

## Key Informant Interview Recruitment Materials

### Initial Recruitment Email

FROM: NORC Senior Staff Member

TO: [interviewee(s)]

CC: NORC Research Analyst

Subject: AHRQ National Nursing Home COVID-19 Coordinating Center--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 assist in operating the AHRQ National Nursing Home COVID-19 Coordinating Center. Part of the Coordinating Center's role is to assess AHRQ's National Nursing Home COVID-19 Action Network (Network) by examining whether and how the Network activities covered by the Provider Relief Funds (PRF) aided nursing homes' efforts to mitigate the challenges posed by the COVID-19 pandemic.

The Coordination Center's assessment of the Network is comprised of the following goals:

1. assess the reach, retention, and engagement of the Network;
2. study implementation gaps and barriers; and
3. determine the long-term impact, sustainability, and replicability of the training program and Network activities.

Our year-long mixed-methods assessment includes a variety of data collection and analysis efforts including document review, key informant interviews, and secondary analysis of Network data. For more information about NORC, the Coordinating Center, the Network, or the assessment, please see the attached information sheet.

**We would like to interview you about your experience with the Network.** The goal of the key informant interviews is to discuss barriers and facilitators to engagement in the Network, learn about changes made as a result of participation in the Network, and to understand how these issues may vary between stakeholders within nursing homes. We hope that you will consider participating as we believe your perspective is key to understanding the implementation of the Network to date.

**To schedule the interview please use this link to sign up for a time:** [INSERT LINK]

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 assessment, feel free to contact me or Dr. Alison Laffan, the Project Director (Laffan-Alison@norc.org).

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

Sincerely,  
[NAME]

ATTACHMENT C

**KIIs follow-up recruitment**

FROM: NORC Senior Staff Member

TO: [interviewee]

CC: NORC Research Analyst

Subject: AHRQ Nursing Home COVID-19 Action Coordination Center-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 with AHRQ's National Nursing Home COVID-19 Action Network (Network).

As described in our original email (below), as the AHRQ Nursing Home COVID-19 Coordinating Center (CC), our goal is to assess the reach, retention, and engagement of the Network; study implementation gaps and barriers; and determine the long-term impact, sustainability, and replicability of the training program and Network activities. Through a series of key informant interviews we hope to discuss barriers and facilitators to engagement, to learn about changes made as a result of participation in the Network, and to understand how these issues may vary between stakeholders within nursing homes.

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

**To schedule the interview please use this link to sign up for a time:** [INSERT LINK]

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 assessment, feel free to contact me or Dr. Alison Laffan, the Project Director (Laffan-Alison@norc.org).

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

Sincerely,  
[NAME]

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[Initial Recruitment Email]

ATTACHMENT C

**KIIs Calendar Invite**

FROM: NORC Research Analyst

TO: [interviewee(s)], NORC Senior Staff Member

Subject: AHRQ National Nursing Home COVID-19 Coordination Center– 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 [experience with] AHRQ's National Nursing Home COVID-19 Action Network. For more information about the Action Network and our assessment 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,

[NAME]

ATTACHMENT C

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

FROM: NORC Research Analyst

TO: [interviewee(s)]

Subject: *Reminder*: AHRQ National Nursing Home COVID-19 Coordination Center 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 with the AHRQ National Nursing Home COVID-19 Action Network (Network). We have set up the following conference line:

Zoom link: [zoom link]

Dial-in: [dial-in]

Access code: [access code]

Attached please find an information sheet regarding the AHRQ National Nursing Home COVID-19 Coordination Center, the Network, and the assessment. 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,

[NAME]

ATTACHMENT C

**KIIs Thank-you email**

FROM: NORC Senior Staff Member  
TO: [interviewee(s)]  
CC: NORC Research Analyst  
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 assessment, please let us know.

Best,

NORC Senior Staff Member