

**Testing of Brand Concepts, Messages and Materials for  
Promotion of Diabetes Self-Management Education and Support (DSMES)  
Services:  
Guide for In-Depth Interviews with Health Care Providers**

**I. Introduction (5 minutes)**

**A. Introduction**

Thank you for joining me today for this interview. It is sponsored by the U.S. Centers for Disease Control and Prevention, also known as CDC. We've invited you to speak with us to get your feedback on some images, concepts, and statements related to diabetes self-management education and support services to which you might refer your adult patients with type 1 and type 2 diabetes. After I show them to you, I will ask you a few questions to get your reactions. What you tell us today will help CDC and its partners better communicate about the value of DSMES services for people with diabetes so that they are more interested in asking their health care providers for a referral. Were you able to log into [MEETING PLATFORM]? [IF NOT, TROUBLESHOOT OR SCHEDULE A CALL BACK]

Before we begin, I'd like to explain a few things about how our interview today will work.

- There are no right or wrong answers. We want to know your honest opinions. All your comments, whether positive or negative, are welcome and helpful.
- I personally have no part in creating any of these materials, so feel free to tell me what you really think.
- With your permission, my colleagues who are also working on this project may be listening to this interview so that they can hear what you have to say directly. They will not be taking part in our conversation.
  - Is it okay if my colleagues listen to our discussion?
    - Yes
    - No [colleagues drop off call]
- Who you are and what you say will be kept confidential to the best of our ability. In the report we write for CDC, we are going to combine information from this interview with that from other interviews. We will not link any information that may identify you to your responses. CDC will not be informed who participated in this project.
- We would like to audio-record our discussion, with your permission. We will use the recordings to write a summary report. No one outside of this project will listen to the recordings. We will keep what you say secure to the extent permitted by law. We will NOT put your name or other identifying information in the report or on the recordings.
  - Do I have your permission to record?
    - Yes

***Interview Guide for HCPs***

**Public Reporting Burden Statement**

Public reporting burden of this collection of information is estimated to average **1 hour** per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. 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 CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0572).

- No [notes only]
- Do you have any questions before we get started?

## II. Background

(5 minutes)

I would like us to start by talking, in general, about the diabetes self-management education and support services you refer your patients with diabetes to.

1. What percentage of your patients with diabetes do you refer to diabetes self-management education and support services? (ASK a ONLY IF THEY REFER AT LEAST SOME PATIENTS)
  - a. What are the main reasons why you refer your patients to diabetes self-management education and support services?
    - i. How do you see that meeting with a diabetes educator or taking a group class helps your patients manage their diabetes?
    - ii. In what ways does DSMES help you with your practice?
  - b. What are the main reasons you don't refer your patients to diabetes self-management education and support services?
2. Do you provide any materials to your patients with diabetes as take-aways, like brochures or other information? What are these?

## III. Reactions to DSMES

(10 minutes)

Let me share with you a **description** of diabetes self-management education and support services. [READ PLAIN LANGUAGE DESCRIPTION OF DSMES.]

Diabetes self-management education and support (DSMES) services help people keep on track to live well with diabetes.

Diabetes care and education specialists share resources and build skills for each person to reach his/her goals. They lead one-on-one, group or on online sessions.

Sessions can be about eating healthy, checking blood sugar, being active, managing stress, and solving problems.

1. Does this description sound like the DSMES services you refer your patients with diabetes to? (IF THEY DO NOT REFER ANY PATIENTS TO DSMES, ASK: Does this sound like a service you would like to refer your patients with diabetes to?)
  - a. What is different or missing?
  - b. How well would this explain DSMES to your patients?

Let me share with you what might be **the benefit** of DSMES services.

[SHOW DSMES VALUE PROPOSITION AND READ IT ALOUD.]

For people with diabetes who want or need help managing their diabetes and learning how

to live with it, DSMES offers continuous, personalized skill-building and tools that prepare them to confidently manage and live with diabetes in all aspects of their lives.

Unlike diabetes education classes or other diabetes management products or tools, DSMES lets people build a lasting relationship with a trained diabetes care and education specialist and get support tailored to their needs for as long as they need it. The skills and tools that are part of DSMES are based on a set of national standards that have been proven to help people with diabetes live their healthiest lives.

1. What do you think of this statement? [Probe value/benefits to their patients]
2. What is unique or distinctive about this, if anything?
  - a. What do you think would be most appealing/unique or distinctive about this for your patients with diabetes?
3. What is missing that you would be looking for?
  - a. What might your patients with diabetes might look for?

#### IV. Reactions to Branding Concepts

(20 minutes)

Now I would like to show you several concepts and get your reactions.

(Reviewers, see “OMB attachment with samples” for example).

#### [Rotate branding concepts across interviews]

[Branding concepts may include mood boards, visual identity, images/graphics, key words. Samples are provided in the Attachment]

I would like to start by showing you an image on the screen. [SHOW FIRST CONCEPT]

#### Overall reactions

1. What do you see in this concept?
  - a. [PROBE] What first comes to mind when you first see this? What caught your attention?
  - b. How does it make you feel? [Listen for positive/negative reactions]
  - c. How do you think it would make your patients with diabetes feel?
2. What is the main idea that this concept is trying to get across, in your own words?
  - a. Who do you think this is trying to reach?
  - b. How believable or realistic is this? Why do you say this?
  - c. What is interesting or unique about this?
  - d. What kind of personality, emotion, relationship, or personal connection is it trying to convey?

- e. Is this telling your patients with diabetes to do something? What would motivate someone to do this?
3. Is there anything confusing, annoying, or offensive in this image? Anything else you don't like? Anything that makes it not trustworthy?
4. How might this help you talk with your patients about DSMES?
  - a. What is missing to help you and your practice motivate your patients to attend?
  - b. What would make this more appealing to your patients with diabetes?
  - c. What would make it more personalized to your patients with diabetes?
5. What is your general reaction to the way this looks [or the graphic]?

**[REPEAT ABOVE QUESTIONS, AS APPLICABLE, WITH EACH BRAND CONCEPT]**

### **Comparison of Branding Concepts**

Now I would like to show you the concepts again and ask you some questions about how they compare to one another.

**[Show concepts side by side]**

1. Now that you have seen all the concepts, which one feels most relevant to your practice?
  - a. To your patients with diabetes?
  - b. Are they the same? If not, why not?
  - c. Do you think one is more motivating than the others? Which? Why/why not?

## **VII. Reactions to Names, Tag Lines and/or Supporting Messages (15 minutes)**

Next, I would like to show you several messages and get your reactions. **[SHOW FIRST MESSAGE ON SCREEN]**

1. What is the main idea that this message is trying to get across, in your own words?
  - a. What benefits, if any, is this message conveying?
  - b. How could this help you talk with your patients about DSMES services? Help your patients with diabetes?
2. Who would you say this message is for?
3. Do you think this message would be believable to your patients with diabetes or not? Why or why not?
  - a. [If not believable] What additional information do you think this message would need for your patients with diabetes to believe this message?

4. Do you like the way it is written? [Probe: tone, language/style, etc.] Is it easy to read?
  - a. Is there anything confusing, unclear, or hard to understand?
5. Do you think this message would make your patients with diabetes want to do anything?
  - a. Do you think this message would motivate your patients with diabetes to take action?
  - b. Is there anything that could be changed to make it more likely your patients with diabetes would be motivated to participate in diabetes self-management education and support services?
6. How could this message be improved?
  - a. What could be changed to make it more motivating?
  - b. Is there anything you or your patients with diabetes would want to know that this does not say?

[REPEAT ABOVE QUESTIONS, AS APPLICABLE, WITH EACH MESSAGE]

### **Comparison of Messages**

Now I would like to show you the messages again and ask you some questions about how they compare to one another.

**[Show messages side by side]**

1. Which of these is more appealing to you than the others? Why?  
Probe: which would be more appealing to your patients?
2. Which one do you think would be the most motivating for your patients with diabetes? What makes you say that?

### **IX. Overall reactions to DSMES (4 minutes)**

Thinking about all the materials and information you have seen today...

1. Is there anything that could be changed to make it more likely that you would refer your patients with diabetes to participate in DSMES services?
2. Is there anything that could be changed to make it more likely your patients with diabetes would be motivated to participate in DSMES services?
3. Is there anything else that might be helpful to encourage participation among your patients?

**XI. WRAP-UP**

**(1 minute)**

Those are all the questions I have. What other comments or questions do you have for me about DSMES services? (REFER PARTICIPANT TO CDC WEBSITE AND AMERICAN ASSOCIATION OF DIABETES CARE AND EDUCATION SPECIALISTS/AMERICAN ASSOCIATION OF DIABETES EDUCATORS AS APPROPRIATE)

Thank you for participating in this interview. As discussed, we will send you an incentive as a token of our appreciation. If you have any additional questions, you can contact [point of contact].

*Thank participant for their participation.*