

National Cancer Institute Environmental Scan Non Oncology Specialist Discussion Guide

February 25, 2019

OMB No.: 0925-0046
Expiration Date: 07/31/2019

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NON ONCOLOGIST SPECIALIST

National Cancer Institute Environmental Scan

INTRODUCTION FOR RESPONDENTS

Thank you very much for agreeing to participate in this discussion. My name is ____ and I work for a third-party marketing company called Heartbeat. We are conducting an interview on behalf of the National Cancer Institute (NCI) to better understand the available types of cancer-related information as well as the most helpful ways of sharing this information.

The focus of today's call is to understand the type of cancer information you look for in the course of your work, where you look to find it, and how you access it.

Before we start, can you please confirm that you received the image that was sent to you prior to this call? Secondly, how do you like to be referred to? As Dr. ____?

Here are some things to know before we get started:

- This interview will last about 30-45 minutes.
- Participation is voluntary and there are no penalties for not participating or withdrawing at any time. Refusal to participate will not affect your benefits in any way.
- The information collected will be kept private to the extent provided by law. Names and other identifiers will not appear in any report. Information provided will be combined for all participants and reported as summaries.
- We will be recording audio from the interview. Only Heartbeat and NCI staff who are associated with this project will hear the recording, and we will not include your name or personal information in the recording. The recordings are a memory aid for me so I can go back later to recall what happened during each interview. Are you okay if we record this conversation? *(If yes, start recording. If no, do not record.)*
- Some people from my team and from the NCI may be listening in remotely to take notes and record your comments. Your honest and candid feedback will be very valuable, so even though people may be listening in, please speak openly about your opinions and experiences. There are no wrong responses to the questions I'll be asking.
- If you do not want to answer any of my questions, you do not have to. Please just say so, and we will move on. And of course, you can stop at any time.

Do you have any questions before we begin?

NON ONCOLOGIST SPECIALIST

National Cancer Institute Environmental Scan

Warm Up Question

Can you please tell me a little about your work setting?

Seeking Content/Information Questions

1. How would you describe your role in caring for cancer patients?
 - Probe: What is your role relative to other specialists in screening and diagnosis? What is your role in treatment decisions? To what extent do you stay involved in monitoring and treating cancer patients over the course of their disease? What is your role in terms of palliative care and end-of-life?
2. What type of cancer information do you typically look for related to your work?
 - Probe: disease education, treatment information, clinical trial data, new treatments (Immuno-Oncology, CAR-T therapy, etc.), cutting-edge technology (AI, Machine Learning), when caring for patients, guidelines such as the National Comprehensive Cancer Network (NCCN) or the recommendations from the US Preventative Services Task Force (USPSTF).
 - Which resources, if any, are you required to use by your institution?
 - Probe: Why? Are you looking to augment your own knowledge; support decision making; facilitate patient discussions; help your support staff, keep up-to-date on the latest research?
 - Probe: How do you use the information?
 - Probe: What are the biggest gaps in terms of finding this information?
3. What trusted sources (websites, books, databases, conferences etc.) do you go to for this information?
 - Probe: Specifically, on digital sources, what kind of devices do you use to access cancer information (e.g., smart phones, desktop, tablet, etc.)?
 - Probe: What makes these sources “trusted”?

(Patient Focused) Seeking Content/Information Questions

4. In your experience, at what point (i.e. when first diagnosed, when seeking treatment, during treatment, etc.) do patients or caregivers seek or require educational or support information?
 - Probe: What exactly are they seeking?
 - Probe: How does the information patients seek differ from what caregivers seek?
5. What do you find to be the most effective ways for providing information to patients and caregivers (e.g., during your appointments, from your staff when patients are in the office, via email, via print materials, via phone, on your organization’s website, directing them to websites, use of a patient portal, etc.)?
 - Probe: How is this information used in discussions with your patients?
 - Probe: Can you give me more context about when you look up information for your patients – how do you search for that kind of information? Do you have a “go to” resource you use or is it more on a “case by case” basis? At what point during your interaction with the patient (before, during or after an appointment) do you search for this information?
6. Where do you see the biggest gaps in terms of educational or support information for patients and caregivers?

Cancer.gov and PDQ Familiarity

Cancer.gov

7. Are you familiar with Cancer.gov? [If not, skip to Question 9.]

NON ONCOLOGIST SPECIALIST

National Cancer Institute Environmental Scan

- Probe: Can you please open the file that was sent to you prior to this call? Is this the website you were referring to in your previous response?
 - Probe: Do you consider Cancer.gov to be a trusted source of information?
8. What do you use Cancer.gov for?
- Probe: What prompts you to use it?
 - Probe: Do you use it to inform yourself about respective conditions or the latest research?
 - Probe: credibility, trustworthiness, comprehensiveness

PDQ

9. Are you familiar with PDQ (Physician Data Query)? [If not, skip to Question 11.]
10. What do you use PDQ for?
- Probe: What prompts you to use it?
 - Probe: How often do you use it?
 - Probe: credibility, trustworthiness, comprehensiveness, evidence-based information

Future Engagement Methods and Technologies

11. What technologies have you adopted into your practice in the past couple of years?
- Probe: EHR, telehealth, wearables for patients, virtual assistant
 - Probe: Do you consider yourself an early adopter or do you tend to stick with technologies you already know?

Closing Question

12. What else would you like to share about accessing or using cancer information?

Thank you for your time, this now concludes the interview. Your answers are very helpful and will be used in the analysis phase. Have a good day.