

# Major Pharmaceutical Company – Interview Script

*Note: This is a sample interview instrument and script I wrote and used for a series of interviews. The goal of the research project was to gather user needs and make appropriate recommendations to a client planning to implement single sign-on for a family of web sites. All potentially proprietary information has been redacted and bracketed, e.g. [the site].*

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## Interview Questions: External Partners

### Introduction

Hi, thank you for taking part in this research. I'm Steve Kurzman and I'm from [web services company] that is helping [the site] by interviewing you and other [group]. I will be speaking with you today and [name] will also be participating in the interview. [name] from [web services company] will be taking notes during the interview. The interview will be audio taped for research purposes only.

We are interested in your general experiences using [the site] and specifically in what you think of the process of signing on to the site and other features available on the site. If you have any thoughts or comments to add during the interview about how you use [the site], or what would make it better and easier for you to use, please feel free to mention them. I should add that this is not a test of you or how you use the [the site] website.

Please note that while this interview will be documented and shared with [the site], it is solely a research project. We do not represent [the site] in any capacity beyond this research project. Anything we discuss is valuable for research purposes, but further actions may or may not be taken depending on [the site] priorities.

Feel free to ask any questions of your own or add your comments at any time during the interview. Do you have any questions before we start?

| General Questions  |
|--|
| 1. What is your official job title?                          |
| 2. What are your roles and responsibilities?                 |
| 3. What is your relationship or interaction with [the site]? |

|                    |
|--------------------|
| [business process] |
|--------------------|

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| 4. How many staff in your office handle reimbursement?         |
| 5. How many prescribers do you handle [business process] for?  |
| 6. Briefly describe your [business process].                   |
| 7. What are your most common challenges in [business process]? |

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| <b>General Usability</b>  |
| 8. When you contact [the client], do you prefer to call [the client] or use the [the site] website? Why?                  |
| 9. When you call, what do you call about?   |
| 10. When you use [the site], what do you use, or what are you looking for?  |
| 11. When you use [the site], do you login to use the [user group] portion of the site or use the site without logging in? |
| 12. How would you generally describe your experience of the [the site] website?   |
| 13. Specifically, how easy/difficult (1 being very difficult, 5 being very easy) do you find it to login to [the site]?   |

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| <b>Single Sign On</b>   |
| 14. Do you use any websites that use Single Sign On, meaning that they allow you to access multiple sets of information or applications with one login (for example, health care, AOL, personal finance, etc.)? What features or aspects do you like/dislike about them?  |
| 15. [the site] currently allows you to login separately for each prescriber to access information on his/her patients. Another option, Single Sign On, would allow you to login once to access information on all prescribers in your office and their patients. Given a choice, would you prefer the login process as it is currently, or would you prefer |

the Single Sign On login process?

16. How do you imagine Single Sign On would function in [the site]? What would it look like and how would it work?

17. Would the ability to login once using Single Sign On encourage you to use [the site] more? Why/Why not?

### **Forms and [interactive tool]**

18a. Do you download the PDF forms, e.g. patient enrollment and authorization?

b. If yes, how easy/difficult (1 being very difficult, 5 being very easy) is it to find and download the PDF forms? Why?

19a. Do you use the [interactive tool] to pre-fill the forms?

b. If yes, how easy/difficult (1 being very difficult, 5 being very easy) do you find it to use the [interactive tool]? Why?

### **Patient Reimbursement Status**

(if interviewee deals with [products])

20a. Do you use [the site] to check your patients' insurance coverage?

b. If yes, how easy/difficult do you find it to check patients' reimbursement status?

(if interviewee deals with [products])

21. If it were possible for you to use [the site] to check patient patient insurance coverage, would this encourage you to use [the site] more?

### **Online Enrollment**

22. [the site] currently allows you to print, sign, and fax [form] forms. Another option, called online enrollment, would allow you to submit the forms through the website. Given a choice, would you prefer to submit the [form] forms as you do now or submit

online?

23. Given a choice, do you think your patients would prefer to submit their [form] forms by fax or mail as they do now, or to submit them online?

24. Do you currently enroll and submit forms electronically with other companies for reimbursement issues? If yes, which companies?

### **Conclusion**

Thank you again for participating in this interview. We appreciate your assistance and input. Do you have any questions or comments before we close?

### **Interview Questions: Internal Stakeholders (Product Leads, Account Managers and Sales Representatives)**

#### **Introduction**

Hi, thank you for taking part in this research. I'm Steve Kurzman and I'm from [web services company], a web services company that is helping [the site] by interviewing you and other [group]. I will be speaking with you today and [Product Lead name] will also be participating in the interview. [name] from [web services company] will be taking notes during the interview. The interview will be audio taped for research purposes only.

We are interested in your experiences and those of your customers using [the site] and specifically in what you think of the process of logging in to the site and other features available on the site. If you have any thoughts or comments to add during the interview about how you and your customers use [the site], or what would make it better and easier for you and your customers to use, please feel free to mention them. I should add that this is not a test of you or how you use the [the site] website.

Please note that while this interview will be documented and shared with [the site], it is solely a research project. We do not represent [the site] in any capacity beyond this research project. Anything we discuss is valuable for research purposes, but further actions may or may not be taken depending on [the site] priorities.

Feel free to ask any questions of your own or add your comments at any time during the interview. Do you have any questions before we start?

#### **General Questions**

|  |
|--|
| 1. What is your official job title?                          |
| 2. What are your roles and responsibilities?                 |
| 3. What is your relationship or interaction with [the site]? |
| Comments:  |

|   |
|---|
| <b>General Usability</b>                              |
| 4. How often do you visit the [the site] website?     |
| 5. What is your experience of the [the site] website? |
| 6. How do you use the site?                           |
| 7. How do your customers use the site?                |
| Comments:   |

|  |
|--|
| <b>Customer Feedback</b>   |
| 7. What feedback do you receive from your customers about the site?                  |
| 8. Specifically, what feedback have you received from them about the login process?  |
| 9. What could be improved to make the site more valuable for you and your customers? |
| Comments:  |

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| <b>Specific Features</b>   |   |   |   |   |   |
| 10. How easy/difficult do your customers find it to use the following features? Why? |   |   |   |   |   |
| 1=very difficult, 5=very easy  | 1 | 2 | 3 | 4 | 5 |

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| a. Login to the site   |   |   |   |   |   |
| Why?/Comments:   |   |   |   |   |   |
| b. Download PDF forms, e.g. enrollment and [form]  |   |   |   |   |   |
| Why?/Comments:   |   |   |   |   |   |
| c. Use the [interactive tool] to pre-fill the forms  |   |   |   |   |   |
| Why?/Comments:   |   |   |   |   |   |
| d. (ask only if customers deal with [products])<br>Check patient insurance coverage        |   |   |   |   |   |
| Why?/Comments:   |   |   |   |   |   |
|  |   |   |   |   |   |
| 11. How valuable do you believe your customers would find the following features?<br>Why?  |   |   |   |   |   |
| 1=not valuable at all, 5=very valuable   | 1 | 2 | 3 | 4 | 5 |
| a. Ability to see all physicians' patients with one login using Single Sign On             |   |   |   |   |   |
| Why?/Comments:   |   |   |   |   |   |
| b. (ask only if customers deal with [products])<br>Check patient insurance coverage online |   |   |   |   |   |
| Why?/Comments:   |   |   |   |   |   |
| c. Ability to submit enrollment and [form] forms online                                    |   |   |   |   |   |
| Why?/Comments:   |   |   |   |   |   |

**Single Sign On**

As I mentioned in my preface, this research is focused on the process of logging into the [the site] site, particularly on the option of Single Sign On. In this case, Single Sign On would refer to the ability of one user, using one login, to have access to all prescriber and patient information within a given practice, facility, or hospital.

12. Do you use any websites that use Single Sign On, meaning that they allow you to access multiple sets of information or applications with one login (for example, health care, AOL, personal finance, etc.)? What features or aspects do you like/dislike about them?

13. How do you imagine Single Sign On would function in [the site]? What would it look like and how would it work?

14. Do you think Single Sign On would encourage your customers to use [the site] more? Why/Why not?

### **Conclusion**

Thank you again for participating in this interview. We appreciate your assistance and input. Do you have any questions or comments before we close?