



**Centers for Disease Control and Prevention**  
**Office of Public Health Preparedness and**  
**Response**

Public Health Emergency Preparedness and Response Applied Research

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## Interview Plan

*A Novel Framework for Structuring Industry-Tuned Public-Private Partnerships and Economic Incentives for U.S. Health Emergency Preparedness and Response*

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**Interview Number:**

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**Interview Date:**

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**Interview Time:**

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# **Interview Introduction Script and Verbal Consent**

Hello, my name is (*interviewer's name*) and this is my colleague (*scribe's name*). Thank you again for agreeing to talk to us today. We are employed by PwC and our team is conducting a study for CDC regarding how innovative partnership and incentive models could be designed to encourage more private sector engagement in public health preparedness and response, such as readiness for future pandemics.

(*Your organization*) has a reputation for leadership in an industry sector that (is / may be) highly relevant to public health preparedness and response. We'd like to hear your insights, preferences and recommendations regarding partnering approaches and incentives that you and your (organization / company) might find appealing.

Your participation is entirely voluntary and this interview should take approximately one hour. Any information that you share with us during the interview today will be on a not-for-attribution basis. CDC will ensure that all the data that you provide will be de-identified, stored securely, and presented only in aggregated form with other information from other sources, unless otherwise compelled by law. You do not have to provide an answer to any question you do not feel comfortable responding to, and you can stop the interview at any time. Whether or not you choose to participate will not impact you or your organization's relationship with CDC or PwC.

If you have any questions about this interview or the study as a whole please feel free to ask at any time.

Do you consent to take part in this study today?

*If yes continue...*

## Section 1: Mission Area Overlap

**Question 1:** Given your specific industry, how do your organization's activities relate to the following public health preparedness and response capabilities?

- a) **Biosurveillance:** *A process of gathering, integrating, interpreting, and communicating essential information that might relate to disease activity and threats to human, animal, or plant health.*

[Space for text]

- b) **Community Resilience:** *Support to planning, exercises, financing, collection of materiel and supplies, for the sustained ability of a community to use resources to respond to, withstand, and recover from adverse situations*

[Space for text]

- c) **Countermeasures and Mitigation:** *Distributing medical materiel and dispensing medical countermeasures (biologics, drugs, devices) in event of a biological, chemical, or radiological / nuclear material, a naturally occurring emerging disease, or a natural disaster. Oversee non-pharmaceutical interventions (quarantines, movement restrictions, etc.) and ensure the safety and health of responders, hospital staff, and medical facility personnel.*

[Space for text]

- d) **Incident Management:** *Combination of facilities, equipment, personnel, procedures and communications operating within a common organizational structure, designed to aid in the management of resources during incidents. Emergency Operations Center.*

[Space for text]

- e) **Information Management:** *Acquiring, analyzing, protecting, and sharing public health emergency information. Organizing and participating in information exchanges.*

[Space for text]

- f) **Surge Management:** *Management system for integrating medical and health resources during large-scale emergencies. Includes fatality management, mass care, medical surge, and volunteer management.*

[Space for text]

## ***Section 2: Partnership Opportunities and Barriers***

**Question 2: Are you aware of or do you have any personal experience with successful partnerships within your organization that relate to public health preparedness and response? Any examples within your industry?**

[Space for text]

**Question 3: What barriers are currently preventing or obstructing your organization, or the industry as a whole, from building partnerships in public health preparedness and response?**

[Space for text]

**Question 4: How could your organization or the industry at large partner more, or more effectively capitalize on the opportunities, within the public health preparedness and response space?**

[Space for text]

## Section 3: Incentives for Partnerships

**Question 5:** How could partnerships address or alleviate financial pressures for your organization?

[Space for text]

**Question 6:** What operational considerations within your company or industry should be addressed as part of a successful partnership?

[Space for text]

**Question 7:** Where could partnerships help your organization better mitigate or share risk?

[Space for text]

**Question 8:** Are there any other concerns or considerations within your organization that partners should understand or could help address?

[Space for text]

**Question 9:** What would incentivize your organization to enter into a partnership? Are there specific incentives you would want from a government entity or related to public health preparedness and response activities? *Some examples of incentives may include: knowledge-sharing agreements, brand or corporate image enhancement, the opportunity to work with government decision-makers, tax breaks, government grants, revenue sharing, loan guarantees, advance purchasing agreements, market commitments, government review fast-tracking, legal protection, etc.*

[Space for text]

**Question 10:** What level of control and oversight does your organization like to maintain over partnerships and joint initiatives? Does your organization have any standard guidance or policies related to partnerships?

[Space for text]

## ***Section 4: Additional Information***

**Question 11: Do you have any additional comments or thoughts?**

[Space for text]

**Question 12: Are there any additional organizations, individuals, or people within your industry that you think we should talk to? Would you be able to put us into contact with them?**

[Space for text]

***Additional Notes:***