Provider Feedback for Chlamydia Prevention and Control Online Resources

NCC Moderator Guide for Telephone Focus Groups with Healthcare Providers

NATIONAL CHLAMYDIA COALITION (NCC)

Telephone Focus Groups with Healthcare Providers
Re: Feedback on NCC Website and Resources for Chlamydia Screening Protocol
January 6 and 13, 2015

<u>*Moderator Discussion Guide*</u>

I. BACKGROUND

A. <u>*Opening*</u> *(@2 minutes)*

Thank you for taking time for our call today, and for the preparation time you put in. My name is_____. As you know, the National Chlamydia Coalition, or NCC as I'll refer to it, is interested in your experience using its chlamydia screening resource website. The NCC is supported by the Centers for Disease Control and Prevention.

We have an all-too-brief amount of time together – only about an hour - so I'll move quickly through a few things to keep in mind and then have you introduce yourselves.

- *Presence observers; need to speak up:* **We are being observed for note taking purposes. Some NCC representatives are listening in on closed lines to take notes. Neither you nor your practices will be identified in the report.**

- *Be brief:* **I have so much to cover, please try to keep your comments very brief so that everyone can contribute. I apologize in advance if I must interrupt you to move on to another person or topic so that we will not go over our time limit.**

B. <u>*Introductions (@8-10 minutes depending on # of participants)*</u>

Short overview of practices:
Let's have some brief introductions. I'm going to have you use your first names, mainly to help us ensure privacy by excluding your last names from the notes. I hope you won't mind this informality. I'd like you to share very quickly – about one minute total - 3 things - what type of provider you are, the type of practice setting you're in, and also, I'd love to know what prompted you to accept NCC's invitation to participate tonight – perhaps there are practice issues related to chlamydia screening. *[It's important to give participants something to answer here – it helps to deter long stories about their practice that we won't have time to accommodate.]*

II. DISCUSSION TOPICS

A. *Typical use of Web for medical/practice research (5 minutes)*

1. **Before we talk about your experience with the case study and the NCC website specifically, let me hear a few very quick examples of how you personally go about using the Web for researching clinical or practice information** *(Q2 from NCC list of screening questions).* **I know that your answer may vary for different topics, but there are still likely some things you typically do for Web searches. I won't have the luxury of having all of you respond to every question, but will try to keep track of who has had a turn with the different questions. For this question, I'll rely on a volunteer to respond first – please state your first name each time you speak, which will become easier as we go along. Who wants to go first on your typical use of the Internet for researching clinical or practice information on the Internet?**

    Listening for/or will probe if needed:

    What would be typical for you in deciding which websites or sites to look at first for medical or practice information? *(Q3 from NCC list of questions).*

    For example: what indicates to you that a site is medically valid, credible, etc.? *(Q3 from NCC list of questions).*

    Do you ever use a mobile app to search for clinical information? That is, research with a device other than a desktop. *(Q10 from NCC list of questions)*

B. *Background on chlamydia resources (@10 minutes)*

1. **Now, let me get a quick sense of any examples you might have of …**

    a. **Any Web-based resources you have used for information on chlamydia – that is, before the NCC case.** *If needed, will clarify:*

        ***Any* type of chlamydia information:** *treatment guidelines, tests, patient education, case studies, and so forth.*

        If no… will briefly probe:

        Are there any Internet resources you might have considered using – specific sites? Or would you start with a global search such as on Google?

        My primary focus is Web resources, but are there some quick examples of non-Web resources that come to mind for researching any chlamydia information?

        (This incorporates Qs 5 +7 from NCC list of questions. We know proportion of focus group participants' patients eligible for chlamydia screening is at least 40%.)

    b. Did anyone know about the NCC before this study? *(Q6 from NCC list of questions – will ask in general, not get an exact tally)*

    c. Had you visited the NCC website before? *(Q6 from NCC list of questions – will ask in general, not get an exact tally)*

C. ***Experience with case study/NCC website*** *(@25 minutes)*

  1. **Let's move to the case study. First, I want to hear from everyone on a couple of questions.**

    a. Which theme you selected for your case study from the 5 options. *[This will be good to know + will help me try to cover a few aspects – assuming they haven't all chosen the same one. The following were themes they chose from….]*

      1. Adolescent confidentiality
- Billing and confidentiality
- Parents

      2. Talking with Patients About Sex
- The best way to bring up the topic
- When should this be done in the clinic flow and who should initiate discussion
- Samples of taking a sexual history

      3. Prevention of Re-infection
- Treatment of partners – what's the best way to approach this
- Rescreening after treatment

      4. Types of Chlamydia tests
- What can be used other than a urine test
- How to best incorporate the test into clinic flow

      5. Testing of Males

    And, when you answer, please give us …

    b. One-word that represents your overall impression of the NCC website and the resources there -- so we have a general idea of your overall experience. Just one word for now. *[If participants hesitate, will offer some options, like letter grade, or a scale, but generally like to start off with letting them choose a qualitative word.]*

  2. **Now let's hear about the reasons for your one-word choice. I regret having to stress that our very limited time means keeping your responses brief, so I can hear from as many of you as possible. I am most interested in hearing about these 4 things:**

a. **The theme that you chose to research – there was a choice in the case study of several, such as:**

b. **Your take on *how the information is organized on the NCC site* – for example, whether it's appropriately intuitive to navigate.** *(Q1 from NCC list of questions)*

    Will probe:

    Whether there are other websites organized in ways they really like.

c. **In general, your *experience with using the links* – that is, whether you checked into them, and if you did, perhaps a quick example of how that worked for you.**

d. **And *whether there are any major omissions in terms of content* for the theme you researched that should be added to improve the website.** *(Q8 from NCC list of questions)*

Moderator will have a few people talk about their experience, and have others then comment on how their own experience was **similar or different** *from what we heard – because of the theme they chose, their practice setting/patient population, etc. If (when) time becomes an issue, can limit discussion to the to try to be sure everyone gets to contribute something about* **MOST positive features** *and* **those MOST in need of improvement** *about navigation, links, and content.*

3. **There are obviously many ways to format information on a website. The NCC is considering some alternatives to what you saw.**

    a. **For example, perhaps more of a Frequently Asked Questions (FAQ) format instead of what you saw on the site. Do you think they should consider that?** (Modified version of Q4)

    b. **Another approach could be organizing the site around more of a linear clinical process – for example, starting with risk assessment (before arrival or in waiting room), then screening, testing, reporting, following up on positives, partner services, re-testing… What do you think of this idea?**

III. *CLOSING (@2 minutes)*

If time, moderator will ask/relay additional questions/comments that designated NCC representative has sent me by text message during group. ***It is very doubtful we will have time*** – but there may be something important to correct, or critical to try to ask. Then, she will:

Thank participants and provide instructions or information about receiving honoraria.

We have come to end of our time together. The NCC is very grateful for your time on the case study and this call. You will receive your honorarium shortly.

Total time: @60 minutes