33.5	118 32.0 G	45 33.1 G	15 27.8 g	23 35.9 G	13 41.9 G	1 8.3
3-7 words	153 30.5	109 29.5	44 32.4	15 27.8	21 32.8	6 19.4	5 41.7
8+ words	180 35.9	142 38.5	47 34.6	24 44.4	20 31.2	12 38.7	6 50.0

Comparison Groups: BCDEFG  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q7. What specific parts of the advertisement are least appealing to you? Are there pages or content areas in which you have little or no interest? If so, which areas?  
 Number of words

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	501 100.0	278 100.0	219 100.0	3 100.0	11 100.0	57 100.0	179 100.0	133 100.0	63 100.0	48 100.0	9 100.0
<3 words	268 53.5	143 51.4	122 55.7	2 66.7	7 63.6	35 61.4 k	100 55.9	65 48.9	31 49.2	26 54.2	3 33.3
3-7 words	133 26.5	76 27.3	56 25.6	1 33.3	1 9.1	15 26.3 e	49 27.4 E	32 24.1	22 34.9 E	11 22.9	3 33.3
8+ words	100 20.0	59 21.2	41 18.7	-	3 27.3	7 12.3	30 16.8	36 27.1 FGi	10 15.9	11 22.9	3 33.3

Comparison Groups: BCD/EFGHIJK  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

The Olson Research Group, Inc.

ORG Q4 2007 Follow up

Q7. What specific parts of the advertisement are least appealing to you? Are there pages or content areas in which you have little or no interest? If so, which areas?  
 Number of words

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	501 100.0	369 100.0	136 100.0	54 100.0	64 100.0	31 100.0	12 100.0
<3 words	268 53.5	194 52.6	76 55.9	31 57.4	39 60.9	16 51.6	6 50.0
3-7 words	133 26.5	97 26.3	35 25.7	14 25.9	15 23.4	7 22.6	2 16.7
8+ words	100 20.0	78 21.1	25 18.4	9 16.7	10 15.6	8 25.8	4 33.3

Comparison Groups: BCDEFG  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

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ORG Q4 2007 Follow up

Q8. Overall, what is your opinion or view on survey research in general?  
Number of words

	[-----# OF MINUTES TO COMPLETE STUDY-----]										
	TOTAL	MONETARY	EDUCATIONAL/ OTHER	DON'T KNOW	0-2	2:01-4	4:01-6	6:01-8	8:01-10	10:01-15	15:01+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
TOTAL ANSWERING	501 100.0	278 100.0	219 100.0	3 100.0	11 100.0	57 100.0	179 100.0	133 100.0	63 100.0	48 100.0	9 100.0
<3 words	215 42.9	110 39.6	102 46.6	2 66.7	4 36.4	33 57.9 gHIK	81 45.3 i	50 37.6	20 31.7	24 50.0 Ik	2 22.2
3-7 words	100 20.0	48 17.3	51 23.3 b	1 33.3	1 9.1	9 15.8	41 22.9	24 18.0	16 25.4	8 16.7	1 11.1
8+ words	186 37.1	120 43.2 C	66 30.1	-	6 54.5 f	15 26.3	57 31.8	59 44.4 FG	27 42.9 f	16 33.3	6 66.7 FGj

Comparison Groups: BCD/EFGHIJK  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

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ORG Q4 2007 Follow up

Q8. Overall, what is your opinion or view on survey research in general?  
 Number of words

	[-----REASON YOU PARTICIPATE IN STUDIES-----]						
	TOTAL	COMPENSATION	EDUCATION	SHARE MY IDEAS	INTEREST IN THE SUBJECT	FUN	INTEREST IN RESEARCH
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
TOTAL ANSWERING	501 100.0	369 100.0	136 100.0	54 100.0	64 100.0	31 100.0	12 100.0
<3 words	215 42.9	149 40.4	64 47.1	29 53.7 bef	24 37.5	11 35.5	6 50.0
3-7 words	100 20.0	68 18.4	29 21.3	11 20.4	16 25.0	7 22.6	-
8+ words	186 37.1	152 41.2 CD	43 31.6	14 25.9	24 37.5	13 41.9	6 50.0

Comparison Groups: BCDEFG  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.

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