End user Survey to support redesign of the NCEPCR website: Primary Care Researchers

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 researcher.
- 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 could you provide a high level summary of the impact you hope to create through the research you do?

2. How familiar are you with AHRQ? Have you ever used any AHRQ resources? Is AHRQ a place you would go for funding? Why or why not?

[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
  o supporting and conducting research to identify or develop and test innovative models of care delivery, and
  o 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.

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 everything (at least, that is the goal) 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.

3. What are current issues that you are studying in your primary care research right now? What are you paying attention to?

4. What kinds of support, tools, and education are helping you the most right now to study these issues? Are there particular websites you use? Other references or sources? How about for disseminating your work when you have results or products? Where might you go to share those things?

5. What kinds of help do you need for your research right now that either do <u>not</u> exist or you lack access to? (consider things like research methods, frameworks/models, researcher templates, etc.)

6. Besides funding opportunities, what other ways could AHRQ help you with your research?

7. Switching gears a bit, think of a website that was really helpful to you for your research work. 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 features of using the website are critically important?

8. Now we are going to look at the current NCEPCR website
   a. 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?
   b. Using section X, how easy or hard was it to find resources? What was confusing? What did you like?
   c. What about the visual display – did you find it attractive and appealing? Changes you suggest?
   d. Believability – does this information seem credible? Why or why not?
   e. 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?
   f. How likely is it that you would visit this site again? Why or why not? (type of information, use of information)

9. What else is important that I didn't ask about? What other advice do you have for

AHRQ and the NCEPCR?