

DRAFT
Moderator's Guide

I. Introduction of Moderator

- A. Independent consultant hired to moderate these discussions
- B. No vested interest in receiving any particular point of view

II. Ground Rules

- A. You have been asked here to offer your views and opinions; everyone's participation is important
- B. Audio/observers
- C. Speak one at a time
- D. No side conversations
- E. No right or wrong answers
- F. It's OK to be critical. If you dislike something or disagree with something that's said, I want to hear about it.
- G. All answers will be kept private to the extent provided by law, so feel free to speak your mind.

III. Brief Explanation of the Focus Group Purpose/Introduction of Topic

We have brought you here today because you all share the experience of having a child or children with Attention Deficit Disorder or Attention Deficit Hyperactivity Disorder, ADD or ADHD. We are interested in your unique experiences on this journey, as it relates to your family life, your experiences with doctors, nurses, and other healthcare providers, and your experiences regarding treatment options. There are no right or wrong answers so please feel free to speak your mind. It is okay if there is disagreement—that will provide us with important information too.

IV. Participant Introductions

To begin, I'd like to have you go around the table and introduce yourselves. Please give me:

- a. your first name only
- b. tell us a bit about your children briefly
- c. hobbies

V. Preliminary Questions

1. How did you first become aware of Attention Deficit Hyperactivity Disorder? Please keep in mind that we have nine people to hear from, so please keep it brief and please do

not be offended if I stop you early.

- a. Who (or what) suggested it might be a disorder?
 - a. Please describe who was involved in this discussion (e.g., doctor, friends, school, church members, etc.)
 - b. Where did you go for additional information?
 - b. How did you react and what did you do when you first learned about ADHD?
2. What have you learned in your time dealing with this disease?
- a. What do you wish you had known in the beginning?
 - b. What would you tell someone who is newly dealing with this disease?

VI. Treatment

1. Tell me about your child or children with ADHD. At what age was he or she diagnosed?
2. Are you currently treating your child's ADHD and if so, how?
3. What other treatments have you tried?
4. What is your experience with prescription drug treatments for ADHD?

a. Doctor/Patient Interaction

-Please describe who was involved in your healthcare discussion (e.g., doctor, nurse, pharmacist)

-How do you feel about the way the treatment options were presented?

-What do you wish you could tell your doctor now?

-Do you feel that you are an equal partner in your child's treatment? Why or why not?

-When you meet with your doctor, what resources or information have you brought with you to make the meeting go more smoothly?

b. Drug Promotion

-Have you ever seen advertising for prescription drugs for ADHD?

-For what products?

-Where have you seen this advertising? (e.g., TV, magazines, internet, mail handouts)

-What do you think of the prescription drug treatments for ADHD?

-What do you think of the advertising for these treatments?

-Have you ever taken an action after seeing an advertisement for an ADHD drug? If so, please describe.

-Have you ever talked to your doctor about an ADHD drug advertised on TV, online, or in a magazine? If so, please describe.

-Have you ever thought of switching medicines or actually switched? Please describe.

VII. Ad Exercise

Show participants DTC advertisement(s) for ADHD for children.

1. What is the main message in this ad?
2. What do you think would happen if your child took the drug advertised in this ad?
- What in the ad makes you think that?
3. What actions would you take, if any, after seeing this ad?
4. Is this ad similar to other ads you've seen for ADHD treatments? How or why not?

VIII. False Close

Moderator checks with observers to see if they have additional questions or clarifications.

IX. Close

Thank you for spending your time with us tonight. Your comments are very helpful.