

## **Attachment A1. DRAFT Screener: Healthcare Consumers**

### **Target Population:**

**Group A** - Consumers who have had a hospital stay within the past 6 months

**Group B** - Consumers who anticipate a hospital stay within the next 6 months

### *Recruitment Criteria:*

- Ages 40-70
- All participants should regularly use the Internet (at least four times per week)
- Exclude individuals who currently work or previously worked in the health care industry or who have an immediate family member who is currently working in the health care industry.
- Exclude individuals who are current or former employees of the Social Security Administration or the Department of Health and Human Services or one of its related agencies (such as the Centers for Medicare & Medicaid Services, the Health Care Financing Administration, the Agency for Healthcare Research and Quality, the Centers for Disease Control, the Food and Drug Administration)
- Exclude individuals who have participated in a health or health insurance related IDI or focus group within the past year and/or who have participated in an IDI or focus group within the past 6 months.

### **Recruitment Mix:**

- Recruit approximately 50% female and 50% male
- Recruit a mix of race/ethnicity (Caucasian vs. Non-Caucasian)
- Recruit a mix of education level (less than high school, high school graduate/GED, some college, college graduate, post graduate). No more than 8 recruits of the 12 should have education higher than a high-school diploma. (i.e. Some College/Associates, Bachelors, or higher.)

## INTRODUCTION

Hello, my name is \_\_\_\_\_ from \_\_\_\_\_, a local research firm here in the \_\_\_\_\_ area. We are working with L&M Policy Research on a project about health care.

*If needed:* If recruit asks about L&M Policy Research, please say the following: “L&M Policy Research is a company with headquarters in Washington, D.C that conducts research on many different healthcare issues.”

I’m calling today about a project that we are doing about the quality of certain hospital services for the Centers for Medicare & Medicaid Services, the federal government agency that runs Medicare. For this study we’d like your help figuring out the clearest way to tell people about this hospital information. If you are interested in helping with the project and you meet its requirements, we will invite you to come for an interview on [TBD]. It would take about 90 minutes of your time, and we would pay you [\$XX] at the end of the interview. May I ask you a few questions to see if you qualify to participate? *If yes, continue to #1. If no, thank and end.*

*If needed:* Since we need to include people who are a mix of different backgrounds and experiences, there are some requirements that I have to check on for all of the people that we bring in to participate. I need to ask you a few questions to see if you meet the requirements for participating in the discussion.

- 1. Are you currently working or have you ever worked in the health care industry?** (e.g., working for a hospital, nursing home, pharmacy, home health agency, medical office, clinic, diagnostic imaging center, health plan, HMO, health insurance company, or pharmaceutical company)

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

- 2. Is an immediate family member currently working in the health care industry?** (e.g., working for a hospital, nursing home, pharmacy, home health agency, medical office, clinic, diagnostic imaging center, health plan, HMO, health insurance company, or pharmaceutical company)

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

**3. Are you currently or have you ever been employed by the Social Security Administration or the Department of Health and Human Services or one of its related agencies, such as the Centers for Medicare & Medicaid Services, the Health Care Financing Administration, the Agency for Healthcare Research and Quality, the Centers for Disease Control, or the Food and Drug Administration?**

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

**4. Have you been paid to participate in an interview, focus group, or other group or individual discussion in the past 6 months?**

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

**5. Have you been paid to participate in a health or health insurance related interview, focus group, or other individual or group discussion in the past year?**

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

**6. Which category best describes your age? {Read list below.} {RECRUIT MIX}**

\_\_\_ 39 or younger → *Thank and end call*

\_\_\_ 40 – 49 → *Continue*

\_\_\_ 50 – 59 → *Continue*

\_\_\_ 60 – 70 → *Continue*

\_\_\_ 71 or older → *Thank and end call*

**7. Have you visited Web sites on the Internet?**

\_\_\_ YES → *Continue*

\_\_\_ NO → *Thank and end call*

**8. How often do you use the Internet for things other than for checking e-mail (e.g., for things such as checking news, online shopping, or searching for information)?**

- \_\_\_ At least once per day → *Continue*
- \_\_\_ At least four times per week → *Continue*
- \_\_\_ About twice per week → *Continue*
- \_\_\_ About once per week → *Thank and end call*
- \_\_\_ Twice per month or less frequently → *Thank and end call*

**9. If you were looking to make a major purchase (i.e. shopping for a car, a computer, or any other major purchase), which of the following sources would you use for researching and comparing items before purchasing? {Read EVERY item and check ALL that apply.}**

- \_\_\_ Friends and family → *Continue*
- \_\_\_ Trade magazines or literature (Car and Driver, Consumer Reports, etc.) → *Continue*
- \_\_\_ Internet (blue book, AAA) → *Continue*
- \_\_\_ Other → *Continue*

**10. If you were looking for information to find a hospital for a planned health care service or procedure, which of the following sources would you use? {Read EVERY item and check ALL that apply.}**

- \_\_\_ Friends and family → *Continue*
- \_\_\_ Magazines or other literature (US News & World Report, etc.) → *Continue*
- \_\_\_ Internet (hospital websites) → *Continue*
- \_\_\_ Other → *Continue*

**11. Have you been admitted to a hospital in the last 6 months?**

- \_\_\_ Yes → *Continue (Recruit for Group A)*
- \_\_\_ No → *Continue/skip to12*

**12. Do you anticipate being admitted to a hospital in the next 6 months?**

- \_\_\_ Yes → *Continue (Recruit for Group B)*
- \_\_\_ No → *Thank and end call*

**I have a few more questions about your background. Again, this information will enable us to make sure we have a broad mix of people participating in the interviews. If you feel**

uncomfortable answering any of these questions, please let me know and we'll go on to the next question.

**13. Gender.** {Confirm if needed.}

\_\_\_ MALE → Continue {RECRUIT ~50%}

\_\_\_ FEMALE → Continue {RECRUIT ~50%}

**14. What is the last or highest grade that you finished in school?** {Do not read options.}  
{RECRUIT MIX }

\_\_\_ Less than high school degree → Continue

\_\_\_ High school degree or GED → Continue

\_\_\_ Some college or two year degree → Continue

\_\_\_ College graduate/4-year college degree → Continue

\_\_\_ More than 4-year college degree → Continue

**15. Are you of Hispanic or Latino origin or descent?**

\_\_\_ Yes, Hispanic or Latino → Continue

\_\_\_ No, not Hispanic or Latino → Continue

**16. Are you White?**

\_\_\_ Yes, White

\_\_\_ No, Not White → Continue

**17. Are you Black or African-American?**

\_\_\_ Yes, Black or African-American → Continue

\_\_\_ No, not Black or African-American → Continue

**18. Are you Asian?**

\_\_\_ Yes, Asian → Continue

\_\_\_ No, not Asian → Continue

**19. Are you Native Hawaiian or Other Pacific Islander?**

\_\_\_\_ Yes, Native Hawaiian or Other Pacific Islander → *Continue*

\_\_\_\_ No, not Native Hawaiian or Other Pacific Islander → *Continue*

**20. Are you American Indian or Alaska Native?**

\_\_\_\_ Yes, American Indian or Alaska Native → *Continue*

\_\_\_\_ No, not American Indian or Alaska Native → *Continue*

**CONTINUE TO INVITATION BELOW**

**INVITATION:**

Thank you for answering all of my questions. We would like to invite you to participate in the study that will take place on \_\_\_\_\_ located in \_\_\_\_\_. The interview will last about 90 minutes. As a thank you for your participation, you will be paid \$XX.

Are you willing to participate?      Yes\_\_\_\_(CONTINUE)    No\_\_\_\_(THANK/END)

***[Schedule date and time]***

Now, let me just verify the spelling of your name and your address, so we can send you a confirmation letter with directions. (RECORD RESPONDENT'S INFORMATION)

Name:\_\_\_\_\_Telephone:\_\_\_\_\_

Email:\_\_\_\_\_

Address:\_\_\_\_\_

City, State:\_\_\_\_\_Zip:\_\_\_\_\_

***[IF EMAIL PROVIDED:]*** Would you rather receive a reminder by email or regular mail?

Email

Regular mail

As I mentioned during our conversation, you will be asked to read and discuss some materials during the interview. So if you use reading glasses or assistive hearing devices, please remember to bring them with you.

If you have any questions or find that you can't attend, please call us right away at \_\_\_\_\_ so that we can find a replacement. Thank you for your time and for agreeing to help.

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## Attachment A2. DRAFT Screener: Caregivers

### Target Population:

**Group A** – Care for someone who has had a hospital stay within the past 6 months

**Group B** – Care for someone who anticipates a hospital stay within the past 6 months

### Recruitment Criteria:

- All participants should regularly use the Internet (at least four times per week)
- Exclude individuals who currently work or previously worked in the health care industry or who have an immediate family member who is currently working in the health care industry.
- Exclude individuals who are current or former employees of the Social Security Administration or the Department of Health and Human Services or one of its related agencies (such as the Centers for Medicare & Medicaid Services, the Health Care Financing Administration, the Agency for Healthcare Research and Quality, the Centers for Disease Control, the Food and Drug Administration).
- Exclude individuals who have participated in a health or health insurance related IDI or focus group within the past year and/or who have participated in an IDI or focus group within the past 6 months.

### Recruitment Mix:

- Recruit approximately 50% female and 50% male
- Recruit a mix of race/ethnicity (Caucasian vs. Non-Caucasian)
- Recruit a mix of ages, between 18 and 70.
- Recruit a mix of education level (less than high school, high school graduate/GED, some college, college graduate, post graduate). No more than 6 recruits of the 10 should have education higher than a high-school diploma. (i.e. Some College/Associates, Bachelors, or higher.)





## INTRODUCTION

Hello, my name is \_\_\_\_\_ from \_\_\_\_\_, a local research firm here in the \_\_\_\_\_ area. We are working with L&M Policy Research on a project about health care.

*If needed:* If recruit asks about L&M Policy Research, please say the following: “L&M Policy Research is a company with headquarters in Washington, D.C that conducts research on many different healthcare issues.”

I’m calling today about a project that we are doing about the quality of certain hospital services for the Centers for Medicare & Medicaid Services, the federal government agency that runs Medicare. For this study we’d like your help figuring out the clearest way to tell people about this hospital information. If you are interested in helping with the project and you meet its requirements, we will invite you to come for an interview on [XX]. It would take about 90 minutes of your time, and we would pay you XX at the end of the interview. May I ask you a few questions to see if you qualify to participate? *If yes, continue to #1. If no, thank and end.*

*If needed:* Since we need to include people who are a mix of different backgrounds and experiences, there are some requirements that I have to check on for all of the people that we bring in to participate. I need to ask you a few questions to see if you meet the requirements for participating in the discussion.

**1. Are you a primary caregiver to a family member who is elderly or disabled?**

\_\_\_ YES → *Continue*

\_\_\_ NO → *Thank and end call*

**2. Are you currently working or have you ever worked in the health care industry?** (e.g., working for a hospital, nursing home, pharmacy, home health agency, medical office, clinic, diagnostic imaging center, health plan, HMO, health insurance company, or pharmaceutical company)

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

**3. Is an immediate family member currently working in the health care industry?** (e.g., working for a hospital, nursing home, pharmacy, home health agency, medical office, clinic, diagnostic imaging center, health plan, HMO, health insurance company, or pharmaceutical company)

\_\_\_ YES → *Thank and end call*



\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

- 4. Are you currently or have you ever been employed by the Social Security Administration or the Department of Health and Human Services or one of its related agencies, such as the Centers for Medicare & Medicaid Services, the Health Care Financing Administration, the Agency for Healthcare Research and Quality, the Centers for Disease Control, or the Food and Drug Administration?**

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

- 5. Have you been paid to participate in an interview, focus group, or other group or individual discussion in the past 6 months?**

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

- 6. Have you been paid to participate in a health or health insurance related interview, focus group, or other group or individual discussion in the past year?**

\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

- 7. Which category best describes your age? {Read list below.} {RECRUIT MIX}**

\_\_\_ 17 or under → *Thank and end call*

\_\_\_ 18 to 49 → *Continue*

\_\_\_ 50 to 70 → *Continue*

\_\_\_ 71 or older → *Thank and end call*

- 8. Have you visited Web sites on the Internet?**

\_\_\_ YES → *Continue*



\_\_\_ NO → *Thank and end call*

**9. How often do you use the Internet for things other than for checking e-mail (e.g., for things such as checking news, online shopping, or searching for information)?**

\_\_\_ At least once per day → *Continue*

\_\_\_ At least four times per week → *Continue*

\_\_\_ About twice per week → *Continue {RECRUIT NO MORE THAN 2}*

\_\_\_ About once per week → *Thank and end call*

\_\_\_ Twice per month or less frequently → *Thank and end call*

**10. If you were looking to make a major purchase (i.e. shopping for a car, a computer or any other major purchase), which of the following sources would you use for researching and comparing items before purchasing? {Read EVERY item and check ALL that apply. All of the participants must indicate that they would use the Internet to search for information.}**

\_\_\_ Friends and family → *Continue*

\_\_\_ Trade magazines or literature (Car and Driver, Consumer Reports, etc.) → *Continue*

\_\_\_ Internet (blue book, AAA) → *{MUST indicate Internet as a choice to qualify}*

\_\_\_ Other → *Continue*

**11. If you were looking for information to find a hospital for a planned health care service or procedure for the person you care for, which of the following sources would you use? {Read EVERY item and check ALL that apply.}**

\_\_\_ Friends and family → *Continue*

\_\_\_ Magazines or other literature (US News & World Report, etc.) → *Continue*

\_\_\_ Internet (hospital websites) → *Continue*

\_\_\_ Other → *Continue*

**12. I am going to read a list of some different ways people help take care of family members. Please tell me whether each applies to you. {Read EVERY item and check ALL that apply. Must have item in blue to qualify.}**

\_\_\_ Taking my family member to doctor's appointments → *Continue*

\_\_\_ Talking with my family member's doctor about their medical conditions or treatment → *Continue*



\_\_\_ Helping my family member select a doctor, clinic, or hospital → *Continue, MUST HAVE THIS TO QUALIFY*

\_\_\_ Managing my family member's health insurance paperwork (e.g, reviewing plan materials or medical bills for my family member) → *Continue*

\_\_\_ Providing day-to-day care for my family member, such as providing meals or assistance with bathing or toileting → *Continue*

**13. Has the person you care for ever been admitted to a hospital?**

\_\_\_ Yes → *Continue {Recruit for Group A}*

\_\_\_ No → *Continue to 14*

**14. Does the person you care for anticipate being admitted to a hospital over the next 6 months?**

\_\_\_ Yes → *Continue {Recruit for Group B}*

\_\_\_ NO → *Thank and end call*

**I have a few more questions about your background. Again, this information will enable us to make sure we have a broad mix of people participating in the interviews. If you feel uncomfortable answering any of these questions, please let me know and we'll go on to the next question.**

**15. Gender.** *{Confirm if needed.}*

\_\_\_ MALE → *Continue {RECRUIT ~50%}*

\_\_\_ FEMALE → *Continue {RECRUIT ~50%}*

**16. What is the last or highest grade that you finished in school?** *{Do not read options.} {RECRUIT MIX BUT NO MORE THAN 6 PARTICIPANTS WITH "SOME COLLEGE" OR ABOVE}*

\_\_\_ Less than high school degree → *Continue*

\_\_\_ High school degree or GED → *Continue*

\_\_\_ Some college or two year degree → *Continue*

\_\_\_ College graduate/4-year college degree → *Continue*

\_\_\_ More than 4-year college degree → *Continue*



**17. Are you of Hispanic or Latino origin or descent?**

- \_\_\_ Yes, Hispanic or Latino → *Continue*
- \_\_\_ No, not Hispanic or Latino → *Continue*

**18. What is your race? Are you... Read options.**

- \_\_\_ White → *Continue*
- \_\_\_ Black or African American → *Continue*
- \_\_\_ Asian → *Continue*
- \_\_\_ Native Hawaiian or other Pacific Islander → *Continue*
- \_\_\_ Native American or Alaskan Indian or Alaskan Native → *Continue*
- \_\_\_ Other (*Write response: \_\_\_\_\_*) → *Continue*

**CONTINUE TO INVITATION BELOW**

**INVITATION:**

Thank you for answering all of my questions. We would like to invite you to participate in the study that will take place on \_\_\_\_\_ located in \_\_\_\_\_. The interview will last about 90 minutes. As a thank you for your participation, you will be paid \$XX.

Are you willing to participate?      Yes\_\_\_(CONTINUE)    No\_\_\_(THANK/END)

***[Schedule date and time]***

Now, let me just verify the spelling of your name and your address, so we can send you a confirmation letter with directions. (RECORD RESPONDENT'S INFORMATION)

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_



*[IF EMAIL PROVIDED:]* Would you rather receive a reminder by email or regular mail?

- Email
- Regular mail

As I mentioned during our conversation, you will be asked to read and discuss some materials during the interview. So if you use reading glasses or assistive hearing devices, please remember to bring them with you.

If you have any questions or find that you can't attend, please call us right away at \_\_\_\_\_ so that we can find a replacement. Thank you for your time and for agreeing to help.

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## Attachment A3. DRAFT Screener: Clinicians

### Target Population:

- Group A - Primary Care Providers
- Group B - Hospital Internists
- Group C - Surgeons (to comprise at least 50% of the total number recruited)

### Recruitment Criteria:

- Exclude individuals who are current or former employees of the Social Security Administration or the Department of Health and Human Services or one of its related agencies (such as the Centers for Medicare & Medicaid Services, the Health Care Financing Administration, the Agency for Healthcare Research and Quality, the Centers for Disease Control, the Food and Drug Administration).
- Exclude individuals who have participated in a health or health insurance related IDI or focus group within the past year and/or who have participated in an IDI or focus group within the past 6 months.

### INTRODUCTION:

Hello, my name is \_\_\_\_\_ from \_\_\_\_\_, a local research firm here in the \_\_\_\_\_ area. We are working with L&M Policy Research on a project about health care.

*If needed:* If recruit asks about L&M Policy Research, please say the following: “L&M Policy Research is company with headquarters in Washington, D.C that conducts research on many different health issues.”

I’m calling today about a project that we are doing for the Centers for Medicare & Medicaid Services, the federal agency that runs Medicare, about adding new patient safety measures as part of the government’s *Hospital Compare* website. I’m calling to find out if you would be available to review these new measures and share your expertise and opinions on how best to present the information. If you are interested in helping, we will invite you to come for an interview on \_\_\_\_\_. It would take about 60 minutes of your time, and we would pay you \$XX at the end of the interview. May I ask you a few questions to see if you qualify to participate? *If yes, continue to #1. If no, thank and end.*

### 1. Are you a hospital internist?

\_\_\_\_ YES → *Continue to Question 3*

\_\_\_\_ NO → *Continue to Question 2*



**2. What type of medicine do you practice?**

Primary care, internal medicine, or family medicine → *Continue to Question 3*

Surgery → *Continue to Question 3*

Other → *Thank and end call*

**3. Do you treat mostly adult patients (at least 50% of patients are 18 or older)?**

YES → *Continue*

NO → *Thank and end call*

**4. Do you currently serve on a hospital QI (quality improvement) committee?**

YES → *Thank and end call*

NO → *Continue*

**5. Are you currently or have you ever been employed by the Social Security Administration or the Department of Health and Human Services or one of its related agencies, such as the Centers for Medicare & Medicaid Services, the Health Care Financing Administration, the Agency for Healthcare Research and Quality, the Centers for Disease Control, or the Food and Drug Administration?**

YES → *Thank and end call*

NO → *Continue*

**6. Have you participated in a health or health insurance related interview, focus group, or other group discussion in the past year?**

YES → *Thank and end call*

NO → *Continue*

NOT SURE → *Thank and end call*

**7. Have you participated in any other interview, focus group, or group discussion in the past 6 months?**





\_\_\_ YES → *Thank and end call*

\_\_\_ NO → *Continue*

\_\_\_ NOT SURE → *Thank and end call*

**CONTINUE TO INVITATION:**

Thank you for answering all of my questions. We would like to invite you to participate in the study that will take place on [XX]\_ at \_\_\_\_\_ located in \_\_\_\_\_ . The interview will last about 60 minutes. As a thank you for your participation, you will be paid \$\_\_\_.

Are you willing to participate?      Yes\_\_\_(CONTINUE)    No\_\_\_(THANK/END)

***[Schedule date and time]***

Now, let me just verify the spelling of your name and your address, so we can send you a confirmation letter with directions. (RECORD RESPONDENT'S INFORMATION)

Name:\_\_\_\_\_Telephone:\_\_\_\_\_

Email:\_\_\_\_\_

Address:\_\_\_\_\_

City, State:\_\_\_\_\_ Zip:\_\_\_\_\_

*[IF EMAIL PROVIDED:]* Would you rather receive a reminder by email or regular mail?

Email

Regular mail

And if you use reading glasses, please remember to bring them with you.

If you have any questions or find that you can't attend, please call us right away at \_\_\_\_\_ so that we can find a replacement. Thank you for your time and for agreeing to help.