OMB Control Number: 0925-0648 Expiration Date: March 31, 2018

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Determine if interviewee is an EHR vendor, health care organization, or technical personnel.

If interviewing an EHR vendor:

- Tell me about your EHR product(s).
 - o How long has it been on the market?
 - o How many implementations or users do you have?
 - o Is there a specific audience you're targeting?

If interviewing a health care organization:

- What EHR system(s) are you currently using to provide access to MedlinePlus?
 - o How long have you been using it?

If interviewing a technical personnel:

- Do you know if you are you using the Web Application or the Web Service of MedlinePlus Connect?
- What was your experience implementing MedlinePlus Connect into your EHR system?
 - o How much time did it take?
 - o Was it an easy or difficult task?
 - o What issues did you encounter with implementation?
- Have there been any issues or technical problems since implementation?
 - o [Get specifics of issues. Is it with the API or the medlineplus.gov site?]
- How do you prefer to be informed about updates to MedlinePlus Connect?
 - o Are you on the email list?
 - If no, would you like to be on the list?
 - o How much lead time do you need to accommodate changes?
 - o What kinds of changes are more problematic?

For all interviewees:

- Can you tell me what you do or your job title?
 - o How many employees are in your company or organization?
- How did you find out about MedlinePlus Connect?
- What made you decide to implement MedlinePlus Connect?
 - o Is it to meet Meaningful Use requirement?
- Tell me how you are using MedlinePlus Connect. (User may also want to demonstrate)
 - o As patient education behind an Infobutton?
 - For discharge instruction or summary of care?
 - Are you using any other patient education resources/software, or just those from MedlinePlus Connect?
 - How familiar are you with the MedlinePlus site?
 - What do you think of the patient materials found via MedlinePlus Connect?
 - Who actually clicks on the link and obtains the information for the patient? Patients themselves? Nurses? Other health care providers?
 - o If you are not using MedlinePlus Connect in an Infobutton implementation, what are you using it for?
 - Do you have a PHR system?
- What do you like about MedlinePlus Connect?
 - o What don't you like?
- How can MedlinePlus Connect improve to meet your needs?
 - [Prompts: Content development, support for new code sets, new content formats such as video]
- Is there anything else you'd like to tell us about your experience with MedlinePlus Connect?