

**End user Survey to support redesign of the NCEPCR website: Primary Care clinicians/Quality Improvement Leaders**

**SALUTATION**

Hello! My name is [Insert Name] and I am calling you on behalf of the Agency for Healthcare Research and Quality (AHRQ). Here with me is [fill in name] also from AHRQ. Thank you so much for taking the time to talk with us about how we can make the AHRQ primary care website more useful to your work. Just to give you an overview, we are going to talk about a few things today:

- Your work as a primary care clinician/quality improvement leader.
- What are some of the issues and challenges you are facing in the course of your work
- What kinds of web-based resources would be helpful to you and what formats would be easiest to use.

**Grounding the conversation**

1. Before talking about AHRQ's primary care website, could you tell me more about your clinical and/or administrative work?
2. How familiar are you with AHRQ, as well as its products and services?

*[Talking points if the individual is not familiar with AHRQ:]*

- AHRQ is a federal health-focused agency whose mission is NOT disease-specific. Our mission is to support research to identify ways to improve how care is delivered.
- In support of this mission, we focus on the scientific development, implementation, and dissemination of knowledge for delivering effective, high quality, patient-centered care across all clinical conditions.
- We do this by
  - supporting and conducting research to identify or develop and test innovative models of care delivery, and
  - Creating and disseminating guidance, tools and other resources to support implementation of effective models and approaches by health care practitioners and organizations.

- AHRQ has been designated as the lead agency for primary care research in the federal government.

### Defining needs in primary care

3. What are current challenges are you facing in your practice right now? What are you paying attention to? What is important to do well?
4. In addressing these issues, what kinds of support, tools, education, etc. are helping you the most right now? Where is this information/support coming from?

### NCEPCR

AHRQ has a center called the National Center for Excellence in Primary Care (“Nice PCR”). NCEPCR is the home for primary care research at AHRQ, and the NCEPCR website provides a single portal for accessing mostly everything that AHRQ is doing in primary care - evidence, practical tools, and other resources for researchers and evaluators, clinicians and clinical teams, quality improvement experts, and healthcare decision makers to improve the quality and safety of primary care.

5. Given what was just described, what sorts of things would you like to be able to get from the NCEPCR website?
6. Think of a website that was really helpful to you. What was it about the website that was helpful? (consider ease of use, having the content requested, pleasant to look at, functionally did what it needed to do) What are features of using a website that are critically important?
7. Do you think it helps to have implementation information together with topic help? Or separate? Or some of both? (Example how to implement opioid management guidelines versus how to implement a new initiative)
8. How do you feel about “old” content on a website (that is, information about projects and programs that ended a while ago and are no longer ongoing)? How old is too old?
9. Now we are going to look at the current website
  - i. Here is section X (will be tailored to interviewee). As you look at it, tell me what you think it supposed to accomplish. Who is it designed for? What is it useful for?
  - ii. Using section X, how easy or hard was it to find resources? What was confusing? What did you like?
  - iii. What about the visual display – did you find it attractive and appealing? Changes you suggest?
  - iv. Believability – does this information seem credible? Why or why not?
  - v. What information on this topic would you expect to see that you do not see? What would be useful to include that is not there?
  - vi. How likely is it that you would visit this site again? Why or why not? (type of information, use of information)
10. What else is important that I didn’t ask about?

This survey is authorized under 42 U.S.C. 299a. The confidentiality of your responses to this survey is protected by Sections 944(c) and 308(d) of the Public Health Service Act [42 U.S.C. 299c-3(c) and 42 U.S.C. 242m(d)]. Information that could identify you will not be disclosed unless you have consented to that disclosure. Public reporting burden for this collection of information is estimated to average 60 minutes per response, the estimated time required to complete the survey. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: AHRQ Reports Clearance Officer Attention: PRA, Paperwork Reduction Project (0935-0179) AHRQ, 5600 Fishers Lane, Room #07W42, Rockville, MD 20857.

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