We are conducting a survey on how people use online information and would like to include your opinions. We are not selling anything and would simply like to understand your opinions. Your answers and comments will be completely confidential.

**SCREENING AND PROFILING**

Q.1 Do you work for a doctor's office, hospital, home care company or other organization that provides medical care?

<table>
<thead>
<tr>
<th>Yes</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>2</td>
</tr>
</tbody>
</table>

THANK AND END

Q.2 Have you been diagnosed by a physician with any of the following diseases or conditions? ACCEPT MULTIPLE RESPONSES

- Irregular heart beat or arrhythmia 1
- Gout 2
- High blood pressure or hypertension 3
- Chronic obstructive pulmonary disease or COPD (chronic bronchitis, emphysema) 4
- Chronic pain 5
- Acid reflux or GERD 6
- Psoriasis 7
- None of the above 10

IF Q2 ≠ 4, THANK AND END

Q.3 How frequently do you go online to search for information about medical conditions that you have been diagnosed with or other concerns you have about your health or medical care?

<table>
<thead>
<tr>
<th>Once a week or more</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-3 times per months</td>
<td>2</td>
</tr>
<tr>
<td>Once every few months</td>
<td>3</td>
</tr>
<tr>
<td>Rarely</td>
<td>4</td>
</tr>
<tr>
<td>I’ve never looked online for medical information</td>
<td>5</td>
</tr>
</tbody>
</table>

THANK AND END
Q.4 What is your age? 
__________________

Q.5 Are you:

Male 1
Female 2

Q.6 Which of the following ethnic groups do you identify with?

Caucasian/White 1
African American/Black 2
Asian 3
Native Hawaiian or Other Pacific Islander 4
American Indian or Native Alaskan 5

Q.7 Are you of Latino or Hispanic heritage?

Yes 1
No 2

Q.8 What is the high level of education you have completed?

Some High School 1
High School Graduate 2
Technical school or trade school 3
Some college 4
Associate’s degree 5
4 year college degree 6
Graduate school 7

Q.9 What state do you live in?

__________________
Q.10 How would you describe your overall health status? Would you say it is . . .

- Excellent 5
- Very Good 4
- Average 3
- Fair 2
- Poor 1

Q.11 How concerned are you about your health?

- Very concerned 1
- Somewhat concerned 2
- Not too concerned 3
- Not at all concerned 4

Q.12 Which of the following best describes how COPD impacts your everyday activities?

- Not troubled by breathlessness except on strenuous exercising. 0
- Shortness of breath when hurrying on level ground or walking up a slight hill. 1
- Walk slower than people of the same age on level ground because of breathlessness or have to stop for breath when walking at your own pace on level ground. 2
- Stops for breath after walking about 100 yards or after a few minutes of walking on level ground. 3
- Too breathless to leave the house or breathless when dressing or undressing. 4

Q.13 What symptoms do you most frequently experience as a result of your COPD? PLEASE CHECK ALL THAT APPLY,

- Difficulty sleeping 1
- Difficult or labored breathing when performing activities of daily living 2
- Experiencing colds more frequently 3
- Wheezing 4
- COPD symptoms during the night making it difficult to sleep 5
Q.14 Have you had any exacerbations or flare ups of your COPD in the past year?

Yes 1
No 2 SKIP TO Q16

Q.15 How many exacerbations or flare up have you had in the past year? ENTER A WHOLE NUMBER

__________________

DIGITAL HEALTH PROFILE

Q.16 How frequently do you go on the internet?

Less than once a week 1
Once a week 2
2-3 times a week 3
Daily 4
Several times a day 5

Q.17 When you go on the internet, what types of activities do you engage in? PLEASE CHECK ALL THAT APPLY.

Email with family and friends 1
Conduct banking activities (pay bills, transfer funds, manage savings or investments) 2
Shop for and purchase products 3
Watch TV 4
Share photos and videos 5
Read other people's blogs 6
Post on your own blog 7
Read news sites 8
Leave comments on news sites 9
Leave online reviews on products and services you’ve purchased 10
Go on social media websites to keep in touch with family and friends 11
Q.18 Have you ever “liked” or “followed” on social media . . .

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. An organization that provides information and advocates on behalf of a disease or medical condition, such as the American Cancer Society or the COPD Foundation?</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>b. A company that provides medical products or services, such as a pharmaceutical company or health care provider?</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Q.19 Which of the following online activities have you engaged in related to your health and medical care? PLEASE CHECK ALL THAT APPLY,

- Used a website or smart phone to access an electronic medical record maintained by your doctor
- Paid a medical bill
- Posted a review about a doctor, hospital, drug or treatment
- Emailed your doctor or nurse with a question about your health
- Enrolled in a portal with Medicare (MyMedicare) or with your insurance company in order to access claims and other information about your health insurance coverage
- Had a visit with your doctor through a secure, online video connection

Q.20 Thinking specifically about your COPD, have you ever gone on the internet to find information related to your medical care? PLEASE CHECK ALL THAT APPLY.

- Information that compares the performance of doctors, hospitals or health plans?
- Information that compares the costs of different doctors, hospitals or treatment facilities
- Specific information about COPD
- Specific information about a medical treatment, procedure or medication that is being recommended to you by your doctor for treatment of your COPD
- Information that provides online reviews of different drugs or treatments for COPD
- Blogs or other types of online comments by other people who have been diagnosed with COPD
Q.21 When it comes to getting information on how to best keep your COPD under control, to what extent do you turn to the following information resources?

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Rarely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your doctor</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Nurse practitioner/physician’s assistant</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Other nurse at your doctor’s office</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Respiratory therapist</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Information you find on the internet</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Other people who are diagnosed with COPD</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Information from your pharmacist</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Information from pharmaceutical companies</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

Q.22 Have you ever posted a question on an “Ask a Doctor” or “Ask a Nurse” website or reviewed responses to questions asked by other people?

Yes 1
No 2

Q.23 Have you ever enrolled in a website that sends you reminders about your health, such as taking your medications, exercising or diet and nutrition?

Yes 1
No 2

Q.24 How often do you bring information related to COPD that you found on the internet to your doctor’s appointments in order to discuss that information with him or her? This might include information about different medications, inhalers or other treatment approaches.

All the time 1
Most of the time 2
Some of the time 3
Infrequently 4
Never 5
Q.25 Taking into consideration what you already know about COPD and on how this disease is impacting your life, what are the highest priority information needs you have about COPD? PLEASE CHECK ALL THAT APPLY

- Things I can do to keep my COPD symptoms under control
- Things I can do to minimize the number of times I wake up at night experiencing COPD symptoms
- Things I can do to reduce the frequency of exacerbations
- Information on how to use my inhaler the right way
- Information on how to prevent infections
- Recommendations on which types of exercises will have the biggest impact on reducing COPD symptoms
- Understanding how COPD is affecting my body
- Information about different treatment options that might work better for my COPD
- Information about natural remedies that might help with my COPD symptoms
- Information on how to develop a personal emergency response plan for dealing with my COPD

REACTION TO INDIVIDUAL COPD PATIENT EDUCATION WEBSITES

For the next part of our survey, we are going to ask you to look at some screen shots from two types of websites that provide COPD patients with information that helps them manage their condition. You are not going to be visiting the actual websites, but rather images of what the websites look like.

We want you to look at each of the screen shots so that you can get a sense of what kind of information is available on the website. We have inserted some notations on the screen shots so that you can get a sense of what you might find if you click on the different links. Then, we're going to ask you a few questions about your impressions of that web site.

We are going to do this same exercise for two different websites.

INSERT SCREENSHOTS FROM FIRST WEBSITE. INSERT TIMER LOCK ON EACH SCREEN SO THAT RESPONDENT CAN’T IMMEDIATELY CLICK THROUGH.

Q.26 Overall, how would you rate your overall reaction to this website, based on the screen shots that you just reviewed?

<table>
<thead>
<tr>
<th>Poor</th>
<th>Average</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q.27 Why did you rate the website that way? PLEASE BE AS SPECIFIC AS YOU CAN.

____________________________________

Q.28 Listed below are a series of statements about the content of the website that you just reviewed. Please rate your level of agreement with each of the following statements about this website. RANDOMIZE ORDER OF EXPOSURE

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Information appears to be very applicable to me based on the current state of my COPD and how it is affecting my life.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>b. The information seems to be very general.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>c. The information appears to be comprehensive about all facets of COPD.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>d. The information appears to be up to date and includes the latest research on how to best manage COPD.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>e. The information appears to be coming from a person or organization that is a leading authority about COPD.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>f. The information provides me with practical guidance on how to manage my COPD.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>g. The information is attempting to persuade me to try a specific medication.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>h. I think this website is being regularly updated with new information about COPD.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>i. I would probably learn something new about COPD from this website that I probably wouldn’t find on other websites.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>j. I would bookmark this website because I’d want to go back to it to learn new things about COPD.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Q.29 Listed below are a series of statements about the overall look and feel of this website. Please rate your level of agreement with each of the following statements about the look and feel of this website. RANDOMIZE ORDER OF EXPOSURE.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. The information is trustworthy.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>b. The information is easy to understand for patients like me.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>c. The website is visually appealing.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>d. The website seems like it would be easy to navigate and find what I’m looking for.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>e. The information is presented in a direct and straightforward manner.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>f. The information is relevant to me.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Q.30 Based on your impression of this website, what type of organization do you feel is the sponsor of this website? RANDOMIZE ORDER OF RESPONSE EXPOSURE.

- A university or medical school 1
- A pharmaceutical company 2
- A hospital or health system 3
- One doctor or a team of doctors that specialize in treatment of COPD 4
- A medical journal 5
- A for profit website that specializes in providing patient education 6

REPEAT Q26-30 BATTERY FOR WEBSITES 2. RANDOMIZE ORDER OF ESPOSURE OF WEBSITE/QUESTION BATTERY ACROSS ALL RESPONDENTS.

WEBSITE #2 Q31-Q35
REACTION TO INDIVIDUAL COPD PATIENT EDUCATION WEBSITES

For the last part of our survey, we’d like you to compare and contrast the two websites that you just reviewed.

Q.36 Which of the websites appealed to you the most?

Website #1  1
Website #2  2

NOTE: respondents will actually see thumbnail screenshots of the websites with a radio button to make their selection.

Q.31 Why did you find this website to be most appealing? PLEASE BE AS SPECIFIC AS YOU CAN.

__________________________________________

Thank you for taking the time to participate in this survey.