

## **Attachment B3: Recruitment Script – Semi-Structured Interview**

A script for a telephone interviews is provided below.

### **[PHONE RECRUITMENT]**

*Good morning/afternoon my name is <Insert name of interviewer>. I am calling on behalf of the Agency for Healthcare Research and Quality (AHRQ). Your name was chosen from a survey that you completed for us about your use and awareness of AHRQ's publication *The Guide to Clinical Preventive Services*.*

*I am calling today because AHRQ would like to obtain further feedback from you about your use of this publication, in order to further assess your knowledge and attitudes about this publication. AHRQ would also like to delve for more detail from you, in order to learn ways to strengthen the content and format of future versions of the AHRQ guide and determine the extent to which you are aware of AHRQ and its role in the healthcare field. Each interview will be conducted on the telephone and take about 1 hour to complete. For your participation in the interview, and as a "thank you", you will receive a <Insert incentive>. Would you be interested in providing your feedback to AHRQ?*

If potential respondent agrees to participate, schedule a time for the interview.

### **[IF AGREED TO PARTICIPATE]**

*Thank you very much for agreeing to participate. We look forward to speaking with you on MM/DD/YY at Time Scheduled.*

### **[IF DECLINE TO PARTICIPATE]**

*Thank you very much for your time. Good-bye*