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Clinician Preferences for CDC Clinical Guidelines

Clinical Guidance Interview Guide

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Good morning/afternoon, my name is _____ and I'm with Deloitte Consulting, a private consulting firm contracted to support the US Centers for Disease Control and Prevention (CDC). Thank you for taking the time to talk with me today.

We are working with CDC's National Center for Emerging and Zoonotic Infectious Diseases to learn more about clinician preferences for clinical guidance in both routine and emergency settings. Your input will provide CDC with valuable information to help with the development and communication of clinical guidance.

Before we begin, I have a few housekeeping items. Our conversation today will take no longer than one hour. So we don't miss anything you say, the interview will be recorded and then transcribed. Your name and all personal information you share will be removed from the transcripts, so your responses will not be linked to your name or personal information that may be shared. The transcripts, with your name removed, will be stored by the CDC team after the project is over. You can choose not to answer questions or to stop the interview at any time. Additionally, colleagues from both Deloitte and CDC are listening in on our discussion and taking notes. Are you okay with moving forward with the interview? Do you have any questions for me before we begin?

Pause for confirmation or questions.

Great! Let's get started.

1. Tell me about how you use clinical guidance in your day-to-day clinical work, specifically clinical guidance about infectious diseases?

PROBES:

- a. Where do you go to find it?
 - i. Why do you go there?
 - ii. If they mention a tool/information source connected to an electronic health record: Tell me more about this? What tool is it? How do you use it?
 - iii. If not mentioned: Why do you not use the CDC website to locate clinical guidance?
 - iv. If not mentioned: What about tools/information sources connected to an electronic health record to look up information? Why don't you use them?
- b. Does the source/location differ depending on the type of guidance you are looking for?
- c. How often do you look up guidance?
- d. How do you know when guidance has been changed or updated?
 - i. If not mentioned: Do you get information from a professional association when updates are made? The CDC?

2. Have you ever used clinical guidance as part of an infectious disease public health emergency?

PROBES:

- a. If they say no or need an example: What about for an event like the H1N1 or Zika outbreaks?
- b. What guidance did you use?
- c. Where did you go to find it?
- d. What format was it in?
- e. How did you know if the guidance had changed or been updated?

Great, now that I understand how you use clinical guidance day-to-day, I have some questions about your preferences as a clinician. My first set of questions will be about clinical guidance for use in routine, day-to-day settings. Remember, we are looking for your honest feedback and opinions.

3. In an ideal practice setting, where would you prefer to find CDC clinical guidance and recommendations for routine care of an infectious disease? This can be the same or different from where you find it now.

PROBES:

- a. Can you tell me why this is your preference?
- b. Why do you not prefer other possible locations for the clinical guidance?
 - i. Can probe further about lack of preference for specifics locations if they don't mention them: CDC website, state or local health department website, tool attached to electronic health records, professional association website, or journal article/MMWR

4. In an ideal practice setting, what format would CDC clinical guidance and recommendations for routine care of an infectious disease take?

PROBES:

- a. Why is this your preference?
- b. Would this preference vary at all based on the type of guidance it is (diagnostic, testing, treatment)? Why or why not?
- c. Are there specific reasons or characteristics of other formats like (name a few not referred above from journal article, website, printable material or tool connected to electronic health records) that make them not preferable?

5. What type of supporting materials would be helpful to accompany routine clinical guidance for an infectious disease? And why would they be helpful?

PROBES:

- a. What about factsheets for patients?
 - i. Why or why not?
- b. What about a printable chart/diagram for an office or exam room?
 - i. Why or why not?
- c. Would materials vary depending on the type of guidance (diagnosis, testing, treatment)? How? Why?

6. How would you prefer to learn about the details of new or updated CDC clinical guidance and recommendations for routine care of an infectious disease?

PROBES:

- a. What about webinars?
 - i. Hosted by who? CDC? Professional organization?
- b. What about a Medscape video?
- c. What about a CDC COCA call?

7. When CDC releases new or updated clinical guidance and recommendations for routine care of an infectious disease, how would you prefer to be alerted to the release of new/updated guidance?

PROBES:

- a. What about email or contact from a professional organization?
- b. What about CDC social media?
- c. What about email or alert from Medscape?
- d. What about publication in a journal or MMWR?
- e. What about a HAN?

Those are all the questions I have about clinical guidance for routine care. Before we move on is there anything else about locations, formats, or communications regarding CDC clinical guidance for use in routine care that you'd like to tell me about?

Pause for responses.

Ok, thanks. My next set of questions is about CDC clinical guidance for use during a public health emergency, when there is an urgency to diagnose and treat an infectious disease. This includes guidance for outbreaks like H1N1 and Zika, as well clinical guidance that would be used in the event of a bioterrorism attack, like anthrax. These questions will sound very familiar, but remember we have changed the context; and again we are looking for your preferences.

9. In an ideal practice setting, where would you prefer to find CDC clinical guidance and recommendations for care of an infectious disease during a public health emergency?

PROBES:

- a. Can you tell me why this is your preference?
- b. Why do you not prefer other possible locations for the clinical guidance?
 - i. Can probe further about lack of preference for specific locations if they don't mention them: CDC website, state or local health department website, tool attached to electronic health records, professional association website, or journal article/MMWR

10. In an ideal practice setting, what format would CDC clinical guidance and recommendations for care of an infectious disease during a public health emergency take?

PROBES:

- a. Why is this your preference?
- b. Would this preference vary at all based on the type of guidance it is (diagnostic, testing, treatment)? Why or why not?
- c. Are there specific reasons or characteristics of other formats like (name a few not referred above from journal article, website, printable material or tool connected to electronic health records) that make them not preferable?

11. What type of supporting materials would be helpful to accompany CDC clinical guidance and recommendations for care of an infectious disease during a public health emergency? Why would this be helpful?

PROBES:

- a. Would this vary depending on the type of guidance? Why and how?
- b. What about factsheets for patients?
 - i. Why or why not?
- c. What about a printable chart/diagram for an office or exam room?
 - i. Why or why not?

12. How would you prefer to learn about the details of new or updated CDC clinical guidance and recommendations for care of an infectious disease during a public health emergency?

PROBES:

- a. What about webinars?
 - i. Hosted by who? CDC? Professional organization?
- b. What about a Medscape video?
- c. What about a CDC COCA call?

13. When CDC releases new or updated clinical guidance and recommendations for care of an infectious disease during a public health emergency, how would you prefer to be alerted to the release of new/updated guidance?

PROBES:

- a. What about email or contact from a professional organization?
- b. What about CDC social media?
- c. What about email or alert from Medscape?
- d. What about publication in a journal or MMWR?
- e. What about a HAN?

14. Because public health emergencies can often be geographically limited, what is the ideal role for your state or local health department to play in distributing or communicating about CDC clinical guidance or changes to it?

Thanks so much this information. I have a few more questions for you, but before we move on is there anything else about locations, formats, or communications regarding CDC clinical guidance for use in public health emergencies that you'd like to tell me about?

Pause for responses.

Great, thanks. We talked separately about your preferences for CDC clinical guidance for routine care and for use in a public health emergency, but now, let's discuss them together.

[Facilitator determine which of the following can be asked based on responses above. Differences can be based on their first or second preference if more than one was given. If there are no differences in preferences given for location, format, or communication, skip to closing statement.]

15a. Why do your preferences for location of clinical guidance change for routine clinical guidance and guidance for a public health emergency?

15b. Why do your preferences for formats of clinical guidance change for routine clinical guidance and guidance for a public health emergency?

15c. Why do your preferences of communication channels for sharing information about updated clinical guidance differ for communicating about clinical guidance for routine clinical guidance and guidance for a public health emergency?

Those are all the questions I have for you today. Is there anything else regarding CDC clinical guidelines that you'd like to share with us?

Pause for additional comments. If interviewee asks if they'll be able to see project results, say: This is part of an internal project to inform CDC's clinical guidance practices, so results will remain internal.

We'd like to thank you again for your time and just to reiterate: all your feedback from today will not be connected with your name. Also, as [recruiting vendor] may have mentioned when they contacted you about participating, you will receive a token of appreciation for your time today. Again, thank you and have a great rest of your day.