

ATTACHMENT B
National Initiative for the Promotion of Evidence-Based Health Information
Health Professionals Awareness Campaign Concept Testing
Focus Group Moderator Guide
FINAL 2.27.2012

I. Welcome (2 minutes)

Thank you for coming today. Your participation is very important. I'm _____ and I'm from RTI International, a non-profit research organization. The purpose of this focus group discussion is to hear your views and opinions about some information that is under development for health care providers who make treatment decisions and educate patients. Your insights are very important to us and your time today is appreciated. We will have about 90 minutes for our discussion.

Before we begin, I want to review a few ground rules for our discussion.

- Most importantly, there are no 'right or wrong' answers. I want to know your opinions and what you think about what we will be looking at. I didn't write them and I don't work for the people who did, so please, don't hold back from giving me your honest opinions.
- You have probably noticed the microphones in the room. They are here because we are audio taping. I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will listen to the tape when writing the report.
- Behind me is a one-way mirror. Some of the people working on this project are observing this discussion behind the mirror so that they can hear your opinions directly from you and take notes so that your opinions are accurately captured. However, your identity and anything you say about your personal situation will remain confidential to the extent permitted by law. Your name, address, and phone number, which only the recruiter knows, will not be given to anyone and no one will contact you after this interview is over.
- If at any time you are uncomfortable with my questions, you can choose not to answer. Simply let me know that you prefer not to answer.

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- Please turn your cell phone to vibrate or silent mode. If you need to go to the restroom during the discussion, please feel free to leave, but please return as soon as possible.

Do you have any questions before we begin?

II. Warm-up (5 minutes)

Before we begin our discussion, let's spend a little time getting to know one another. Please tell me your first name, what type of health care setting in which you work (I don't need to know the name), and one or two of your favorite online resources you use to help you research treatment options for your patients.

1. [RNs, PAs, Nurse Practitioners] I want to go around the table and ask each of you to describe your role in treatment decisions for your patients.
2. [All segments] Who else on your team is involved in making treatment decisions and how are they involved?

III. Engagement Strategies (30 min)

I am going to show you 3 different paragraphs and I just want to get your reactions.

I'll show you one and then we'll discuss it. We'll repeat this same process for each of the 3 paragraphs. For now, I would like us to avoid comparing them. Instead, let's consider each on its own merits first.

[MODERATOR: randomize order by group and verbally call out the name of each engagement strategy as you show it so that observers can follow along.]

Time Saver

3. What is the main idea this paragraph is trying to get across?
Probe: How would you describe the main idea of this paragraph in your own words?
Was this a new idea or something you've heard before?
4. Is the main idea addressed in the paragraph important to you? Why or why not? How important?
5. Who would you say this paragraph is speaking to?
6. Are there any words/phrases that are especially attention getting or appealing?

7. Is there anything that is confusing, unclear or hard to understand? Does anything bother you? What?
8. Does this information make you want to do anything? What?

Built for You

9. What is the main idea this paragraph is trying to get across?
Probe: How would you describe the main idea of this paragraph in your own words?
Was this a new idea or something you've heard before?
10. Is the main idea addressed in the paragraph important to you? Why or why not? How important?
11. Who would you say this paragraph is speaking to?
12. Are there any words/phrases that are especially attention getting or appealing?
13. Is there anything that is confusing, unclear or hard to understand? Does anything bother you? What?
14. Does this information make you want to do anything? What?

Shared Language

15. What is the main idea this paragraph is trying to get across?
Probe: How would you describe the main idea of this paragraph in your own words?
Was this a new idea or something you've heard before?
16. Is the main idea addressed in the paragraph important to you? Why or why not? How important?
17. Who would you say this paragraph is speaking to??
18. Are there any words/phrases that are especially attention getting or appealing?
19. Is there anything that is confusing, unclear or hard to understand? Does anything bother you? What?
20. Does this information make you want to do anything? What?

[After all strategies have been shown]

21. Which of the three paragraphs is most meaningful to you? Why?
- a. Probe: What did it mean to you?
 - b. Probe: What did it say that the others didn't?
 - c. Probe: Did it make you want to do something the others didn't?

IV. Creative Executions (30 min)

Next, I'd like to show you some images and headlines that could turn into advertisements you may see on a website or in a print journal that are being developed for each of the 3 paragraphs you've seen. They are at the beginning stages of being developed and aren't finished. I'd like to get your initial reactions, so I'd like you to not concentrate too much on the specific details of the images because they may change.

[MODERATOR: Randomize order by group. They do not need to be grouped by engagement strategy. Do not connect these creative executions to the engagement strategies.]

[For each execution]

22. What do you think about this draft ad?
Probe: Tone, feel, relationship between image and headline?
23. What is this ad saying?
24. Does this speak to you?
25. If you saw this in a journal/magazine, would it grab your attention and make you want to read more?

[After showing all 9 executions]

26. Does one of these draft ads make you more interested in learning more?
27. Does one of these grab your attention more than the others? Why?

V. Consumer Engagement Strategy (10 min)

You've seen some different ideas and creative concepts for reaching health professionals like you. Now we're going to be showing you **(something)** for patients with similar kind of information. Please take a look at it and then I will ask for your feedback.

28. What do you think about this ad?

29. Are there any similarities between this ad and the ones I showed you earlier? If so, what are they?

30. Does this ad raise any concerns for you?

31. Do you think this message for patients would be helpful to the health professional community?

VI. EHC Program Products (15 min)

[MODERATOR: Please reveal this information earlier if the participants' curiosity about this research becomes a distraction. If distraction or significant questions occur, EHC Program description can be shared earlier.]

I'd like to give you some information about the sponsor of this research – the Effective Health Care Program at the Agency for Healthcare Research and Quality (or AHRQ), which is one of the federal Health and Human Services agencies.

The Agency's Effective Health Care Program conducts research and produces effectiveness and comparative effectiveness research products for health care professionals and patients across various health conditions and diseases. The Program synthesizes published and unpublished scientific evidence and generates research reviews, reports, CME modules, and research summaries.

I'm passing around some of the Effective Health Care Program materials – research reviews and research summaries developed for clinicians like you that outline the findings of research on the benefits and harms of different treatments. I'm also passing around the companion guides for consumers.

Please take a few minutes to look through the materials – you don't have to read each one.

Excuse me for one moment while I see if the people observing have any questions that I have not asked. I will be right back.

[Moderator steps out to check to see if there are any additional questions while participants look through materials.]

32. What do you think about these materials?

33. Would they be useful to you? How would you use them?

34. Where would you expect to see these guides? How would you like to learn about them?

Closing

Ok, we are pretty much out of time. Are there any final thoughts from the group?

Thank you for your participation.