

## **Attachment D1**

### **Moderator's Guide for Health Professional Focus Groups Electronic Health Records and Health IT "CONVERTED" Group**

***Need in the room:*** Pencils and highlighters for all participants. Flip chart for moderator.

#### **Introduction [10 minutes]**

Welcome and thank you for joining us. My name is [moderator's name] and I will be your moderator for this focus group session, which is about electronic health records and health information technology (health IT). I'd like to hear how you feel about issues related to this topic, and I'm also interested in your perceptions of some messages and materials written about this topic. I want to let you know that I am not an expert in this topic, rather I am an independent moderator trained to facilitate our discussion. Our client for this research is the U.S. Department of Health and Human Services, located in Washington, D.C. Our discussion should take about an hour and a half.

#### ***Disclosure***

- **Observation:** There is a one-way mirror with observers in the next room who are interested in hearing your views, but don't want to interrupt the conversation.
- **Audio taping and video recording:** This session will be recorded by audio and video tape to enable us to capture everything that is being said today. We will use the tape to write our report to our client.
- **Confidentiality assured:** All of your answers will be confidential, so feel free to say exactly what is on your mind. Nothing will be attributed to any particular person in our report. After we have written a report about all the opinions we have heard here and in other locations, the tapes and notes will be destroyed. Your name or any other personal information will not appear in the report.

#### ***Ground rules***

- Need to hear from everyone, one at a time please.
- No right or wrong answers, want personal opinions.
- Moderator is impartial, please be candid and honest – tell us how you really feel.
- It's okay to be critical; if you dislike something you hear, it's fine to disagree but please be willing to offer your own views and opinions.
- If anyone needs to use the rest room, they are located [specify]. There is no need to stop the discussion.

Do you have any questions before we get started?

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### ***Participant introductions***

- Brief introductions around the table – specialty, type of practice

### **Perceptions of Health IT and Communication with Patients (20 minutes)**

- Have you already adopted or are you in the process of adopting and implementing an electronic health record (EHR) system?
  - [If yes:] What prompted you to adopt health IT and your chosen EHR system?
    - To what degree do you currently use your EHR system?
      - [Probe if necessary:
        - Complete or partial conversion to EHRs?
        - Use of health information exchange?
        - Use of e-prescribing?]
    - What has been your experience thus far with the transition process (positive/negative)?
      - What has been your biggest challenge in adopting an EHR system?
      - What has surprised you the most about the process of implementing an EHR system?
    - What type of information or services have you used during your transition to an EHR system?
      - Are you familiar with the Regional Extension Center (REC) program?
        - [If yes:] What has been your experience with the RECs?
    - Can you think of any types of information or services that would make your transition to an EHR system easier?
      - [Probe if necessary:
        - Information about what type of system to buy
        - A service to help you get your system up and running
        - Staff training services
        - Outcomes data about the value of EHRs and other health IT
        - Counsel/advice about achieving meaningful use and receiving incentives]
  - Can you describe for me the concept of health information exchange?
    - What is it? And, what are some of the benefits of health information exchange?
    - Have you heard of the State Health Information Exchange Cooperative Agreement Program or State HIE Program?
      - [If yes:] What have you heard about the program? What has been your experience with the program?
  - Are you familiar with the Health IT Workforce Development Program?
    - [If yes:] Can you describe what you have heard about the program?
    - Have you ever employed someone who was a graduate of the Health IT Workforce Development Program?
- Do you have any concerns about the privacy and security of electronic health records and/or health information exchange? Please describe them.

- How concerned are you that you can ensure that your patients' health records are kept secure and private?
- How concerned are your patients about the privacy and security of their EHRs?
  - What are some of their concerns about the security of their HIT and EHRs?
    - [Probe if necessary:
      - Privacy and security problems
      - Use/sale of EHR for research and/or marketing
      - Discrimination from employers/insurers/programs
      - Power outages or natural disasters]
- Have you experienced or have you heard about any bad outcomes as a result of a breach in the privacy of a patient's EHR?
  - What happened?
- If a patient suffered from a breach in confidentiality and the misuse of their EHR, what recourse or remedy do you think is available to them?
- What would make you feel more confident about the privacy and security of EHRs?
  - [Probe if necessary:
    - Certification
    - Peer recommendation
    - Vendor checklist, etc.]

### **Message Testing (20 minutes)**

A series of messages has been developed to explain some of the information we've discussed. These messages may be used in brochures, web sites, educational materials and other materials. I'd like to get your reactions to these messages. We'll go through three separate messages.

[Hand out MUVÉR ad and one page containing the messages about MUVÉR program]

[For each message, ask:]

- How would you sum up your first impression of this message?
  - Do you like it? Not like it? What makes you say that?
- What are the main ideas this message is trying to get across?
  - How well do you think the main ideas come across in this message?
- Does this message prompt you to take an action?
  - What action does the message prompt you to take?
- Is there anything confusing, unclear or hard to understand?
- Is there anything you want to know that this message does not tell you?
- Is this message believable, or not?
  - Why or why not?
  - What additional information would you need to more strongly believe this message?
- Is this message appealing?
  - What makes the message appealing or unappealing?
  - What would make it more appealing?

- If you wanted to tell a colleague this information in a way that would make it memorable, how would you say it?

### **Materials Testing (35 minutes)**

Several documents have been developed to explain information relating to the adoption of health IT. These documents will be made available to health professionals on government web sites and through partnering organizations. I'd like to get your reactions to these documents. We'll go through two separate documents.

[Hand out two documents on health IT adoption and/or privacy and security of EHRs:

Materials 1: Fact sheet: MU/Certification Resources from ONC and CMS

Materials 2: Fact Sheet: Direct Project Pilot Programs

Materials 3: Tri-fold Brochure: What Patients Need to Know about EHRs]

Please take a few minutes to read the first document...

[For each document, ask:]

- How would you sum up your first impression of this document?
  - Do you like it? Not like it? What makes you say that?
- What are the main ideas this document is trying to get across?
  - How well do you think the main ideas come across in this document?
- Does this message prompt you to take an action?
  - What action does the message prompt you to take?
- Is there anything confusing, unclear or hard to understand in this document?
- Is there anything you want to know that this document does not tell you?
- Is this document believable, or not?
  - Why or why not?
  - What additional information would you need to more strongly believe this message?
- Is this document appealing?
  - What makes the message appealing or unappealing?
  - Is there anything that would make it more appealing?
- There is a visual identity [or logo] at the top of this document – how would you sum up your first impression of the visual identity?
  - Is it clear or unclear which agency has created this document?
  - Does the visual identity make the document more credible to you?
    - Does it reassure you that you can trust the information?

### **Sources and Channels (3 minutes)**

- Where would these messages and materials need to be so that you would pay attention to them?
- Is or would your professional association be a trusted source for this information?
- What other sources would you trust for this information?
  - Are there specific media outlets, online sites or organizations that would be credible to you?

**Wrap Up (2 minutes)**

- Have your opinions or attitudes about electronic health records and health IT changed as a result of this session?
  - If so, how would you describe the change?

On behalf of HHS, I want to thank all of you for your input today.

- Check with clients for additional questions.
- Collect all materials.

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