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## ANTIBIOTIC USE CAMPAIGN—R2 CONCEPT TESTING HCP RECRUITMENT SCREENER

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Hello. My name is \_\_\_\_\_ from ICF, a public health consulting firm in Atlanta, Georgia. We are working with the Centers for Disease Control and Prevention (CDC) on an educational effort to help prevent antibiotic resistance through appropriate antibiotic use. As you may be aware, each year in the United States, 2 million people become infected with antibiotic-resistant bacteria and at least 23,000 of these individuals die as a result of their infections. Antibiotic resistance is one of the most pressing public health threats of our time. Your thoughts and opinions will contribute to the fight against this health crisis.

CDC needs your help on this effort. We are conducting interviews with certain health care professionals (HCPs) to gather feedback on creative concepts—similar to logos and print ads—that could be included in upcoming CDC communications materials to raise awareness about appropriate antibiotic use. The interview is online and will last about 45-60 minutes. We will not ask you any questions about your own health status or personal health issues. Your valuable feedback will help CDC to create clear messages and materials about the need for appropriate antibiotic use.

If you participate in the interview, you will receive [\$75 (NP/PA), \$125 (family practitioner, urgent care, ED attending, hospitalist)] in appreciation.

Do you think that you might be interested in participating in this online interview?

- Yes – continue**
- No – thank person for their time and end call

Would you mind if I ask you a few questions in order to determine whether or not you are eligible for the interview?

- Yes – continue**
- No – thank person for their time and end call

**[Recruiter: Please continue through all questions before letting individual know that they can or cannot be invited to be interviewed based on at least one of the responses they provided.]**

***Record and keep all screened data.***

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Recruiter: We will be conducting 24 interviews with healthcare providers.

1. **[Family Practitioner]** Are you a licensed **family practitioner** currently treating patients?

- Yes**
- No (Terminate at end)

**[NP/PA ONLY]** Are you a licensed **nurse practitioner, physician assistant** currently treating patients in a **family practice**?

- Yes**
- No (Terminate at end)

**[NPs/PAs ONLY]** As part of your job, do you prescribe antibiotics?

- Yes**
- No (Terminate at end)

**[Emergency Department Physician]** Are you a licensed **physician** currently treating patients in an **emergency department**?

- Yes**
- No (Terminate at end)

**[ED Physician ONLY]** Are you an attending physician in the ED?

- Yes
- No (Terminate at end)

**[Urgent Care Physician]** Are you a licensed physician currently treating patients in an urgent care clinic?

- Yes
- No (Terminate at end)

**[Hospitalist ONLY]** Are you a licensed hospitalist currently treating patients in a non-critical care unit?

- Yes
- No (Terminate at end)

2. What is your workplace state? \_\_\_\_\_ (Terminate at end any persons working in states not on the list from which to recruit.)
3. Are you willing to participate in an interview to gather feedback on creative concepts—similar to logos, television ads, and print ads—about appropriate antibiotic use that could be included in upcoming CDC communications materials? The interview will be conducted in English.
  - Yes
  - No (Terminate at end)

**TERMINATION SCRIPT: “We appreciate your willingness to answer each of the questions. Unfortunately, you do not meet all of the required criteria to participate in the interview. Thank you for your time.”**

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4. Thank you for answering those questions. You are eligible to participate in the interview. Are you still interested in participating?
  - Yes
  - No (Thank person for their time, terminate, and end the conversation.)

I’m glad that you will be able to join us! The interview will last between 45 and 60 minutes. We will send you a URL to log in online and a conference line and passcode so that you can call in.

**[Recruiter: Request 2-3 dates/times for the interview.]**

Please confirm your name, phone number, and e-mail so we can send you instructions on participating in this digital interview. We will also send reminders to this email address. Please also provide your mailing address so that we may send your incentive after the interview is over.

Name	
Mailing Address	
Home Telephone	Pager:
Best Number to Reach You	Cell Phone:
E-mail	

Also, please contact [\[Recruiter\]](#) at [\[PHONE NUMBER\]](#) if your plans change so that we may invite someone from the waiting list to attend instead. Otherwise, we’ll look forward to seeing you on [\[Month/Day/Year\]](#) at [\[Time\]](#).