

SAMPLE Clinician Cognitive Interview Guide

Choosing Analgesics for Osteoarthritis

Introduction and Purpose

Telephone interview:

- Good afternoon. I'm (interviewer name) from the Eisenberg Center at OHSU. Is this Dr. _____?
- Are you able to do the telephone interview regarding the Clinician's Guide to Osteoarthritis that we sent you?

(If yes, continue with the introduction. If no, reschedule the interview at the earliest convenient time for the clinician.)

- Did you receive the materials we sent?

(If yes, continue with the introduction. If no, have copies on hand that can be emailed immediately. If the clinician is unable to access emailed copies offer to reschedule the interview at the earliest convenient time for the clinician.)

Eisenberg Center/AHRQ/Effective Health Care Program

- I would like to begin with a brief introduction of our work and answer any questions you may have. Are you familiar with what we do here at the Eisenberg Center?

(If no, continue with the description below. If yes, skip to Permission to tape.)

Well, as part of the Effective Health Care Program, we are contracted with AHRQ, the Agency for Healthcare Research and Quality, to develop information products for various stakeholder audiences including clinicians, patients and policymakers. The information products include brief summaries derived from systematic evidence reviews that are written at various Evidence-based Practice Centers around the country. The Clinician's Guide we have asked you to provide feedback on is an example of the products we develop for AHRQ.

One step in the development process is to interview clinicians in order to gain insight into the needs and preferences of intended audience members. Audience feedback is then provided to EC product developers and necessary changes in content, design and layout are made before sending the product out for a second round of testing and eventually an external review. Once the products are released to the public they will be available on the AHRQ Web site along with the source document.

You should know that I did not write this brochure so you won't hurt my feelings with anything that you say. Feel free to offer frank comments on any aspect of the design, layout, or content. Your comments will be held confidential. After I have completed all of the interviews I will compile the results in a written report that I submit to the developers. Individual identifiers are absent from the report.

- Do you have any questions so far?

Permission to tape:

I would like to audiotape the interview if that is all right with you. It helps me to accurately report your comments. After I have finished the written report, the tape will be erased.

- Is it okay with you if I audiotape the interview today?
- **PARTICIPANT** gave verbal permission to be audio taped during the interview.
- **PARTICIPANT** verbally declined to be audio taped.

Demographics:

I would like to begin with a couple of general demographic questions if that is okay with you.

- What is your position at _____?
- How many years have you been in practice?
- And just to confirm, your area of specialty is_____. Is that correct?
- How would you describe your practice setting?

Telephone Interview:

- I am ready to begin. Do you have any other questions of me before we start?

We can begin with your overall impression of the guide. If you would like to offer your comments to start that is fine. I will ask questions if I need to clarify anything. Or I can begin by asking some general questions about the materials. At the end of the interview I will ask a few summary questions. Feel free to ask questions as we go along.

(The interviewer follows the lead of the participant in how information is offered. Spontaneous comments are encouraged. Limited guidance is offered in the early stages of the interview. The interviewer uses the probes/prompts below if the participant does not spontaneously offer feedback on the materials. After all of the material is covered the list of standardized summary questions are asked.)

Face to Face Interview:

- I am ready to begin. Do you have any other questions of me before we start?

(If the interview is being conducted in person, the participant is handed the materials at this point. The interviewer observes what s/he does with the material. The interviewer takes notes as to where the participant first looks, how s/he handles the document, which areas of text or graphics the participant seems to linger over or skip entirely.

Spontaneous comments are recorded and follow-up questions are asked as appropriate.

The participant is given minimal guidance during the early phase of the interview in order to get their spontaneous reactions to the material. If the participant makes little or no effort to move through the material on their own, they are encouraged with prompts from the interviewer.

All participants are asked about areas of text or graphics which they spontaneously skip over in their self-directed exploration of the material. The interview proceeds until all areas of the draft material have been covered. The interview closes with a standard list of summary questions.)

Format/Content Questions:

- (Telephone interview only) To begin with, could you tell me if you are viewing an electronic or print copy of the guide?
- Overall, what is your general impression of the Guide?
- What did you think of the color? Photos? Design? Layout?
- Do you have any comments regarding the flow of information?
- What are your thoughts on the section titled:
 - Introduction?
 - Table of contents?
 - Clinical Bottom Line?
 - Assessing Risk from NSAIDs?
 - Risk Chart?
 - Topical pain relievers?
 - Assisting Patient Choice?
 - Advice to Consumers?
 - Glucosamine and Chondroitin?
 - Dose and Price Chart?
 - Confidence Scale?
- Do you have any other thoughts or comments?

Summary Questions:

- Are there any red flags here? Did anything jump out at you that might be a problem for the EC or AHRQ?
- Did you see any information that seemed to you to be inaccurate?
- Did you see anything that might be perceived as controversial?
- If you were going to summarize this guide for a colleague, what would you say?

Formative:

- How do you normally prefer to receive materials like this research summary?
- How do you think you might use this information?
- Do you ever discuss risk with patients using this type of information?
- Do you ever use printed, patient education materials?

Dissemination:

- Where do you usually get evidence based information like this?
- Are there organizations that you are affiliated with that provide products like this?

Conclusion:

That is all I have for the interview. Do you have any other comments you would like to add?

Thank you again for taking the time to talk with me today. Your feedback is valuable and we appreciate your willingness to share your insights and expertise.

DRAFT Consumer Cognitive Interview Guide Choosing Pain Medicine for Osteoarthritis

Introduction and Purpose

Thank you so much for agreeing to participate in this interview today. I am going to start with a brief introduction and then I will show you some sample materials. I will give you a chance to ask questions before we begin the interview.

My name is _____ and I work with The Eisenberg Center (EC) at the Oregon Health and Science University in Portland, Oregon. We develop healthcare information materials for a Federal government Agency called the Agency for Healthcare Research and Quality (AHRQ). It's part of the Federal Department of Health and Human Services. The Effective Health Care Program is about making scientific research available to doctors, nurses, health program officials and the general public.

Our job at the Eisenberg Center is to turn the scientific evidence into information for people who have to make decisions about healthcare treatments. We want to know how well the materials we have developed are working for the people they were written for. One way that we do that is to talk with healthcare consumers like you.

Thank you so much for agreeing to participate in this interview today. I am going to start with a brief introduction and then I will show you some sample materials. I will give you a chance to ask questions before we begin the interview.

The main reason we are talking today is so that we can get your ideas about how well the information in these draft materials are working. I want to hear all your thoughts about the color, design and content of this sample brochure. You should know that I did not write this brochure so you won't hurt my feelings with anything that you say. Your comments will be held confidential. Nothing you say will be identified as coming from you as an individual. After I am done with all of the interviews I will put together all of the comments in a written report and give them to the people who write these brochures. That way they can make the necessary changes so that the health messages are clear.

Please understand that this is not a test. There are no wrong answers. We just want to understand the best way to talk with consumers about the safety and effectiveness of medications used for the treatment of osteoarthritis.

Do you have any questions about the EC or AHRQ or the Effective Health Care Program?

Instructions

Okay, now I am going to ask you to read through some draft informational materials for making decisions about choosing pain medication. I want to get your input on what is working in this brochure and what can be made better. To begin with, I would like you to

simply ‘think out loud’ as you read along in the brochure. This may not feel natural at first but the more you can share your thoughts as you read, the better. I want to hear your questions, comments and thoughts right out loud. Since this might feel strange at first, I will remind you to voice your thoughts when I ask questions like:

- What are you thinking right now?
- What do you think about this section you are reading?
- I noticed you are spending a lot of time on this section. What are you thinking about?
- Do you have any comments on the section you just finished reading?

If you make lots of comments I may ask follow up questions in order to make sure I understand your meaning. I may ask:

- What do you mean when you say _____?
- How did you decide _____?
- What do you think _____ means?
- When they say “_____” what does that mean to you?

Please remember:

- There are no right or wrong answers—I just want to make sure that I accurately record your comments.
- You do not have to answer any question if you do not want to. You do not have to give me any explanation why.

After we have read through the whole brochure I will ask you some general questions and we may go back through some sections of the brochure so that I can ask for more comments/clarification.

Do you have any questions about the interview process that I have just explained?

Permission to audiotape

Great. I would like to audiotape the interviews so I can listen to some parts again later. That will help me when I write the summary report that I will be giving to the people who are writing the brochure. No one else will hear the tape except me and possibly one or two of the other project team members. As soon as I am finished with the report the tape will be erased. Your comments will be held confidential. Nothing you say will be identified as coming from you as an individual. Is it all right with you if I audiotape this interview? You do have the option to say no.

- **PARTICIPANT** gave verbal permission to be audio taped during the interview.
- **PARTICIPANT** verbally declined to be audio taped.

Interview:

Okay then, let's get started. Here is the brochure we will be talking about today. I just want you to start reading it and remember to think out loud as you read along. You do not have to read out loud unless you want to. It's most important that I hear your thoughts about what you are reading. Anything at all. Any response is okay to share. Any thoughts or comments or questions-just feel free to say right out loud.

(At this point the interviewer gives the brochure to the participant and observes what s/he does with the material. The interviewer takes notes as to where the participant first looks, how they handle the document, which areas of text or graphics the participant seems to linger over or skip entirely. Spontaneous comments are recorded and follow-up questions are asked if appropriate.

The participant is given minimal guidance during the early phase of the interview in order to get their spontaneous reactions to the material. If the participant makes little or no effort to move through the material on their own, s/he is encouraged with prompts from the interviewer.

All participants are asked about areas of text or graphics which they spontaneously skip over in their self-directed exploration of the material. For example, if the participant reads through the entire document but skips over tables or graphs their attention is directed back to the graph later in the interview. The interviewer may say, "I noticed you skipped over the graph on page 2. Let's go back and look at that now. Do you have any comments or can you tell me what you were thinking when you moved past this information?"

The interview proceeds until all areas of the draft material have been covered. Near the end of the session the interviewer asks the participant to make a hypothetical decision based on the materials they have just read. The interview closes with a standard list of summary questions.)

Below is a sample of probes/prompts which the interviewer might use to guide the participant through the material.

- Tell me what you think about the front cover. What about the pictures? How about the color? After reading the two paragraphs what do you expect to find inside the brochure?
- Now let's look inside—go ahead and turn the page. Based on the topic heading, what do you think you will find in this section?
 - What do you think about this abbreviation (OTC) here? Is that familiar to you?
 - How about the drug names? Do you have any thoughts about those?
 - Any other comments on this section before we move on?
 - What about this abbreviation (Rx)? Is that a familiar symbol to you? What does it mean to you when you see that?

- Okay, let's look at the boxed information—'Fast Facts'. Do you have any comments on this section?
 - Is there anything new in here?
 - Anything that you think is too obvious?
 - Anything that could be dropped?
 - Do you have any questions after reading this section that did not get answered?

- Now let's look at the next page. Go ahead and start reading this information and remember to think out loud as you go along.
 - When you look at this graph, what do you think it is telling you?
 - How about this section on stomach bleeding, what do you think that means?
 - Is any of this information new to you or is this old news?
 - After reading all of this information, what medication do you think you might choose for your osteoarthritis pain if you were worried about having a heart attack?

- Okay, let's look at the section called 'Sorting it out'. Just take a minute or two to read through this section and tell me what you think.
 - What do you think they are trying to tell you here?
 - Let's just imagine for a minute that you were taking a low dose aspirin to protect your heart. Based on the information here, which medication do you think would be the best choice for relieving your osteoarthritis pain if you were worried about stomach bleeding?

- And if we look over here at the section called 'Bringing it all together'. What do you think this is all about?

- Now let's look at the price chart. Do you have any comments on this?
 - How useful would this type of information be to you?

- Do you have any other comments?

- Okay, great. Now I am going to show you another version of the brochure. I just want you to skim over it quickly and I want your reaction as to which version of the brochure you like best—which one do you prefer? You don't even have to be able to tell me why. I just want to hear what your preference is, if you have any preference.

Summary Questions

- 1) How do you think you might use the information in this booklet?
- 2) Did anything you read today make you re-think your current strategies for managing your arthritis?

- 3) What, if any, of the information in this booklet was new to you?
- 4) Was anything missing? Anything you would take out?
- 5) Any other advice on how to improve the content or format of this booklet?

DRAFT Consumer Focus Groups

Moderator Guide

Welcome

Hello everyone. Thanks for coming out today. We are going to go ahead and get started. Feel free to continue eating and drinking while I speak.

Has anyone ever been in a focus group before?

(Ask for a show of hands. If there are any participants who are unfamiliar with the process, continue with the explanation.)

Well, for those of you who are familiar with how focus groups work please bear with me while I describe what is going to happen for the other folks here today.

Introduction (5min)

Handout: ARHQ/EC information sheet

The main reason we are talking in a group is so that we can get your ideas about the kinds of information that may be helpful to your decisions about pain medicines for osteoarthritis. The Eisenberg Center (EC) develops healthcare information materials for the Effective Health Care Program at the Agency for Healthcare Research and Quality (ARHQ); a division of the federal Department of Health and Human Services. The Effective Health Care Program holds as an important value that everyone should have the best scientific research available in order to make the best health care decisions possible. We help to make that research understandable by talking with healthcare consumers who have first-hand experience with the health topic we are writing about.

Right now we are getting ready to write a summary of the research on pain medicines for osteoarthritis. One thing that we do in order to make sure that the information we are offering is useful and meaningful is that we ask about the real experiences of real people like you. That way we have a better chance of providing you with the information that you actually want and need. We want to hear what has worked for you in the past, what you do now, and what you might like to see in the future in terms of educational materials on health decision making.

Any questions about the EC or AHRQ or the Effective Health Care Program?

Process and Ground Rules

The way this works is this: I will start off the discussion by asking some general questions about arthritis and arthritis medicines. I may ask for more specific information along the way. My main job, though, is to listen to the conversation. You all are the experts about your life and your experiences. There are no right or wrong answers. Please feel free to share your views even if they are different from what other people are saying. Everyone has their own unique set of experiences and we value hearing from all of you.

Please be respectful of your fellow participants. Please speak one at a time. Let people finish what they are saying before you begin to speak. Please do not talk with your neighbor while someone else is speaking to the group. If several people talk at once, we may miss something important. We want to hear what everyone has to say and everyone will have a chance to speak.

I will also ask that you respect each other's privacy. During the course of this discussion you might hear about the particular medicine someone else is taking and how it works for them. Please do not repeat what you hear. In addition, you may know some of the other participants in the group today. If you do, please speak only for yourself and let others do the same. It's best not to try to tell another person's story.

Now, some of you may be talkers—you know who you are, right? Others among you may tend to be quieter when you are in groups—again, you know who you are. We all have a preferred mode of interaction. Either way, you may need to step out of your usual mode today. Talkers need to make sure they are not taking over the discussion and quiet folks may need to jump in and say their piece. I'm here to help with that process but it's always best if everyone kind of pays attention and monitors themselves. If I notice someone is quiet I will invite them to take a turn speaking on a topic. If I notice someone is talking more than others in the group, I may invite them to just listen for a while. But please, if you realize you are talking too much or too little, just go ahead and make the adjustment.

Are there any questions about the discussion process?

Permission to tape

We will be recording the session today in addition to taking handwritten notes because we do not want to miss any of your comments. Later, I will use the tape recording and my notes to write a report for the folks who will write the informational materials.

We will be on a first name basis during the discussion. Later on when I review the tape I will take out the names. Once I am finished writing up this discussion I will destroy the tape. I will maintain your confidentiality. No one will know that an individual comment or story came from you personally.

If anyone wishes not to be audio-taped you are free to leave now. You may take your gift card as a thank-you for taking the time to come out here today, no explanation is necessary. This process is completely voluntary.

Is it ok to record now?

(If anyone objects to being recorded thank them for their time and willingness to come out. Let them know that there are other opportunities to participate in the program that would not require audio-taping and invite them to contact the EC if they are interested in any of these. Also make sure they have a copy of the AHRQ information sheet which includes web address and clearinghouse contact information.)

Our session will last about an hour. Let's begin.

Introduction Question (10min)

- We'll start by going around the table one at a time. Tell us your **name** and how long you have had osteoarthritis. Would anyone like to start or should I call on someone?

(If no one volunteers the facilitator will call on someone to start. If necessary, the facilitator can continue this process until all have been introduced.)

Topic one – Experience with pain medicine

- I would like to shift the conversation now to pain medicines. We would like to hear about your experiences with taking pain medicine for osteoarthritis pain. So would anyone like to begin? Just tell us what you take now, what you've taken in the past?
Probe: What has worked or not worked for you in terms of controlling your pain? How well is it working on a scale of 0 to 10?

(If no one volunteers to speak the facilitator will call on someone to begin the discussion. If necessary the facilitator can continue this process until all have spoken on the topic.)

Topic two – Decision making

- That was great. Thank you for sharing all of that information. Now we are going to move on to another topic. We are interested in hearing how you go about deciding what medicines to take. So if someone wouldn't mind starting, just tell us how you choose a pain medicine? Who did you ask for advice if anyone?
Probe: Where do you go to look for information on medicines?
Probe: Did you talk with your doctor or friends and family? How did that go?

Probe: Is anybody looking to change medicine? If yes, how will you go about making a decision?

(If no one volunteers to speak the facilitator will call on someone to begin the discussion. If necessary the facilitator can continue this process until all have spoken on the topic.)

Topic three – Safety and effectiveness

- Well, that was very interesting. It sounds like everyone has spent a good deal of time thinking about these matters. Now we would like to ask about concerns people may have. Does anyone have specific or general worries about the side effects of pain medicine? Are you concerned about serious problems that might occur as a result of the pain medications you take? Would anyone like to begin?
Probe: What about how well your medications work? Does anyone have concerns that the medicine they are taking doesn't really help very much?

(If no one volunteers to speak the facilitator will call on someone to begin the discussion. If necessary the facilitator can continue this process until all have spoken on the topic.)

Topic four – The most important factor

- That was great. Thank you for sharing your concerns. There certainly is plenty to consider when choosing medicine. Let's brainstorm for a few minutes now. Let's imagine that a dear friend has come to you and asked you to share your wisdom and experience with her. She is going to see her doctor next week and she wants to talk to him about her osteoarthritis pain. She wants your advice about choosing pain medicine so that she can discuss it with her doctor. Tell us what the most important factors are that you would have her consider when choosing a pain medicine.

(If no one volunteers to speak the facilitator will call on someone to begin the discussion. If necessary the facilitator can continue this process until all have spoken on the topic.)

Topic five – Evaluating information

(Drawing upon specific factors that come up during the brainstorm task, ask participants where they would go or have gone already to find information that would help them evaluate different options that they are considering.)

- IF safety and effectiveness are mentioned during the brainstorm – ask if anyone ever looked for or received information about the effectiveness and safety of drugs.
Probe: Where did you get the information?
Probe: How useful was it?
Probe: What role did the information play in your decision to take a particular medication?
Probe: What did you like about how the information was presented? What did you dislike?
- IF safety and effectiveness are NOT mentioned during the brainstorm – ask participants why these factors did not come up.

(If no one volunteers to speak the facilitator will call on someone to begin the discussion. If necessary the facilitator can continue this process until all have spoken on the topic.)

Topic six – SCENARIO:

- Now we are going to do some more imaginary games. Let's say an agency of the federal government just finished an extensive review of all the studies comparing the safety and effectiveness of different medications for treating pain caused by osteoarthritis. The results are being summarized into a 2-page document that will be given to every person in the United States over the age of 45. Your copy just arrived in the mail! Tell me:
 - What information do:
 - 1) you expect to see on it;
 - 2) hope is included;
 - 3) wouldn't care if it was there or not?
 - What MUST be on those 2 pages to assure you that the information is accurate?
 - What MUST be on those 2 pages for you read it at all?
 - What would be the most likely reason for you to toss the pages into the recycling without even glancing at the content?

(If no one volunteers to speak the facilitator will call on someone to begin the discussion. If necessary the facilitator can continue this process until all have spoken on the topic.)

Topic seven – Information sources

- Okay, we are almost done here. I just have a couple more questions. If you read in the newspaper or heard on the TV that you could visit a website to get the imaginary 2 page summary we were just talking about, tell me, what do you think would be the best way to make information like this available to the public?

Probe: How likely would you be to go on the internet to get it?

Probe: Who or what are the sources you trust the most to provide health information? How about the least trustworthy?

Probe: What advice do you have for an organization that wants to establish consumer confidence and trust?

Closing

Thank you so much for coming out today to talk with us. Your time and thoughtfulness are greatly appreciated.

Consumers – Customer Survey – in - person

Introduction and Purpose

Thank you so much for agreeing to participate in this interview today. I am going to start with a brief introduction and then I will show you some sample materials. I will give you a chance to ask questions before we begin the interview.

My name is _____ and I work with The Eisenberg Center (EC) at the Oregon Health and Science University in Portland, Oregon. We develop healthcare information materials for a Federal government Agency called the Agency for Healthcare Research and Quality (AHRQ). It's part of the Federal Department of Health and Human Services. The Effective Health Care Program is about making scientific research available to doctors, nurses, health program officials and the general public.

Our job at the Eisenberg Center is to turn scientific evidence into information for people who have to make decisions about healthcare treatments. We want to know how well the materials we have developed are working for the people they were written for. One way that we do that is to talk with healthcare consumers like you.

You should know that I did not write these brochures so you won't hurt my feelings with anything that you say. Your comments will be held confidential. Please understand that this is not a test. There are no right or wrong answers. We just want to understand how well we are doing in our attempts to share information with consumers.

Do you have any questions about the EC or AHRQ or the Effective Health Care Program?

Do you have any other questions for me before we get started?

Dissemination questions for consumers

- Have you ever heard of the AHRQ's Effective Health Care Program?
- Have you seen The Consumers Guide for Choosing Pain Medications?
- Where did you hear about/ find the guide?

Perceived utility questions for consumers

- Overall, what is your general impression of the Guide?
- How well did the guide help you to understand the risks and the benefits of the pain medication options? To understand the costs associated with the pain medication options?
- Did the guide help you to understand more about your osteoarthritis?
- How well did the guide help you to understand the factors that you should consider in choosing a pain medication?
- How well did the guide help you to weigh both the risks and the benefits in your choice of medication?

- How helpful was the guide in helping you find an option that fit your priorities and values?
- How helpful was the guide in helping you to make a decision about your pain medication?
- How useful was the guide for helping you to know what questions to ask when you discussed pain medication with your doctor?
- How satisfied have you been in your choice of a pain medication?

That is all I have for the interview. Do you have any other comments you would like to add?

Thank you again for taking the time to talk with me today. Your feedback is valuable and we appreciate your willingness to participate.

DRAFT
Needs Assessment Interview Guide

Introduction and Purpose

Thank you so much for agreeing to participate in this interview today.

My name is <Interviewer name> and I'm a researcher with the John M. Eisenberg Clinical Decisions and Communications Science Center. The Eisenberg Center is based at the Oregon Health and Science University in Portland Oregon and is funded by the Agency for Healthcare Research and Quality.

The purpose of this needs assessment is to gather information to assist the development of information products derived from AHRQ comparative effectiveness reports like the sample you got by email. Our goal will be to understand how best, for each audience, to deliver information that optimizes the trade-offs among comprehensiveness, usability and evaluability.

Please feel free to speak frankly. We will keep your responses private and will not attribute quotes to you individually. I'll be taking detailed notes but will not be recording the interview today. You do not have to answer any questions you do not want to. You do not have to give an explanation why you do not want to answer a question. Do you have any questions of me before we start?

Date of Interview	
Duration of Interview	
Interviewer	
Organization Name	
Audience Type	<ul style="list-style-type: none">• Consumer• Clinician• Payer• Policymaker
Interviewee name, phone, email	
Role of Interviewee in Organization	
Profession of Interviewee	
Is Interviewee involved in patient care, describe	
Advised that	<ul style="list-style-type: none">• Yes

responses are confidential	<ul style="list-style-type: none"> • No
Name of sample evidence report reviewed In most cases they will receive obesity or GERD	<ul style="list-style-type: none"> • Number 38 Cancer Pain (web version only) • Number 44 Management of Chronic Asthma • Number 65: Management of Neonatal Hyperbilirubinemia • Number 68: Diagnosis and Treatment of Deep Venous Thrombosis and Pulmonary Embolism • Number 71: Vaginal Birth After Cesarean (VBAC) • Number 82: Pharmacologic Management of Heart Failure and Left Ventricular Systolic Dysfunction: Effect in Female, Black, and Diabetic Patients, and Cost-Effectiveness • Number 86: Total Knee Replacement • Number 103: Pharmacological and Surgical Treatment of Obesity • Managing Obesity: A Clinician’s Guide • Number 120: Management of Menopause-Related Symptoms • Number 127: Acute Stroke: Evaluation and Treatment • Consumer Summary: Gastroesophageal Reflux Disease (GERD)
Organization Role re Evidence Reports, Info to Compare Treatments	
Organization Questions	
Q1. Before receiving the attached sample comparative effectiveness report, had you ever seen this report or an evidence report like it? If so, has your organization shared this kind of report with members? What sort of dissemination works well?	
Q2 What do you think of the way the piece looks?	

<p>Would you be able to distribute this piece as is?</p> <p>Would you be able to use the content to create an information piece for your members?</p> <p>How could the format be improved?</p>	
<p>Q.3 What can you tell us about what you have learned in your efforts to present this type of information to your members?</p>	
<p>Q.4 What can you tell us about useful media for this kind of report?</p> <p>Do your constituents use written materials, websites, other formats for this sort of information?</p>	
<p>Q.5 Do you know of good models for presenting comparative effectiveness information to consumers, clinicians or policymakers?</p>	
<p>As Potential User of Info Products</p>	

<p>Q.6 Is the overall design appealing? Does the layout and design assist understanding?</p> <p>What about the length – is it too short, too long, just right?</p> <p>What do you think about the level of detail?</p>	
<p>Q.7 How clearly are the main ideas presented?</p> <p>Is the language of the report used in a way that is familiar to and comfortable to you?</p>	
<p>Q.8 How well does the report increase knowledge about the risks and benefits of treatment options?</p>	
<p>Q. 9 Are the results presented in a way that assists making decisions?</p> <p>How could this be improved?</p>	
<p>General questions</p>	
<p>Q.10 Have you visited the AHRQ Effective Health Care website http://effectivehealthcare.ahrq.gov/aboutUs/index.cfm</p>	

<p>If so, what did you think about the content? Format?</p> <p>Is the load time appropriate for your members/constituents?</p>	
<p>Q.11 What do you see as the strengths of this comparative effectiveness report?</p>	
<p>Q.12 What three things could be done to improve the usefulness?</p>	
<p>Q.13 Do you have any additional information or advice for us?</p>	
<p>Possible Collaboration</p>	
<p>Q.14 Would you/your organization be interested in collaborating with the Eisenberg Center to:</p>	<ul style="list-style-type: none"> • review draft information products • help us recruit endusers to test materials, • distribute information products • review website content • other (describe)
<p>Thank you</p>	<ul style="list-style-type: none"> • Thank you so much for your time • Would you like a copy of the needs assessment when we are finished?

