

Concurrent Cognitive Interview Protocol

Developed by Lauren Harris-Kojetin, PhD of the Research Triangle Institute (RTI) in conjunction with the CAHPS^R project.

Background on the Concurrent Protocol

RTI developed this protocol in early 1998 to test the penultimate version 2.0 CAHPS^R report template. RTI developed both an observation and a debriefing protocol (not shown) and a concurrent probing protocol. Half of the interviews were conducted with the debriefing protocol and the other half with the concurrent protocol. The former allows better examination of navigation through materials while the latter protocol facilitates examination of comprehension of materials. RTI conducted cognitive interviews with Westat employees who had a high school education or some college education. We tested the report template using mock CAHPS data in the template and tailoring the template to Westat employees. The concurrent protocol contains several components:

- Introduction and Overview of the Interview Process and Confidentiality
- Section-Specific Closed- and Open-Ended Interview Probes to Examine What the Participant Understands and Thinks of Each Section of the CAHPS Penultimate Report Template
- Interviewer-Assessed Observation of Whether and How the Participant Reads Through Each Section of the Report Template
- Vignettes to Examine Whether and How the Participant Uses the CAHPS Data to Make a Health Plan Choice
- Comprehension Questions to Measure Participants' Ability to Understand Correctly the CAHPS Data Displays
- General Questions About Participants' Likelihood to Use the Report Template and Their Perceptions of the Utility of Different Sections of the Template
- Participant Background Questions For Analysis Purposes
- Interviewer Assessments of Each Interview and Opportunities to Improve the Template and the Protocol

Each interview ran about 2 hours. In each interview, after the participant read and completed an informed consent form, the interviewer read the protocol introduction. The interviewer then gave the participant the penultimate CAHPS^R report template and asked him/her to start reading. The interview then proceeded according to the structure of the concurrent protocol.

Interviewer initials: _____ Date: _____ Time begin: _____ Time end: _____
Notetaker initials: _____ Interview: _____

CONCURRENT Introduction

Introduce yourself and notetaker:

I'm [your first name] and this is [notetaker's first name]. [Notetaker's first name] will be taking notes to help us remember what we cover. [***Hand consent form and explain purpose***].

What the interview is about:

Today I'm going to show you a booklet being developed. It's not finished yet, but we want to get some reactions from people now, to see if we're on the right track.

Interview Process:

I'll ask you to read pages of the booklet. Please read the booklet as if you were reading it at home, at your own pace. After each page or section, I'll ask you questions about what you read and what you're thinking about.

When you finish a page or section, please look up at me so I know I can ask you questions.

Feel free to comment or ask questions as you read.

Because we have so much to cover today, I may need to move us along so that we have time to cover everything in the two hours you are here.

Confidentiality:

What you say will be confidential. We won't connect your name with anything you say.

Please say what you really think - it's not a test:

Please remember, **there are no right or wrong answers**. It's not a test.

You're helping us learn how people will use the booklet and how we can improve it. We're especially interested in anything you think might be confusing or hard for people to understand.

Please use this ***marker*** as you read, to mark anything in the booklet that seems ***unclear or needs more explanation***.

I didn't design the booklet, and you won't hurt my feelings, no matter what you say about it. So please feel free to say what you think.

Any questions before we get started?

Cover of the Booklet

Show the cover.

Here's the cover of the booklet. Take as much time as you like to look it over. And make comments out loud if you want to.

Let me know when you're ready to talk about the cover.

Record any spontaneous comments about the cover:

BEGIN QUESTIONS ABOUT COVER:

1. Based just on the cover, what do you think the booklet is about?

[What kind of information do you expect to find inside the booklet?]

[Is there anything else you'd be expecting to find?]

2. The cover uses the words, "the inside story." What do these words mean to you?

[What do these words make you think the booklet will be about?]

3. The cover also says, “a survey of people in each plan.” In your own words, what does “a survey of people in each plan” mean to you? [Can you tell me more?]

4. *Skip if interview is going slowly:* Pretend that this is the time of year when Westat asks you to decide whether to stay with your current plan or to pick a new plan. And pretend that Westat gave you this booklet along with its regular Enrollment booklet, to help you think about your choices. Based **just on looking at the cover of this booklet**, what do you think you would be most likely to do with it -- would you:

1. Open it right away ----->
Put it aside to look at later on, or | What makes you say that?
Throw it away ----->

5. *Skip if interview is going slowly:* Is there anything else you’d like to say about the cover?

Contents Page

Now, please open the booklet.

Please read this page and let me know when you're ready to talk about it.

OBSERVATION NOTES:

WHILE PARTICIPANT IS READING, CODE:

*How much attention did the person seem to pay to the text on the **left** side of the contents page?*

Seemed to read most or all of it

Seemed to read only part of it

Barely glanced at it or didn't read it at all

*How much attention did the person seem to pay to the table of contents on the **right** side of the contents page?*

Seemed to read most or all of it

Seemed to read only part of it

Barely glanced at it or didn't read it at all

Did the person circle or otherwise identify any words or sections as being unclear, confusing, hard to understand, or needing more explanation?

No

Yes---> *which ones?* _____

OTHER OBSERVATION NOTES -- TABLE OF CONTENTS PAGE:

BEGIN QUESTIONS ABOUT TABLE OF CONTENTS PAGE:

6. Did you happen to read the part of the page that starts with “Should you read this booklet”? *[If person has any trouble locating this part, use a pen in your left hand to point it out]*

No -----> *Interviewer go on to question 7*

Yes----> Did reading this make you **more** interested in the booklet, **less** interested in the booklet, or did it make **no difference** in your interest?

More interested -----> Why is that?

Less interested -----> Why is that?

No difference

Record reason given: _____

7. Did you happen to read the part of the page that starts with “You can trust the survey because ...”? *[If person has any trouble locating this part, point it out]*

No -----> *Interviewer go on to question 8*

Yes----> Did reading this make you **more** likely to trust the survey, **less** likely to trust the survey, or did it make **no difference**?

More likely to trust -----> Why is that?

Less likely to trust -----> Why is that?

No difference

[If person mentions a lack of trust, ask: What would make you more likely to trust the survey?]

Record reason given: _____

8. Did you happen to notice the table of contents? *[If person has any trouble locating this part, point it out]*

No

Yes

9. **Are there any parts of the booklet listed in the table of contents that look like something you personally would want to read?** [Any there any other parts you would want to read?]

All of it
None of it, no parts of it -----> Why is that?
How can you pick..., page 2
What's health care quality, page 3
 A quick look, page 4
What do the stars and bar graphs mean, pages 5-6
Bar graphs with the details, pages 7-13
 How do HMOs and PPOs work, page 14
How was the survey done, page 15
Do you need more information (phone numbers), page 15

10. **Are there any parts of the booklet that look like something you would not be interested in reading?**

How can you pick..., page 2
What's health care quality, page 3
 A quick look, page 4
What do the stars and bar graphs mean, pages 5-6
Bar graphs with the details, pages 7-13
 How do HMOs and PPOs work, page 14
How was the survey done, page 15
Do you need more information (phone numbers), page 15

Record any comments:

11. ***SKIP THIS QUESTION UNLESS*** the person marked something, and you have not already talked about it:

Tell me about the places you marked. [Which words or other parts do you think might be confusing or hard for people to understand?]

Record which words/parts were marked, and comments on these parts:

Page 2— How can you pick a health plan...?
and
Page 3— What's health care quality all about?

Now, please turn the page.

Please read pages 2 and 3 and let me know when you're ready to talk about them.

OBSERVATION NOTES:

WHILE PARTICIPANT IS READING, CODE:

How much attention did the person seem to pay to the first column of page 2?

Seemed to read most or all of it

Seemed to read only part of it

Barely glanced at it or didn't read it at all

How much attention did the person seem to pay to the second column of page 2?

Seemed to read most or all of it

Seemed to read only part of it

Barely glanced at it or didn't read it at all

How much attention did the person seem to pay to the third column of page 2?

Seemed to read most or all of it

Seemed to read only part of it

Barely glanced at it or didn't read it at all

In what order did the person seem to read page 2?

_____ First column

_____ Second column

_____ Third column

How much attention did the person seem to pay to page 3?

Seemed to read most or all of it

Seemed to read only part of it

Barely glanced at it or didn't read it at all

Did the person circle or otherwise identify any words or sections as being unclear, confusing, hard to understand, or needing more explanation?

No

Yes---> *which ones?* _____

OTHER OBSERVATION NOTES -- PAGES 2 AND 3:

BEGIN QUESTIONS ABOUT PAGES 2 AND 3:

12. Based on the pages you just read, in your own words, how would you explain what the booklet will help you do? [What's the purpose of the booklet?]

13. If you were reading this booklet at home, what part of the booklet, if any, would you go to next?

Other (specify): _____

How can you pick..., page 2 (re-read)

What's health care quality, page 3 (re-read)

A quick look, page 4

What do the stars and bar graphs mean, pages 5-6

Bar graphs with the details, pages 7-13

How do HMOs and PPOs work, page 14

How was the survey done, page 15

Do you need more information (phone numbers), page 15

14. What makes you say that?

15. How useful to you is page 2 on how to pick a plan?

Not at all useful

Not at all useful

Somewhat useful

Very useful

16. *Skip if interview is going slowly:* Is there anything else you'd like to say about these two pages?

**PAGE 4— What do the stars tell you
and
PAGE 5— A quick look at how plans compare (chart with stars)**

Let's turn to pages 4 and 5 of the booklet.

The health plans in this booklet are not real. But, we designed them to be similar to real health plans, so we hope the plans will seem realistic to you.

Let me know when you're ready to talk about these pages. Remember, if you want to, you can make comments while you're looking it over.

Record any spontaneous comments about these pages. Indicate which page(s) the comment is about.

OBSERVATION NOTES FOR PAGES 4 and 5:

As much as possible, record what the person looks at, and in what order, before questioning begins for this page. Use a dash to mark things the person did not seem to notice or pay attention to.

PAGE 4 — explanation page	Page 5 — Chart with stars
_____ Title	_____ Title
_____ Definition of survey average	_____ Legend
_____ Legend with stars	_____ Stars
_____ “Look down” “Look across” (miniatures of chart)	_____ Headings of the chart
_____ What else should you know	_____
_____	_____
_____	_____
_____	_____

Mark all that apply:

- Glanced back and forth between the two pages
- Paid very little attention to explanation page 4
- Seemed to read only part of explanation page 4
- Paid a lot of attention to explanation page 4

Did participant turn to any other pages while reading pages 4 or 5?

Yes (which pages) _____
No

Did the person circle or otherwise identify any words or sections as being unclear, confusing, hard to understand, or needing more explanation?

No
Yes---> which ones? _____

BEGIN QUESTIONS ABOUT PAGES 4 and 5:

17. SKIP THIS QUESTION UNLESS YOU ARE UNABLE TO TAKE NOTES EASILY ON

WHAT THEY LOOK AT.

Skip if interview is going slowly, even if you can't see well enough to record observations.

Please tell me what you looked at first on these two pages. [Then what did you look at next?] [Is there anything else you looked at?]

First: _____

Next: _____

Also: _____

- 18. Looking at page 5 - in your own words, please tell me what you think the chart on page 5 is supposed to help you do? [What is its purpose?]**

- 19. On page 5, could you tell me what the "HMOs" and PPOs" headings mean?**

Don't know --->Where would you go to find out what they mean?

Page 14

Other (specify) _____

20. Now I'd like to tell you about a person named Lisa who needs to pick a Healthy Options health plan for her children. I'd like to know what advice you would give Lisa about which of the plans on this chart is best for her family's needs.

First let me tell you about Lisa's family.

Hand the card about Lisa's family to the person. Then read what is on the card. Do not skip reading it because the person has the card.

Lisa, a new Westat employee, and her husband have three-year-old twins.

One of the twins, Joey, has a lot of ear infections that seem serious to Lisa. Lisa thinks Joey needs to be seen by a specialist.

Finding a doctor who communicates well is important to Lisa. She wants someone who will listen to her without interrupting, and take the time to explain how her children are doing.

Getting care without long waits is important to Lisa. She usually takes both children with her to the doctor because it's hard to find a babysitter. Lisa gets really tired if she has to wait a long time at the doctor's office.

a. Which of the health plans in the chart do you think would be best for Lisa to choose for her children? [Which one looks the best based on what's important to Lisa?]

Don't know ---> *skip to question 21. Take back the card about Lisa's family to signal the end of that topic.*

Don't understand the question or what you're asking -----> *skip to question 21, saying, "let's just go on to the next question." Take back the card about Lisa's family to signal the end of that topic.*

None of them would be best
Any plan would be as good as another
Coastal Health Plan
Secure Health Services
MedNet
QualiCare Plus
Blue Ribbon Care
South Side Health Plan
Valley Medical Care

b. Tell me how you used the chart to try to figure out which plan might be best for Lisa to choose for her children.

Ask follow-up questions to get the person to tell exactly how they used the chart, such as: Tell me more about that.

If person named a specific plan or plans, ask: How did you choose that plan? [What makes that plan seem best?]

Interviewer: Take back the card about Lisa's family to signal the end of that topic.

21. According to the chart on page 5, which plans seem to be doing better than most others at customer service, information, and paperwork?

Don't really understand the question or what you're asking ----> Interviewer: skip to question 24 if person is clearly having trouble with the chart

- Don't know
- None of them
- Coastal Health Plan
- Secure Health Services
- MedNet
- QualiCare Plus
- Blue Ribbon Care
- South Side Health Plan
- Valley Medical Care

22. **Now, please use the chart to take a look at how Valley Medical Care is doing. According to the chart, what seems to be its weakest area, where it is doing worse than most of the other plans?**

[If person has trouble finding Valley Medical, point it out]

Don't really understand the question or what you're asking ----> *Interviewer: skip to question 24 if person is clearly having trouble with the chart*

Don't know
No weak areas
Rating of plan
Plan's customer services, etc.
Getting care that is needed
Getting care without long waits
How well doctors communicate
Rating of care
Medical office staff - courtesy, etc.

23. **According to the chart, are there any plans that seem to be doing worse than others in a lot of areas? [Which one(s)?]**

Don't really understand the question or what you're asking
Don't know
None of the plans is doing worse than others in a lot of areas
Coastal Health Plan
Secure Health Services
MedNet
QualiCare Plus
Blue Ribbon Care
South Side Health Plan
Valley Medical Care

*Interviewer: If the person named a plan, and the interview is going quickly, you can ask:
Tell me how you used the chart to decide which plan or plans was doing worse in a lot of areas.*

24. In your own words, what do 2 stars mean to you in the chart?

25. What about one star - what does this mean to you?

26. What do 3 stars mean to you?

27. Now, looking at page 4 - in your own words, please tell me what you think page 4 is supposed to help you do? [What is its purpose?]

[If necessary, point out page 4]

28. Still looking at page 4 - How hard or easy was it for you to understand what's on page 4 - would you say it was:

Very hard ----->	What was hard? _____

Somewhat hard ----->	
Neither hard nor easy	_____

Somewhat easy, or	_____
Very easy	_____

29. Still looking at page 4 - how helpful was page 4 in telling you how to use the chart on page 5 - would you say that page 4 was:

Interviewer: skip the follow-up question if interview is going slowly

Very helpful ----->	How did it help? [Tell me more]
Somewhat helpful ----->	How did it help? [Tell me more]
Not very helpful ----->	What makes you say that? [How could it be more helpful?]

Record answer to follow-up question:

30. Interviewer: skip this question if interview is going slowly:

Still looking at page 4, would you say the amount of information on this page is too much, too little, or about right?

Interviewer: skip the follow-up question if interview is going slowly

Too much -----> What do you think we should drop?

Too little ----->What do you think we should we add?

About right

31. The researchers on this project understand that people often do not have much time to look at a booklet like this -- people need to get helpful information in as short a booklet as possible. So, the researchers are trying to decide what things really need to be in the booklet and what we can do without. Do you think page 4 is important enough to keep in the booklet - would you say:

- Definitely yes
- Probably yes
- Not sure
- Probably not, or
- Definitely not

32. **Now let's look at page 5. How hard or easy was it for you to understand the chart on page 5 - would you say very hard, somewhat hard, somewhat easy, or very easy?**

Interviewer: skip the follow-up question if interview is going slowly

Very hard -----> What was hard?
Somewhat hard -----> What was hard?
Neither hard nor easy
Somewhat easy
Very easy

Record answer to follow-up question about what was hard:

33. *Interviewer skip the following question if interview is going slowly:*

Still looking at page 5 -- would you say the amount of information on page 5 is too much, too little, or about right?

Interviewer: skip the follow-up question if interview is going slowly

Too much -----> What should we drop to improve this page?

Too little ----->What should we add to improve this page?

About right

**Page 6 — Bar Graph Explanation and
Page 7 — 1st Bar Graph**

Please turn to pages 6 and 7 of the booklet. Let me know when you're ready to talk about these pages.

Record any spontaneous comments about these pages. Indicate which page(s) the comment is about.

OBSERVATION NOTES FOR PAGES 6 and 7:

As much as possible, record what the person looks at, and in what order, before questioning begins for this page. Use a dash to mark things the person did not seem to notice or pay attention to.

PAGE 6 — explanation page	Page 7 — 1st bar graph
_____ Title	_____ Title
_____ White block with diagram	_____ Legend
_____ How can you use the bar graphs?	_____ 1st column text
_____ When you compare plans	_____ Actual bars
_____	_____
_____	_____
_____	_____

Mark all that apply:

- Glanced back and forth between the two pages
- Paid very little attention to explanation page 6
- Seemed to read only part of explanation page 6
- Paid a lot of attention to explanation page 6

Did the person circle or otherwise identify any words or sections as being unclear, confusing, hard to understand, or needing more explanation?

No

Yes---> *which ones?* _____

BEGIN QUESTIONS ABOUT PAGES 6 and 7:

34. **SKIP THIS QUESTION UNLESS YOU ARE UNABLE TO TAKE NOTES EASILY ON WHAT THEY LOOK AT.**

Skip if interview is going slowly, even if you can't see well enough to record observations.

Please tell me what you looked at first on these two pages. [Then what did you look at next?] [Is there anything else you looked at?]

First: _____

Next: _____

Also: _____

35. **Please look at page 6. In your own words, what does the *red* part of the graph mean?**

36. **What about the *black* part of the graph -- in your own words, what does that part mean?**

37. **What does the *white* part of the bar mean?**

38. Please look at the graph on page 11, how well doctors communicate. According to the graph on this page, which plans seems to be doing *better* than most others at how well their doctors communicate?

- Don't know
- Don't understand the question or what you're asking
- None of them are doing better than most others
- All are the same/Any plan would be as good as another
- Coastal Health Plan
- Secure Health Services
- MedNet
- QualiCare Plus
- Blue Ribbon Care
- South Side Health Plan
- Valley Medical Care

If person named a specific plan or plans, ask: How did you choose that plan [those plans]?
[Can you tell me a little more?]

39. According to the graph on this page, which plans seems to be doing *worse* than most others at how well their doctors communicate?

- Don't know
- Don't understand the question or what you're asking
- None of them are doing better than most others
- All are the same/Any plan would be as good as another
- Coastal Health Plan
- Secure Health Services
- MedNet
- QualiCare Plus
- Blue Ribbon Care
- South Side Health Plan
- Valley Medical Care

If person named a specific plan or plans, ask: How did you choose that plan [those plans]?
[Can you tell me a little more?]

40. Let's go to back to page 7. Suppose that you were using this graph to help you choose a plan for yourself, and that people's ratings of their health plan were very important to you. Which of the health plans on this page would you consider choosing? [Which ones

seem good enough on the health plan rating for you to want to choose them?]

- Don't know
- Don't understand the question or what you're asking
- None of them
- All look good enough to choose
- Doesn't matter
- Coastal Health Plan
- Secure Health Services
- MedNet
- QualiCare Plus
- Blue Ribbon Care
- South Side Health Plan
- Valley Medical Care

If person named a specific plan or plans, ask: How did you choose that plan [those plans]?
[Can you tell me a little more?]

41. Again, suppose that you were using this graph to help you choose a plan for yourself and that people’s ratings of their health plan were very important to you. Which of the health plans on this page would you want to avoid, if any? [Which ones would you not want to choose?]

- Don’t know
- Don’t understand the question or what you’re asking
- Would not want to avoid any of them
- Would want to avoid all of them
- Doesn’t matter
- Coastal Health Plan
- Secure Health Services
- MedNet
- QualiCare Plus
- Blue Ribbon Care
- South Side Health Plan
- Valley Medical Care

If person named a specific plan or plans, ask: How did you choose that plan [those plans]?
[Can you tell me a little more?]

42. Now, please look over the graph on page 9. In your own words, what is the graph telling you about the seven plans?

43. Please look at the graph on page 9, people's experiences getting care they needed. Is the difference between South Side Health Plan and Valley Medical Care large enough to make a difference to you?

YES (GO TO 45)

NO

44. (IF NO, ASK): How about comparing Coastal Health Plan with Qualicare Plus. Is the difference between those two plans large enough to make a difference to you?

YES

NO

Tell me about that.

45. What's the smallest difference you think there should be between two plans for it to make a difference to you? [SHOW CATEGORIES] Would you say a difference of:

1 point

2 to 3 points

4 to 5 points

6 to 9 points, or

10 points or more

DEPENDS (specify) _____

OTHER specify) _____

DON'T KNOW

46. Please take your pen (or pencil), and for each graph on pages 7 through 13, circle the plan that does the best on each graph.

47. Overall, how hard or easy is it for you to use the bar graphs on pages 7 through 13 to compare the plans? Would you say:

very hard
somewhat hard
somewhat easy, or
very easy

What makes you say that?

48. Please look over the topics on pages 7 through 13. Would you say that all of the topics are equally important to you, or are some more important than others?

1 All topics equally important (GO TO 53)
2 Some more important than others

49. (IF SOME MORE IMPORTANT, ASK): Which three are the most important?

50. What makes (FILL TOPIC) most important to you? [How did you decide that?]

51. Which two topics are least important to you?

52. **What makes (FILL TOPIC) least important to you?** [How did you decide that?]

53. **Please look briefly at the stars on page 5 and then at the bars on page 7. You may recall that there are seven pages of bar graphs -- one page for each of the seven topics listed on the star page, on page 5. We're interested in what people find most useful for helping them compare plans. Thinking about what information you'd like to help you compare your plan choices, would you say that the star page is more helpful, the bar graphs are more helpful, or they are equally helpful?**

Stars more helpful ---> What makes you say that? [SKIP TO 55]

Bars more helpful ---->What makes you say that? [SKIP TO 55]

Equally helpful

54. **If you had to choose to get either the stars or the bar graphs, which one would you want to have to help you compare plans?**

Prefer stars ---> What makes you say that?

Prefer bars ---->What makes you say that?

**Page 14 — How do HMOs and PPOs work? and
Page 15 — About the survey and results**

Please turn to pages 14 and 15 of the booklet. Let me know when you're ready to talk about these pages.

OBSERVATION NOTES:

WHILE PARTICIPANT IS READING, CODE:

How much attention did the person seem to pay to the top of page 14?

Seemed to read most or all of it

Seemed to read only part of it

Barely glanced at it or didn't read it at all

How much attention did the person seem to pay to the HMOs section of page 14?

Seemed to read most or all of it

Seemed to read only part of it

Barely glanced at it or didn't read it at all

How much attention did the person seem to pay to the PPOs section of page 14?

Seemed to read most or all of it

Seemed to read only part of it

Barely glanced at it or didn't read it at all

In what order did the person seem to read page 14?

_____ top section

_____ HMOs

_____ PPOs

How much attention did the person seem to pay to page 15?

Seemed to read most or all of it

Seemed to read only part of it

Barely glanced at it or didn't read it at all

Did the person circle or otherwise identify any words or sections as being unclear, confusing, hard to understand, or needing more explanation?

No

Yes---> which ones? _____

OTHER OBSERVATION NOTES -- PAGES 14 AND 15:

BEGIN QUESTIONS ABOUT PAGES 14 and 15:

55. Looking at page 14 - rate the job this page does in explaining the differences between HMOs and PPOs in a way that is easy to understand - would you say the page did:

a poor job -----> What was makes you say that? _____

|

a fair job -----> _____

a good job _____

a very good job, or
an excellent job _____

56. And, how helpful was page 14 in telling you the main differences between HMOs and PPOs -- would you say it was:

Interviewer: skip the follow-up question if interview is going slowly

Very helpful -----> How did it help? [Tell me more]

Somewhat helpful -----> How did it help? [Tell me more]

Not very helpful -----> What makes you say that? [How could it be more helpful?]

Record answer to follow-up question:

57. How useful, if at all, is page 14 to you? Would you say:

Not at all useful ----> Skip to 58
Not too useful ----> Skip to 58
Somewhat useful, or
Very useful?

What makes you say that? _____

58. If you had to choose between an HMO or a PPO for your own health plan, is there other information you would like to know that is not on page 14?

No
Yes -----> What would that be?

59. Let's look at page 15. How useful, if at all, did you find this page? Would you say:

Not at all useful ----> Skip to 61
Not too useful ----> Skip to 61
Somewhat useful, or
Very useful?

What makes you say that? _____

60. What topics on page 15 did you find most useful?

Who was surveyed
How was the survey done
How were plans compared
Do you want to know more?
All of it
Don't know
Other _____

61. What topics on page 15 did you find least useful?

- Who was surveyed
- How was the survey done
- How were plans compared
- Do you want to know more?
- All of it
- Don't know
- Other _____

62. Interviewer: skip this question if you have run out of time:

If you were using this booklet for real, what else, if anything, would you want to know about the booklet or the survey?

[What kinds of information should the booklet give about who was surveyed and how the survey was done?]

63. If you had just gone through this booklet at home, what would you likely do next?

- Read through it again; go over parts of booklet
- Call a plan(s)
- Call Westat
- Talk with friends/family/doctor
- Put it aside (go back to later)
- Other _____

-
- Throw out
 - Don't know

GENERAL QUESTIONS

We're almost finished now.

- 64. As I mentioned earlier, we are trying to learn whether people will be interested in this booklet and find it useful. So we'd like your honest opinion.**

Do you think Westat employees would actually use a booklet like this to help them choose a health plan - would you say:

- Definitely yes
- Probably yes
- Not sure
- Probably not, or
- Definitely not

Follow-up, whatever answer is given: What makes you say that?

[If answer is probably yes or definitely yes, and time permits, ask this question too: How do you think they would use it?]

65. What about you personally - would you use a booklet like this if it were sent to you:

- Definitely yes
- Probably yes
- Not sure
- Probably not, or
- Definitely not

Follow-up, whatever answer is given: What makes you say that?

[If answer is probably yes or definitely yes, and time permits, ask this additional question too: How would you use it?]

66. How useful is this booklet is helping you decide which health care option to choose? Is it .

..

- Not at all useful
- Not too useful
- Somewhat useful, or
- Very useful

Follow-up, if answer is anything but very useful: What makes you say that?

67. Please take one last look over the booklet and let me know what pages, if any, seemed least useful to you?

Don't know

None

How can you pick..., page 2

What's health care quality, page 3

A quick look, page 4

What do the stars and bar graphs mean, pages 5-6

Bar graphs with the details, pages 7-13

(specify)_____

How do HMOs and PPOs work, page 14

How was the survey done,/Do you need more information, page 15

68. What, if anything, do you think of the colors in the booklet?

Don't know/no comment

Positive comment:_____

Negative comment:_____

Other:_____

69. What, if anything, do you think of the pictures in the booklet?

Don't know/no comment

Positive comment:_____

Negative comment:_____

Other:_____

END OF INTERVIEW

Now I just have a couple of background questions for you to answer and we'll be all finished.

70. Have you ever worked in a health care or health insurance job?

Yes ----> What was your title? _____

How many years ago did you last work at a job like that?

_____ years

No

71. Do you have any experience using computers, charts, or graphs? This includes experience at a job or at home.

Yes, computers

Yes, charts

Yes, graphs

No

72. Do you now have health insurance coverage, either through Westat or some other source?

Yes -----> Do you have:

Single coverage or

Family coverage?

No

Hand the incentive envelope and receipt form to the person.

73. We really appreciate the time you took to help us today. I just need to have you sign this form that says we gave you the token of appreciation.

Collect signed form.

74. Again, thanks very much!

WHEN THE INTERVIEW IS OVER

31 Write down “time finished” at top of first page

31 Be sure that you have marked “skipped” in the answer area for any questions skipped.

Make sure that you have written the interview identification information on the forms used and on the questionnaire. This information is: interview initials, date, time of day. This allows matching up the documents for an interview without using people’s names.

Be careful not to discuss anything about an interview within earshot of anyone else

QUESTIONS FOR THE INTERVIEWING TEAM:

1. Overall, how interested did the respondent seem to be in the draft materials?
Very interested
Fairly interested
Not very interested
2. How well did you think the respondent understood the interview questions?
Very well
Fairly well
Not very well
3. Based on this interview: what words, concepts, or other things seem likely to confuse people? (*Use back of page as needed for this and the last two questions*)
4. Did you get any ideas from this interview about other things that should be tested?
5. Did you get any ideas from this interview about revisions to make in the document (including things to add)?