

## Attachment A – Focus Group Moderator Guide

FINAL DRAFT 9.01.11

[**NOTE:** This guide is to be used for both developer and purchaser focus groups. For developers, please focus on design and for purchasers, please focus on selection.]

Thank you for your time today. I'm \_\_\_\_\_ and I'm from RTI, a non-profit research organization. I am conducting these interviews for the Agency for Healthcare Research and Quality (AHRQ), an agency of the U.S. Department of Health and Human Services.

The purpose of our discussion today is to learn about how you consider health literacy in the design/selection of health IT for consumers and what tools and resources you use to help you with this. We would also like to get your feedback on a resource on health literacy designed for developers and purchasers of health IT. The results of today's discussion will be used to help AHRQ improve the content and format of current and future health literacy materials for developers and purchasers of health IT, as well as other audiences. Your insights are very important to us in this process, and your time today is appreciated. Our discussion will last about 90 minutes.

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Before we begin, I want to review a few things:

- [if online] Did you have a chance to read over the consent form that we sent you?  
[NOTE: If not, read out loud to participants.] Do you have any questions about it?  
Do you agree to participate at this time?  
    If Yes – continue  
    If No – thank and end
  
- Your participation is voluntary and you have the right to not answer any question or withdraw from the discussion at any time.
  
- Everything we discuss today will be kept private to the extent allowable by law. Your name and contact information, which only the study staff knows, will not be given to anyone else and no one will contact you after this discussion is over.
  
- We will be audio recording the discussion today and I have some coworkers observing.
  
- If at any time you are uncomfortable with my questions, you can choose not to answer. Just let me know that you prefer not to answer.
  
- Most importantly, there are no right or wrong answers. I want to know your opinions. I did not create these materials, so don't hold back on giving me your honest opinions.

## **I. Introduction**

I'd like to go around the table and, when we get to you, please tell us:

- Your first name
- Where you work or the type of organization (for example, university, health system, industry, non-profit, etc.)
- Your main role at your organization

## **II. Familiarity with and Consideration of Health Literacy (15 minutes)**

1. How do you define health literacy? What does that term mean to you?
2. How do you define and what do you know about the following [ask about each]:
  - o Accessibility?
  - o User experience?
  - o Usability?
  - o Human-computer interaction?
3. How have you learned about health literacy? [Probes: training, course, informal]
4. How often do you take health literacy into consideration when designing/selecting consumer health IT tools? In what ways do you consider it?
5. What are some of the barriers to considering health literacy when designing/selecting consumer health IT tools? How do you address these barriers?
6. What are your primary sources of information about designing/selecting consumer health IT tools?
7. What resources and materials are helpful to you when you consider health literacy in designing/selecting consumer health IT tools? Why have they been helpful?

8. What resources are you familiar with designed for use by developers/purchasers of health IT that deal **specifically** with health literacy? Have these resources been helpful or not? Why or why not?
9. How do you look for information about health literacy? Online? Journals? Industry representatives?

**FOR DEVELOPERS:**

10. Do you currently test your products for health literacy? What resources do you use to do that?
11. At what point in the design process do you think about issues such as ensuring that products are available to all patients and health literacy? [Probes: requirements, design, specification, coding, testing, go-live]
12. Who is, or should be, accountable to make sure that product design addresses the needs of limited health literacy users?

**FOR PURCHASERS:**

13. Do you currently evaluate the health literacy requirements of consumer health IT tools you recommend for consumers?
14. When in the process of selecting products do you think about issues such as patient accessibility and health literacy? [Probes: selection, purchase, installation, training, use]
15. Who is, or should be, accountable to make sure that selected products will adequately address limited health literacy users?

**II. Quality of the *Health IT Literacy Guide* (30 minutes)**

I have shared with you an example of a health literacy resource designed for developers and purchasers of health IT that is currently available on the AHRQ National Resource

Center for Health IT Web site. I'd like you to take a few minutes and look through the guide including the checklist at the end.

[NOTE: Give participants some time to review the guide – they don't have to read the entire guide, just skim through it to get the general idea.]

16. Have you ever used this guide? If not, were you familiar with it?
17. Do you think other developers/purchasers are familiar with this guide or know it exists?
18. What do you think is the main point of this guide?
19. How useful do you think the guide is in helping developers/purchasers to evaluate health IT products?
20. How easy or difficult do you think the guide would be for you and your colleagues to use?
21. Is the information in the guide believable? Why or why not?
22. Do you think developers/purchasers of health IT would be able to use the guide for its intended purpose?
23. Would you use this guide? If so, how? If not, why not?
24. In what steps of the software design process (for developers) or system selection process (for purchasers) would you use the guide?

25. What do you think about the checklist at the end? Have you seen a similar resource?
26. Would you use a checklist like this? If so, how and when? If not, why not?
27. Is there anything missing from this guide or from the checklist? What would you add?
28. Is there anything you would change in this guide or in the checklist? If yes, what would you change and why? If not, why not?
29. What other types of tools and resources would be useful to developers/purchasers of consumer health IT when addressing health literacy?
30. How does the guide compare to other resources on health literacy that you are familiar with?
31. Do you have any other comments on how the guide or the checklist can be improved to make it more useful to purchasers and developers of health IT?

### **III. Audiences and Dissemination (15 minutes)**

32. Who do you think this guide was written for? Who are the audiences?
33. Are there any other audiences that the guide should target?
34. Where would you expect to see/find the guide? [Probe: online, AHRQ site, org site, other]
35. If AHRQ wanted to reach developers/purchasers like you with this guide, how should they do so?

### **V. Conclusion (5 minutes)**

36. Is there anything else you would like to say about any of the topics we've discussed or about the guide?

I would like to thank you for your time and opinions today. Your feedback was very useful and will be very helpful to AHRQ.