

Script for needs assessment recruitment phone calls

Hi. My name is [insert caller name], I am calling from RTI International. We are working with the Agency for Healthcare Research and Quality to provide technical assistance to Medicaid and SCHIP agencies planning or implementing Health Information Technology and Health Information Exchange initiatives.

Who would be the best person at the agency to talk to about any Health IT or Health Information exchange projects that the agency is participating in?

→ Take the name and contact information, then thank them for their time and **end the call**.

→ **If** respondent indicates that he or she is the right person, then **continue with script**:

Great!

As I mentioned, the Agency for Healthcare Research and Quality (AHRQ), is conducting a project to provide a wide range of technical assistance, resources, and tools to assist state Medicaid and SCHIP agencies in implementing Health IT and Health Information Exchange.

The primary goal of the project is to provide both broad-based and targeted technical assistance, focusing on common areas of need identified from interviews with representatives from Medicaid and SCHIP agencies nationwide.

The first step is to conduct a needs assessment with each state in July and August of 2008 to identify and prioritize areas of need for technical assistance.

You can choose to participate in the needs assessment by phone or by planning a site visit from RTI personnel. During the needs assessment, we will be talking with you about the goals you hope to achieve by implementing health IT and some of the challenges you have faced and lessons learned from your experience to date. We will use all of the information collected to develop a program of technical assistance that will be open to representatives of all Medicaid and SCHIP agencies nationwide.

Do you think your agency would be interested in participating?

→ If **yes**, then schedule site visit or telephone interview.

→ If **no**, ask why? Address any concerns.

→ If **still no**, ask: Is there something we could do that would make it easier for you?

If **still no**, thank them for their time, and provide a call-back number and email address incase they change their mind.