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 My Own Health Report, and do a brief demo of the tool, 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:
* Do brief introductions – give name and role
* Share screen to show the recruitment flyer
* Walk through the process of answering questions on [www.myownhealthreport.org](http://www.myownhealthreport.org) – show that the screen is available in English and Spanish, and answer questions to generate the report screen with a menu of answer choices
* Show the example 1-page report (Appendix 1)

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 My Own Health Report?
3. Are there any headaches or pain points that your clinic is dealing with that would be addressed by My Own Health Report?
4. What do you see as key challenges for delivering My Own Health Report?
	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?

Appendix 1: example MOHR report