

## Key Informant Interview Recruitment Materials

### Initial Recruitment Email

FROM: NORC Senior Staff Member  
TO: [interviewee(s)]  
CC: NORC Research Analyst  
Subject: AHRQ Clinical Decisions Support Evaluation – Key Informant Interview Invitation  
Attachments: General Information Sheet

Dear [NAME(s)],

I hope this message finds you well.

NORC at the University of Chicago, has been contracted by the Agency for Healthcare Research and Quality (AHRQ) to evaluate their Clinical Decision Support (CDS) Initiative. As you may be aware, AHRQ's CDS Initiative is comprised of four components:

- (1) the Patient-Centered (PC) CDS Learning Network (LN)
- (2) CDS Connect
- (3) CDS Demonstration Projects
- (4) Evaluation

As the evaluator, our goal is to assess the Initiative's current state, characterize its impact, identify gaps, and specify future opportunities. Our three year mixed-methods evaluation includes a variety of data collection and analysis efforts including document review, key informant interviews, a survey, and site visits.

For more information about NORC, the Initiative, and the evaluation please see the attached information sheet.

**We would like to interview you about your [expertise on/experience in] the [component of CDS initiative].**

The goal of the key informant interviews is to learn about the process of implementing components of the Initiative, discuss barriers and facilitators to CDS development and implementation, and to understand how these issues may vary between stakeholder groups and individual organizations. We hope that you will consider participating as we believe your perspective is key to understanding the successes of the Initiative to date.

**To schedule the interview please use this link to sign up for a time.**

If none of these times works for your team, please let us know when you are available and we will do our best to accommodate your schedule. Once we pick the date and time, my colleague [INSERT] (copied in this email) will send a separate calendar invite.

If you have any questions about the interview or our evaluation, feel free to contact me.

Thank you very much and we look forward to speaking with you.

Sincerely,  
[NAME]

ATTACHMENT B

**KIIs follow-up recruitment**

FROM: NORC Senior Staff Member  
TO: [interviewee]  
CC: NORC Research Analyst  
Subject: AHRQ Clinical Decisions Support Evaluation – Key Informant Interview Invitation  
Attachments: General Information Sheet

Dear [NAME],

I wanted to follow up regarding my email from [date] regarding participating in an interview about your [experience on/experience in] the [component of CDS initiative].

As described in our original email (below), as the evaluator, our goal is to assess AHRQ's Clinical Decision Support Initiative's current state, characterize its impact, identify gaps, and specify future opportunities. Our three year mixed-methods evaluation includes a variety of data collection and analysis efforts including document review, key informant interviews, a survey, and site visits. Through a series of key informant interviews we hope to learn about the process of implementing components of the Initiative, discuss barriers and facilitators to CDS development and implementation, and to understand how these issues may vary between stakeholder groups and individual organizations.

**We hope that you will consider participating in an interview as we believe your perspective is key to understanding the successes of the Initiative to date.**

**To schedule the interview please use this link to sign up for a time.**

If none of these times works for you, please let us know when you are available and we will do our best to accommodate your schedule. Once we pick the date and time, my colleague [INSERT] (copied in this email) will send a separate calendar invite.

If you have any questions about the interview or our evaluation, feel free to contact me.

Thank you very much and we look forward to speaking with you.

Sincerely,  
[NAME]

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[Initial Recruitment Email]

ATTACHMENT B

**KIIs Calendar Invite**

FROM: NORC Research Analyst  
TO: [interviewee(s)], NORC Senior Staff Member  
Subject: AHRQ CDS Evaluation – Interview [Last name(s)]  
Location: [Dial-in]  
Attachments: General Information Sheet

Please hold this time ([date], [time] [time zone]) to participate in a key informant interview regarding your [expertise on/experience in] the [component of CDS initiative] of AHRQ's CDS Initiative. For more information about the initiative and our Evaluation please see the attached information sheet.

Please do not hesitate to reach out should you have any questions in advance of this interview.

We look forward to speaking with you.

Best,

The NORC Evaluation Team

ATTACHMENT B

**KIIs Reminder email (2 business days in advance)**

FROM: NORC Research Analyst  
TO: [interviewee(s)]  
Subject: *Reminder* AHRQ CDS Evaluation Interview – [Day] ([Date], [Time])  
Attachments: General Information Sheet & Consent Language

Dear [name],

We look forward to speaking with you on [day] ([date], [time] [time zone]) regarding your [experience on/experience in] the [component of CDS initiative]. We have set up the following conference line:

Dial-in: [dial-in]

Access code: [access code]

Attached please find an information sheet regarding NORC, the initiative, and our evaluation. In addition, we have attached our consent language (which we will review during the interview) for reference.

Please do not hesitate to reach out should you have any questions in advance of this interview.

We look forward to speaking with you on [Date].

Sincerely,

The NORC Evaluation Team

ATTACHMENT B

**KIIs Thank-you email**

FROM: NORC Research Analyst  
TO: [interviewee(s)]  
CC: NORC Senior Staff Member  
Subject: Thank you

Dear [name],

We wanted to thank you again for taking the time to meet with us [time frame]. We greatly appreciate the detailed insights you shared with our team.

If you feel that we did not get to cover an important issue, or you have any additional information that you would like to share, please feel free to reach out. Similarly, if you have any questions, or would like more information about the evaluation, please let us know.

Best,

The NORC Evaluation Team