

Thank you for joining us today. My name is \_\_\_\_\_, and I will be leading the research session today. There are a few other people listening on the phone call and taking notes for this session. We are conducting this research on behalf of the Centers for Medicare and Medicaid Services (CMS). We are not direct employees of CMS and welcome you to offer us your honest feedback during today's session.

CMS seeks to understand what things can be done to improve the consumer's ability to find and re-find the publically available CMS data they want with relative ease, and to better understand what things can be done to expand the current user base of these data. The primary goal of this study is to inform the redesign of CMS.gov (and other related CMS data websites) to be more user friendly.

We will use your feedback to help improve the organization, functionality, and usability of the website.

So, today I will ask you a number of questions to learn more about your current use of public CMS data.

Before we begin, I would like to describe how the session will work:

- We are not testing your ability. There are no right or wrong answers. But rather we want to understand how you access and use CMS data to accomplish your goals. So, we are interested in your honest opinions about your current experiences with CMS data.
- Today's session will take about 45mins.
- You will not be personally identified as a participant in this study.
- If at any time you need to leave the session, please let me know.

Do you have any questions before we begin?

### **Warm-up Questions:**

- Can you tell us briefly about yourself and how long you have been accessing and using CMS public data?
- What makes you interested in the healthcare system and healthcare data?
- What products do you currently access/use?
- What is your opinion of the current state of data sharing on government websites?

Questions:

1. What areas in healthcare do your work, research, or data analysis pertain?
2. What type of data do you look for? What is meaningful data to you?
3. How do you go about finding the data you need? How easy or difficult is finding the data?
  - a. What makes it easy or difficult? If difficult, what would make finding the data easier?
4. Please explain what you do with the data once you have located it?

- a. What is your process for reviewing or analyzing the data? Are there any tools you use for analysis and or synthesis (i.e., making sense of the data)?
5. Do you share and/or discuss these data with others? If so, who and why?
6. Can you narrate an instance where you used CMS public data to achieve a specific goal that you had/have?
7. How do you find out when new data is released?
8. Do you know of any others who use CMS public data in similar or even different ways? Please describe.

### **Wrap-Up Questions**

- Is there something you would like to share with us that you think we didn't cover in our conversation?
- What is the most immediate thing that needs to be fixed? Or you think should be fixed right away?
- In an ideal world, how do you see your ideal open data government platform functioning to achieve your objectives?
- Can you think of an experience using a data platform that has close to your ideal world situation?

**Thank you so much for sharing your time and feedback with us today. We really appreciate you insights.**

### **PRA Disclosure Statement**

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