

Sample Interview Questions

Form Approved

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- 1. What factors drive variation in your plan's prevention and wellness programs?**
 - a. Probes:
 - i. Product type
 - ii. Geographic region
 - iii. Employer requests
 - iv. 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:**
 - a. Built environment (walkability, access to healthy foods, long commutes to work)
 - b. Social environment (support network, high stress environment, perceived support for leadership)
 - c. Emotional health
 - d. Likelihood to be healthy (Transtheoretical 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.**

Appendix E

- 7. How do you select sources of evidence for wellness programs?**
- 8. What challenges has your health plan encountered in implementing wellness programs?**