

## **Attachment 12: Qualitative Data Collection Contact Scripts**

## ATTC WFS 2010

### Script 5: Email Contact w/ Clinical Director- Invitation to participate in Key Informant Interview

Hi *[CD's Name]*,

This is *—[name]—* from *—[ATTC NO]—*. *[Executive Director Name]* gave me permission to contact you in order to participate in the ATTC Network Key Informant telephone interviews. These interviews are part of a larger national report on the Addictions Treatment Workforce entitled “VITAL SIGNS- taking the pulse of the Addiction Treatment Profession”. Based on your responses to the survey, we have determined that the facility at which you work has employed effective strategies to prepare and recruit individuals to enter the workforce, and encourage them to remain in the workforce and stay current on clinical and other job related skills.

As a result, I would like to conduct a brief telephone interview with you in order to better understand the strategies that your facility is implementing and the necessary steps to ensure the success of those strategies. The interview will take approximately 30 minutes and all the information that you provide will be kept confidential and used solely for this purpose of this report. The information that you provide will be used in further guiding our future efforts in supporting the addiction treatment workforce. Would you like to participate? If you would be willing to participate please respond to this email with a convenient time to contact you from Monday – Friday between *—[start of data collection date range]—* and *—[end of data collection date range]—*

If you have any questions, please email me or give me a call at **[phone number]**. I'll look forward to your participation.

Thank You,

**[Name & Contact Info]**

## **ATTC WFS 2010**

### **Script 6: Email Contact w/ Thought Leader- Invitation to Participate in Key Informant Interview**

Hi **[TL's Name]**,

This is **—[name]—** from **—[ATTC NO]—**. We are contacting you in order to invite you to participate in the ATTC Network Key Informant telephone interviews of Thought Leaders in the field of substance abuse treatment. The **—[ATTC RC]—** recommended that we contact you in order to gain an expert opinion on trends that will affect the substance abuse workforce over the next five years. The information gathered from this interview will be integrated into a larger national report on the Addictions Treatment Workforce entitled “VITAL SIGNS- taking the pulse of the Addiction Treatment Profession”. You have been selected along with other national “Thought Leaders” for your innovation and insight into the field of substance use disorders and recovery services. Your input will be used by the ATTC Network and the field to guide future efforts in supporting the addiction treatment workforce. If you would be willing to participate please respond to this email with a convenient time to contact you from Monday – Friday between **—[start of data collection date range]—** and **—[end of data collection date range]—**

If you have any questions, please email me or give me a call at **[phone number]**. I'll look forward to your participation.

Thank You,

*[Name & Contact Info]*

## **ATTC WFS 2010**

### **Script 7: Thought Leader Participation Reminder**

#### **EMAIL**

Hi *[TL's Name]*,

This is —*[your name]*— from —*[ATTC NO]*—. I am writing to remind you to respond to an email invitation which was recently sent to you regarding participation in a Key Informant telephone interview. We have not heard back from you as to whether or not you would be willing to take part in a brief interview regarding the predicted mega trends that will affect the substance abuse workforce in the next five years. Your participation is vital to the success of our study, entitled, Vital Signs - Taking the Pulse of the Addiction Treatment Profession. As a reminder, this is a landmark analysis in that it is the first national report on the addiction treatment workforce. I hope that you can respond as soon as possible and indicate whether or not you would like to be involved. Your response is valued by the ATTC Network, SAMHSA/CSAT and the entire addiction treatment workforce community. Your response, along with those of other national leaders in the field, is critical in giving both the ATTC Network and the field the information needed to project future trends relative to the addictions workforce. If you would be willing to participate please respond to this email with a convenient time to contact you from Monday – Friday between — *[start of data collection date range]* — and — *[end of data collection date range]*—

If you have any questions, please email me or give me a call at *[phone number]*. I'll look forward to your participation.

Thank You,

*[Name & Contact Info]*

## **ATTC WFS 2010**

### **Script 8: Clinical Director TIER 1 Participation Reminder**

Hi *[CD's's Name]*,

This is —*[your name]*— from —*[ATTC NO]*—. I am writing to remind you to respond to an email invitation which was recently sent to you regarding participation in a Key Informant telephone interview. We have not heard back from you as to whether or not you would be willing to take part in a brief interview regarding the key strategies implemented by your facility to prepare, maintain and retain the workforce. Your participation is vital to the success of our study, entitled, Vital Signs - Taking the Pulse of the Addiction Treatment Profession. As a reminder, this is a landmark analysis in that it is the first national report on the addiction treatment workforce. I hope that you can respond as soon as possible and indicate whether or not you would like to be involved. Your response is valued by the ATTC Network, SAMHSA/CSAT and the entire addiction treatment workforce community. Your input, along with those of other national leaders in the field, is critical in giving both the ATTC Network and the field the information needed to identify potentially effective strategies used to prepare and recruit individuals to enter the workforce, and encourage them to remain in the workforce and stay current on clinical and other job related skills.

If you would be willing to participate please respond to this email with a convenient time to contact you from Monday – Friday between —*[start of data collection date range]*— and —*[end of data collection date range]*—

Your insight, along with the insight of your colleagues at the selected facilities, is critical in giving both the ATTC Network and the field the information needed to improve the current state of addiction treatment.

If you have any questions, please email me or give me a call at ***[phone number]***. I'll look forward to your participation.

Thank You,

***[Name & Contact Info]***

## **ATTC WFS 2010**

### **Script 10: Qualitative TIER 1- EMAIL to “Thought Leader” from CSAT**

Hello *[TL’s name]*,

This is —*[name]*— from the Center for Substance Abuse Treatment (CSAT). I am contacting you in order to encourage you to participate in the ATTC Network Workforce Key informant telephone interview which you were recently invited to participate in. Your participation is vital to the success of this data collection being undertaken by the ATTC Network, entitled, Vital Signs - Taking the Pulse of the Addiction Treatment Profession. As a reminder, this is a landmark report in that it is the first national report on the addiction treatment workforce. I hope that you can respond to the ATTC Network as soon as possible because your response is valued by the ATTC Network, SAMHSA/CSAT and the entire addiction treatment workforce community. Your response, along with those of other national leaders in the field, is critical in giving both the ATTC Network and the field the information needed to project future trends relative to the addictions workforce.

Thank You,

*[Name & Contact Info]*

## ATTC WFS 2010

### Script 11: Clinical Director TIER 2 Participation Reminder- Contact with ED

Hello *[ED's name]*,

This is *—[name]—* from *—[ATTC RC]—*. I am contacting you in regards to the ATTC Network national report on the addiction treatment workforce. As you know we have been in touch with the Clinical Director (s) at your facility in order to have them participate in our data collection. We are grateful for their response to our survey and we now seek the opportunity to further enrich the information they have provided through Key Informant telephone interviews. As of yet they have not responded to our invitation and we would greatly appreciate your support in encouraging them to take part as their input is vital to the success of our analysis. As a reminder, this is a landmark report in that it is the first national survey of the addiction treatment workforce. We hope that they can participate as soon as possible because their response is valued by the ATTC Network, SAMHSA/CSAT and the entire addiction treatment workforce community. Their insight, along with the insight of their colleagues at the selected facilities, is critical in giving both the ATTC Network and the field the information needed to improve the current state of addiction treatment. We would greatly appreciate it if you would contact them immediately in order to have them respond to our invitation. Please do not hesitate to contact me with any questions/concerns that you may have.

Thank You,

*[Name & Contact Info]*



# ATTC WFS 2010

## Phone Interview w/ Key Informant

“Hello, this is —[name]— from —[ATTC NO]— I am calling you to follow up on an email that was sent to you by the ATTC Network to participate in a key informant interview. Having received the response that you agree to participate, I would like to conduct a brief interview with you in order to provide some insight from your perspective on issues related to the substance abuse treatment workforce. The interview will take approximately 30 minutes and all the information that you provide will be kept private and used solely for the purpose of this data collection. The information that you provide will be used in further guiding our future efforts in supporting the addiction treatment workforce.

### **Clinical Director’s Key Informant Interview Script**

Q1 Talent management strategies are those strategies used to prepare and recruit individuals to work at an organization, as well as strategies to encourage individuals to remain with that organization and stay current on clinical and other job related skills (e.g., evidence based practices). Based on your responses to the survey entitled “Vital Signs: Taking the Pulse of the Addiction Treatment Workforce”, we have determined that you have been very satisfied with the talent management strategies used at your job setting. We would like to learn more about these strategies. Please describe them for me.

Q2. Please describe for me your experience in implementing these talent management strategies at your work setting.

Q2a. Are these strategies still currently in use at your job setting? If so, how long have they been used? If not, what are some of the reasons they are no longer being used?

Q2b. What sorts of barriers did you experience when implementing these talent management strategies?

Q2c. When you implemented these strategies, what kinds of adaptations or changes were made over time?

Q2d. What sorts of positive changes did you (or your organization) experience when utilizing these talent management strategies?

Q2e. In your opinion, why have these talent management strategies worked well for your organization?

Q3. Are these strategies that you feel are applicable to other organizations? If so, what kinds of resources would another organization need in order to successfully implement these strategies?

Q4. Do you have any other tips or advice you would offer to others in the field who are considering implementing similar efforts?

Q5. Is there anything else you would like to add?

**Finish**

Thank you for your contribution to the data collection. Your input will help us in understanding the projected growth and needs of the addiction treatment profession. Have a nice day!

## **Thought Leader Key Informant Interview Script**

Q1. Based on your experience in the substance abuse and addiction treatment field, what do you believe are the mega trends facing the substance abuse workforce over the next five years?

Q2. Which of these “Mega Trends” do you believe are most pertinent to the workforce?

Q3. Which trends do you believe will have negative effects on the workforce?

Q3b. Please explain what you think some of those effects will be?

Q4. Which trends do you believe will have positive effects on the workforce?

Q4b. Please explain what you think some of those effects will be?

### **\*\* If these issues have not already been discussed please ask:**

Q5. How do you think the Affordable Care Act will affect the SA treatment field in the next five years?

Q6. What changes to the field do you predict as a result of the integration of mental health and substance abuse treatment?

Q7. How will the Mental Health Parity and Addiction Equity Act of 2008 affect the SA treatment field?

Q8. How do you think Health Information Technology will impact the SA treatment field in the next five years?

Q9. What do you envision the substance abuse treatment workforce will look like in five years?

### **Finish**

Thank you for your contribution to the data collection. Your input will help us in understanding the projected growth and needs of the addiction treatment profession. Have a nice day!

