General script for the semi-structured interview of clinic champions/leaders

“Thank you for meeting with me today. My plan for today is to do brief introductions, after which I will walk us through the 1-page overview of the value proposition for [*EBI/P/T*], and do a brief demo of the [*EBI/P/T*], and then get your reactions”

Is it alright with you if I record our conversation today?

Clinic and Participant Characteristics Questions:

1. Degree?
2. What is your practice specialty?
3. Year you finished your clinical training
4. Number of Providers in your clinic?
5. General age or type of patient you mostly see in your clinic?
6. Approximate percentage of patients based on race or ethnicity does your clinic serve?
7. General make up of insurance types covering patient population?
8. EMR type:

* Do brief introductions – give name and role
* Walk through the process of answering questions on the [*EBI/P/T*}, show examples, and explain the features to prompt questions

Questions for interviews:

1. What are your reactions?
2. What do you think your clinic (clinics you work with) would see as the value/benefits for delivering the [*EBI/P/T*]?
3. Are there any headaches or pain points that your clinic is dealing with that would be addressed by the [*EBI/P/T*]?
4. What do you see as key challenges for delivering the [*EBI/P/T*]?
   1. Is there a subset of specific clinic team members who would be better suited to deliver this?
   2. Are there specific patient populations that would raise the priority level?
5. Who else should I talk to about this – is there anyone else in your organization or colleagues of yours who would be good to give input?