

## **ATTACHMENT B**

### **Moderator's Guide for Testing Ad Concepts About HIPAA Privacy Rule Awareness Among HIV+ BMSM**

#### **Better World Advertising**

**Need in the room:** Name cards. Pencil and paper for all participants. Ad comp boards for moderator.

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

Welcome and thank you for joining us. My name is \_\_\_\_\_ and I will be your moderator for this focus group session. Today, we'll show you a series of potential advertisements about HIPAA, the Health Insurance Portability and Accountability Act. I'd like to hear what your thoughts are about each ad, as well as your understanding of the HIPAA Privacy Rule. I am not an expert on 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 last about two hours.

#### **Disclosure**

- Observation: There is a one-way mirror in this room, with observers on the other side who are interested in hearing your understanding of the ads, but don't want to interrupt the conversation.
- Audiotaping and video recording: This session will be audio recorded to enable us to capture everything being said today. We will use the recording to assist us in writing a report
- Privacy: Your name or any other personal information will not appear in the report.
- All of your answers will be kept private, 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, all recordings and notes will be destroyed.

#### **Ground rules**

- We need to hear from everyone, so ask that everyone speaks one at a time please.
- There are no right or wrong answers, to these questions; we want your personal opinion.
- As the Moderator here, I am neutral on these topics. Please feel free to be candid and honest – tell us how you really feel and not what you think we want to hear.
- It's okay to disagree; if you disagree with something you hear please be respectful of other's right to their opinion, and be willing to offer your own views and opinions.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0955-0005. The time required to complete this information collection is estimated to average 2 hours per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

- If anyone needs to use the restrooms, they are located [specify]. Please feel free to get up and use them. There is no need to stop the discussion.

Do you have any questions before we get started?

### ***Participant introductions***

- Brief introductions around the table (ICE-BREAKER)
  - o First name, occupation and favorite movie or book?

### **Knowledge of the HIPAA Privacy Rule (10 minutes)**

- How many of you are familiar with HIPAA and Health Information Privacy?
  - o How would you describe it?
  - o Have you ever asked for your medical records? If so, what was your experience like?
  - o What are some of the benefits provided under HIPAA? [Probe, if necessary: privacy, health records, a, etc.]

### **Comp Testing (90 minutes)**

I'm going to show you a series of ads about HIPAA Privacy. These ads could appear in newspapers, magazines, online and on billboards or bus shelters. I'd like to get your reactions to each of these ads. We'll go through each of them and talk about your impressions.

[Moderator will display ads one by one. For each ad ask:]

- What is your first impression of this ad?
  - o Do you like it? Not like it? What makes you say that?
- In your own words, what do you think is the main idea this ad is trying to get across?
  - o What do you think the message is? How well does it come across?
  - o Is there anything confusing about this ad?
- Who is this ad aimed at? Why?
- Is this ad trying to get people to do something?
  - o What action would this ad make you take?
- Are there any words used in this ad that are unusual or unfamiliar?
  - o What other words could be used in their place?
- Are there any words or phrases that are confusing, unclear or hard to understand?
- Is this ad believable?
  - o Why or why not?

- Is there any additional information you would need to more strongly believe this message?
- Is there anything you want to know about this topic that this ad does not tell you?
- Does this ad catch your attention? Why or why not?
  - What makes the ad appealing or unappealing?
  - Is there anything that would make the ad more appealing to you?

**Sources and Channels (5 minutes)**

- For you to pay attention to them, where would these ads need to be placed?
  - What other sources would you trust receiving this information from?
  - Are there specific media outlets, such as newspapers, magazines, online sites (web sites, blogs, and chat rooms) or organizations you would trust?

**Wrap Up (5 minutes)**

- Compared to when you started this session, are you now more interested in learning about your rights under the HIPAA Privacy Rule?

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

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