Sample Interview Questions

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1. **What factors drive variation in your plan’s prevention and wellness programs?**
   1. Probes:
      1. Product type
      2. Geographic region
      3. Employer requests
      4. Other forms of variation
2. **What are some population-health specific factors driving variation? How does your organization use information to inform programs relating to:**
   1. Built environment (walkability, access to healthy foods, long commutes to work)
   2. Social environment (support network, high stress environment, perceived support for leadership)
   3. Emotional health
   4. Likeliness to be healthy (Trantheoretical model)
3. **Describe your current strategies to target different types of members. How do you reach out to these types of members?**
4. **What methods and/or processes are used to customize the choice of incentives for your members or member groups?**
5. **How do you measure a culture of health for your employer accounts? What elements do you use to measure a culture of health across various programs?**
6. **Tell us about your role in designing and implementing employer worksite wellness programs.**
7. **How do you select sources of evidence for wellness programs?**
8. **What challenges has your health plan encountered in implementing wellness programs?**