

## Small Business Health Care Video Story Collection Questions

(Ask people to respond in complete sentences when you are videotaping them – you might have to model the first couple questions with them)

### **Background on Business and Owner:**

Please tell us your name and where you live, including the city and state. (*My name is \_\_\_\_\_ and I live in \_\_\_\_\_.*)

What do you do for a living? What is the name of your business? (*I'm a small business owner. I run a \_\_\_\_\_ business...*)

Could you describe your business a little?

How long have you been a small business owner? (*I've been a small business owner for...*)

What do you enjoy most about running a small business?

What are the biggest challenges facing your business, and small businesses in general, today? (*The biggest challenge facing my business is...*)

### **Health Care Story:**

Is our health care system serving small businesses adequately or is our health care system failing small businesses? What makes you say that? (*Our health care system is failing small businesses...*)

What's your situation with health insurance? (*I don't have any health insurance...*)

Do you have any examples of problems you've had with health care?

How has this affected your business?

Why do you think providing health care coverage for every child is important?

How does knowing that your employee's children are covered help employee retention and stability?

## **Statement Pairs:**

I'm going to read a few pairs of opposing statements and ask you to say which one you agree with and then explain why. This is a way to capture your opinion on some key issues relating to small businesses and health care.

Pair 1:

- Health insurance companies have too much power; or
- Health insurance companies need greater freedom to let the market work.

(pause for answer) Tell me more about your view on that.

Pair 2:

- I don't think small businesses should pay anything toward health care; or
- I'm willing to pay my fair share for good health care.

(pause for answer) Can you say a bit more about that?

Pair 3:

- Small businesses are getting represented decently on the issue of health care; or
- Small businesses aren't getting represented like we deserve on health care.

(pause for answer) What makes you say that?

Pair 4:

- Health care should be left up to the free market, and government should not intervene; or
- Government needs to play a stronger role to fix the health care system.

(pause for answer) Why do you think that?

## **Vision of Change:**

What do you believe needs to happen to make the health care system work for small business?

Do you have anything else you want to add?

Thank you for sharing your story and your perspective with us!