

Focus Group Recruiting Guides for VHA Users Groups and VHA Non-User Groups

BAH VHA Voice of the Customer Focus Group Recruiter/Screening Guide VHA USERS

- *Three 90 minute focus groups total. Recruit 10 for 8 to show for each group.*
 1. *Date TBD – Time TBD – VHA USER GROUP*
 2. *Date TBD – Time TBD – VHA USER GROUP*
 3. *Date TBD – Time TBD – VHA USER GROUP*

We would like a mix of:

- *Gender*
- *VHA users vs. VHA non users*
- *Service era/generation*
- *Service branch*
- *Comfortable with technology vs. not comfortable with technology*

Sample recruiting narrative.

Hello, my name is _____ and I work for _____. We are working with the Veterans Health Administration (VHA) to schedule Veterans to participate in a group discussion.

Your identity will not be shared with the VA or other government agency, nor will we be discussing your specific VA benefits, health information or disability status. Do you have a few minutes to answer a couple of questions? Your participation is voluntary, but your help on this project would be very much appreciated. *[Proceed if respondent agrees].*

1. Assuming you meet the qualifications, would you be available to come to the discussion location on *[Recruiter, specify date and time for slots that need to be filled]*

Yes.....1

No.....2 *[Thank and end interaction]*

I have a few questions to help us get a mix of people for this session.

2. When did you serve?

Mark wartime period below

- World War I.....1
(April 6, 1917 – November 11, 1918)
- World War II.....2
(December 7, 1941 – December 31, 1946)
- Korean conflict.....3
(June 27, 1950 – January 31, 1955)
- Vietnam era4
(February 28, 1961 – May 7, 1975 for Veterans who served in the Republic of Vietnam during that period; otherwise August 5, 1964 – May 7, 1975)
- Gulf War5
(August 2, 1990 – through a future date to be set by law or Presidential Proclamation)
- Operation Enduring Freedom, Operation Iraqi Freedom, Operation New Dawn (~October 7, 2001 – Present)
- Served, but not during a wartime dates of service: _____

Not sure/Refused....2 [*Thank and end interaction*]

3. What branch of service did you serve?

- Air Force..... 1
- Army.....2
- Coast Guard.....3
- Marines.....4
- National Guard.....5
- Navy.....6
- Other.....7

4. Do you or have you used a VA medical facility or service?

- Yes....1 [ASSIGN TO GROUPS 1-3]
- No....2 [*Thank and end interaction*]
- Not sure/Refused....3 [*Thank and end interaction*]

5. Have you signed up for a My HealtheVet account?

- Yes, and I use it1
- Yes, but I haven't authenticated yet....2
- No....3
- Not sure/Refused....4

6. Do you consider yourself comfortable using computers?

- Yes....1
- No....2
- Not sure/Refused....3**

7. Record Gender (Don't not ask this question)

Male.....1

Female.....2

[recruit a mix if possible]

The Paperwork Reduction Act required that VA provide an OMB Control Number on all approved public information requests. That number is OMB_____. Also, if you like, I can give you a name and address where you can send comments and questions regarding this process or suggestions for making it simpler.

[Provide the following information only if respondent asks for address:]

Veterans Administration
Office of Health Transformation
INSERT ADDRESS
XXXXXXXXXX
XXXXXXXXXX
Washington, DC 20224

We look forward to meeting with you on (DATE) at (TIME).

**BAH VHA Voice of the Customer Focus Group Recruiter/Screening Guide.
VHA NON-USERS**

- *Three 90 minute focus groups total. Recruit 10 for 8 to show for each group.*
 1. *Date TBD – Time TBD – VHA NON-USER GROUP*
 2. *Date TBD – Time TBD – VHA NON-USER GROUP*
 3. *Date TBD – Time TBD – VHA NON-USER GROUP*

Use focus group participant sourcey list. We would like a mix of:

- *Gender*
- *VHA users vs. VHA non users*
- *Service era/generation*
- *Service branch*
- *Comfortable with technology vs. not comfortable with technology*

Sample recruiting narrative.

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Your identity will not be shared with the VA or other government agency, nor will we be discussing your specific VA benefits, health information or disability status. Do you have a few minutes to answer a couple of questions? Your participation is voluntary, but your help on this project would be very much appreciated. *[Proceed if respondent agrees].*

1. Assuming you meet the qualifications, would you be available to come to the discussion location on *[Recruiter, specify date and time for slots that need to be filled]*

Yes.....1

No.....2 *[Thank and end interaction]*

I have a few questions to help us get a mix of people for this session.

2. When did you serve?

Mark wartime period below

- World War I.....1
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 - World War II.....2
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 - Operation Enduring Freedom, Operation Iraqi Freedom, Operation New Dawn (~October 7, 2001 – Present)
- Served, but not during a wartime dates of service: _____

Not sure/Refused....2 [*Thank and end call*]

7. What branch of service did you serve?

- Air Force..... 1
- Army.....2
- Coast Guard.....3
- Marines.....4
- National Guard.....5
- Navy.....6
- Other.....7

8. Do you or have you used a VA medical facility or service?

- Yes....1 [*Thank and end interaction*]
- No....2 [ASSIGN TO GROUPS 1-3]
- Not sure/Refused....3 [*Thank and end interaction*]

9. Have you signed up for a My HealtheVet account?

- Yes, and I use it1
- Yes, but I haven't authenticated yet....2
- No....3
- Not sure/Refused....4

10. Do you consider yourself comfortable using computers?

- Yes....1
- No....2
- Not sure/Refused....3**

7. Record Gender (Don't not ask this question)

Male.....1
Female.....2
[recruit a mix if possible]

The Paperwork Reduction Act required that VA provide an OMB Control Number on all approved public information requests. That number is OMB_____. Also, if you like, I can give you a name and address where you can send comments and questions regarding this process or suggestions for making it simpler.

[Provide the following information only if respondent asks for address:]

Veterans Administration
Office of Health Transformation
INSERT ADDRESS
XXXXXXXXXX
XXXXXXXXXX
Washington, DC 20224

Thank you and have a nice day. We look forward to meeting with you on (DATE) at (TIME)