

Key Informant Interview Guide 1

Setting: Health plans

Interview Subjects: senior medical leader and senior operational or administrative leader

Introductory information/warm-up:

Review the roles of interviewer and recorder; estimated length of interview; purpose of interview; review/sign consent.

1. What are your major strategic goals for this year and the next three years?

○ **Probes:**

- How did you decide on/select those goals?
- What data did you use to inform your goal-setting process?

2. What factors--internal and external to your organization--will facilitate and/or impede achievement of those goals?

○ **Probes:**

- Pressures from providers?
- Pressures from employers/brokers/subscribers/unions?
- External measures? e.g., NCQA
- Competitors?
- Government? For example, Medicare standards, recommendations task force
- Role of evidence? For example, what if evidence doesn't support effectiveness of a treatment but competitors cover it?
- Health care reform?

3. Given those factors discussed in the previous question, how do you plan to achieve those goals?

○ **Probes:**

- Are you considering any changes to your underwriting practices?
- Any changes in provider reimbursement?
- Any changes in benefit design?
- Are there any pilots or experiments you're considering?
- Changes to provider networks?
- Provider support? (e.g., performance data [cost/quality] to providers?)
- What data did you use to inform your strategies?

4. In closing, is there anything else you would like to talk about?

• **Probes:**

- For example:
 - Shared decision-making?
 - Patient-centered medical home?
 - Value-based purchasing?
 - Accountable care organizations?