

Interview Script

Intro (2 - 3 mins)

Background Information

I am a student at DePaul University, and I'm currently working on a group project. My group is interested in learning more about how healthcare professionals, educators, and students find and share information about their industry online. We'd like to use our findings to help us structure a website that will provide information about the impact of social determinants on our health.

During our meeting today, I'll ask you a series of questions that will allow me to learn more about you and your experiences. Your participation will help to inform the design of a healthcare-related website.

User Session

The overall session will be around 30 minutes long.

Things to Remember

- Please remember that this is not a test.
- You are the expert, your opinions and ideas are what really matter.
- There are absolutely no right or wrong answers.
- Nobody will be offended by anything you say today – be honest!
- If you ever feel uncomfortable about any of the questions I ask you, you may decline. We can also stop this at any time.

Finally

I am recording the audio for the interview. It will be used for me to report back to my team. The recording will not be shared anywhere else. Is this ok?

Do you have any questions before we begin? Great, let's get started!

Screenener (1 min)

- Have you reviewed any healthcare related news or information over the past three to six months? *If no, do not continue with interview and explain rationale for screener.*

Warm Up (3 mins)

- What got you interested in healthcare?
- How are you involved in the healthcare field?
 - If healthcare professional, “Can you describe your current role?”
 - If healthcare educator, “Can you describe your role as an educator and the topics you teach?”
 - If healthcare student, “Can you describe the program that you are enrolled in? What are your goals with this program?”

General (5 mins)

- Are you familiar with the concept of social determinants of health?
 - If yes...
 - What does this concept mean to you?
 - When did you first hear about this concept?
 - Have you seen this concept referenced anywhere in publications, news, or information related to your industry or profession?
 - If yes, “Do you recall specifically where you saw this concept?”
 - Have you ever considered applying this concept within your profession or education?
 - If yes, “As a professional, how have you or would you address this with patients, and how often?”
 - If no,
 - “Why not?”
 - “What kinds of resources would you need to be able to?”
 - How could we help those who aren't familiar with the SDOH concept learn more about it?

- If no...
 - “No worries! Social determinants of health are the effects of environmental conditions such as where people are born, live, work, learn, grow, and age, on health. High-level examples of these determinants include education, economic stability, community context, environmental conditions, and access to healthcare services.”
- Have you recently looked at any healthcare information online?
 - How did you come across this information?
 - Social Media? Websites? News Agencies? Medical journals? Research databases? Government or industry sites? Other?
 - Why do you visit those sites / use those methods? Is there anything that stands out to you that you like? Dislike?
 - Have you looked at anything related to social determinants of health?
 - In what context did you look at this healthcare information? Is that a typical context in which you would look at healthcare information?
 - What device (computer, mobile, tablet) do you typically use to search for and read this information?

Deep Focus (10 mins)

- What topics or subject matter do you typically look at when seeking information about healthcare?
 - Why do you look for this information?
 - Have you come across any information about SDOH?
- When you're looking at healthcare articles, how do you determine whether or not you can trust the information?
 - Are there certain sources that you or the healthcare industry consider more credible than others?
 - Can you give some examples of how this is determined?

Questions related to social media...

- Based on your experience, how do professionals (or academics) keep themselves up to date on current medical information?
- Are there any social media platforms related to healthcare that are worth visiting?

- If yes, which ones and why?
- What are your expectations from these platforms?
- Do you follow any healthcare professionals on social media platforms?
 - Which ones?
 - What led you to follow them?
 - What kind of information do they usually post or share?

Questions about sharing articles and information...

- In the past 6 months, can you remember a time when you shared publications, news, sites, or articles related to healthcare with other professionals, academics in your field, or patients?
 - If yes
 - Who did you share it with?
 - How did you share it?
 - What were some resources you used to share and educate?
 - Have you shared information related to SDOH?
- Can you remember a time when someone else shared a publication, news article, site, or document related to healthcare with you?
 - If yes, “Why did they share it with you?”
 - If yes, “How did they share it with you?”
 - Did anyone share an article related to the SDOH concept with you?

Questions related to discussion boards or participating in comments...

- Do you discuss healthcare related topics online?
 - Where do you discuss healthcare related topics?
 - Who do you discuss things with?
 - Have you ever discussed SDOH online?

Questions about newsletters and subscriptions...

- Have you ever signed up for newsletters or articles related to healthcare or social determinants of health?
 - How are you notified? Email? Notifications on phone? Social media notifications?
 - About how often are you notified?
 - How would you use this information?
 - Who would benefit most from this resource?

Retrospective (2 min)

- Looking back on some recent healthcare sites you've visited, is there anything that comes to mind on how they could have been improved?
 - Content quality? Site layout? Organization of information?
- From the questions we asked you about regarding social determinants of health, was there anything else you would like to add?

Demographics (1 mins)

- Age
- Gender
- Years of Experience (or in Education)
- Profession and/or Role

Conclusion (1 mins)

Thank the interviewee for their time. Remind them they have our contact information on the consent form.