

## Appendix B. Customer Satisfaction Interview Communications

### B1. QDR/NQS Customer Satisfaction Interview Email Communication

[EMAIL LETTERHEAD]

[DATE]

[CUSTOMER ADDRESS]

Dear [NAME OF QDR/NQS CUSTOMER],

The Agency for Healthcare Research and Quality (AHRQ) is conducting interviews about the National Healthcare Quality and Disparities Reports (QDR) and National Quality Strategy (NQS) products, reports, and websites. AHRQ is conducting these interviews with different groups of people who use the QDR or engage with the NQS as part of AHRQ's continued efforts to produce evidence to make health care safer, higher quality, more accessible, equitable, and affordable. AHRQ has partnered with Booz Allen Hamilton to conduct these interviews to gather information on how people are using the QDR and NQS, their experiences with these products, and how these products are meeting users' needs.

We would like to invite you to participate in a telephone interview. This interview should take [60 minutes]. For this interview, we are hoping to speak with people who are familiar with the QDR and/or NQS and who have used one of these resources. If you think that someone other than yourself at your organization is more qualified to complete the interview, please let us know who we should contact.

We hope you will participate in the interview and provide information that will help AHRQ improve its healthcare quality resources. You should know that participation in this interview is voluntary. We will be collecting responses from many different people and reporting only the aggregate results; your name and your organization will never be associated with the findings. What you say during the interview will be held securely and will not in any way affect your facility's relationship with AHRQ.

Please contact [Name of BAH Team Contact] at [Contact info for BAH Team Contact], or reply to this email, about whether or not you would like to participate in an interview. If you are willing to participate in an interview, we will work with you to set up a time to speak. Thank you in advance for your participation in this important effort.

Sincerely,

Nancy Wilson, MD, MPH

Senior Advisor to the Director of the Agency for Healthcare Research and Quality (AHRQ)

## **B2. QDR/NQS Customer Satisfaction Interview Telephone Screen Communication**

Dear [NAME OF QDR/NQS CUSTOMER],

Good day. My name is \_\_\_\_\_ and I am calling today on behalf of the Agency for Healthcare Research and Quality (AHRQ). AHRQ is conducting interviews about the National Healthcare Quality and Disparities Reports (QDR) and National Quality Strategy (NQS) products, reports, and websites. AHRQ is conducting these interviews with different groups of people who use the QDR or engage with the NQS as part of AHRQ's continued efforts to produce evidence to make health care safer, higher quality, more accessible, equitable, and affordable. AHRQ has partnered with Booz Allen Hamilton to conduct these interviews to gather information on how people are using the QDR and NQS, their experiences with these products, and how these products are meeting users' needs.

For this interview, we are seeking the person at your organization who is most familiar with the QDR and/or NQS and who has used one of these resources. Are you familiar with the QDR and/or NQS products? Do you use any of these products?

Thank you very much for answering my questions. I would like to interview you at a time that is convenient to you about these AHRQ products. The interview would take approximately 60 minutes. You should know that participation in this interview is voluntary. We will be collecting responses from many people and reporting only the aggregate results; your name and your organization will never be associated with the findings. What you say during the interview will be held securely and will not in any way affect your facility's relationship with AHRQ.

We hope you will participate in the interview and provide information that will help AHRQ improve its healthcare quality resources. Would you be willing to participate in an interview?

[If yes, proceed to next question. If no, thank and terminate.]

### **Scheduling**

We will conduct this interview over the phone. It will need a 60-minute block of time. When would you like to schedule this interview? Date: \_\_\_\_\_ Time: \_\_\_\_\_

We will send you a reminder email you the day before to remind you of your interview. Could we have your email address and the best number to reach you?

Contact information (phone and email): \_\_\_\_\_

Thank you! I look forward to talking with you. Please contact [Name of BAH Team Contact] at [Contact info for BAH Team Contact] if you are interested in setting up a time to participate in an interview.

## **B3. QDR/NQS Customer Satisfaction Follow-up Email Communication**

[EMAIL LETTERHEAD]

[DATE]

[FACILITY ADDRESS]

Dear [NAME OF QDR/NQS CUSTOMER],

Thank you for agreeing to participate in an interview about the Agency of Healthcare Research and Quality (AHRQ)'s National Healthcare Quality and Disparities Reports (QDR) and National Quality Strategy (NQS) products and reports. Your interview is scheduled for:

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Prior to completing the interview, it may be helpful for you to review QDR and NQS products that you use.

Please contact [Name of BAH Team Contact] at [Contact info for BAH Team Contact] if you have any questions. Thank you in advance for your participation in this important effort.

Sincerely,

[SIGNATURE]

**B4. QDR/NQS Customer Thank you Email Communication**

[EMAIL LETTERHEAD]

[DATE]

[FACILITY ADDRESS]

Dear [NAME OF QDR/NQS CUSTOMER],

We wanted to thank you for participating in the interview about the Agency of Healthcare Research and Quality (AHRQ)'s National Healthcare Quality and Disparities Reports (QDR) and National Quality Strategy (NQS) products and reports. Your perspective and insight on these efforts is very important to AHRQ and we appreciate your time and feedback.

Please contact [Name of BAH Team Contact] at [Contact info for BAH Team Contact] if you have any other comments you would like to share. Thank you again for your participation in this important effort.

Sincerely,

[SIGNATURE]