

Appendix A: Washington State Medicaid Health Plan Readiness to Implement
Population-Based Colorectal Cancer Screening Programs

INTERVIEW GUIDE

Purpose of the Study

The purpose of this study is to help us to better understand whether health plans are able to put systematic colorectal cancer screening programs in to place. We would like to learn more about colorectal cancer screening at this health plan.

I have two main objectives today. First, I want to learn from you, based on your experience, about how colorectal cancer screening is currently supported at this Health Plan. Second, I will share information about a colorectal cancer screening program that was developed at Group Health. Your input about how this type of program might work in this Health Plan will help design the program for success.

Purpose of the Interview

We are planning to interview leaders from several health plans. This will help us create tools that are useful in a variety of settings.

There are no right or wrong answers to the questions. All responses to questions will be kept completely confidential. We will audio-record and transcribe the interview so that we have an accurate record of your responses. The transcriptionist will not record any details about individual people or the organization location. Please do not mention individuals by name., I may ask you to clarify the person's job title for purposes of transcription. Your co-workers and other employees at your site will not have access to any of your responses. Your responses to questions will not affect your employment in any way. The audio-recording will be destroyed as soon as the transcript is verified and analyzed by research staff.

Your participation in this interview is completely voluntary. All questions are optional, and you may chose to skip any question or end the interview at any time. We also wanted to remind you that we can be provide \$100 honorarium as a small token of our appreciation for your participation.

Do you have any questions for me? [answer any questions]

Are you ready to begin? I'm going to start recording now.

A. I'd like to start with some general questions about your position.

1. What is your role in the organization?

Follow-ups if needed:

- What is your job title?
- To whom do you report (position/title, not name)?
- What are your main responsibilities and locations?
- What is your role in colorectal cancer screening?

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2. How long have you been working as a (position)?

Follow-ups if needed:

- How long have you been working in primary care?
- How long have you been working at this location?

B. Next I'd like to ask some questions about your organization. We will use this information to understand how to prepare for putting a new program in place here.

3. Health Plans face many external pressures or incentives to try to improve clinical care. We are interested in learning more about the types of pressures and incentives your organization experiences and how that has influenced putting new programs into place.

4. What, if any, external pressures or incentives, has your organization experienced that led to changes in clinical care?

Follow-ups if needed

- What, if any, incentives does your organization have for achieving improved clinical quality measures?
- Who determines the incentives?
- Who receives the incentives?
- Are there reporting requirements for your organization? If so, how does this influence quality improvement activities and priorities?

5. Are there any internal pressures or incentives that have led to changes in clinical care?

6. What, if any, experience has your health plan had collaborating with local or state efforts around quality improvement?

D. Now I'd like to ask you some specific questions about colorectal cancer screen at this organization.

1. How is colorectal cancer screening supported by this health plan?

Follow-ups if needed

- Who is involved in talking with patients about screening?
- Which screening tests are available?
- Which screening tests do you think are preferred by providers? By patients?
- Are there tools to remind patients, staff and/or clinicians about colorectal cancer screening?
- What, if any, strategies are in place for ensuring patients with a positive screening stool test result complete follow up colonoscopy?
- What are the primary barriers to colorectal cancer screening at this organization?
- Are there differences in screening availability and uptake between patients with insurance and without? What about between different types of insurance?

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E. Now I'd like to tell you more about a colorectal cancer screening program that was developed at Group Health. [Show diagram and explain steps].

I am going to ask you some questions about how we might best put a program like this in place in your setting.

1. First, how do you think a program like this might work in your setting?
2. What parts would be similar? What parts would be different? Why?
3. What challenges might arise in your organization or setting? What if anything could potentially disrupt putting the new screening program in place?
4. What resources would your organization need to put a program like this in place in your organization or organization?
5. What kind of training would be needed?
6. Which individuals would be involved?
7. What are some advantages of this type of program compared to your current approach? What about disadvantages?
8. Are there any changes you would suggest to the program to make it more successful in your organization?
9. Are there any external incentives or pressures that would make putting this program in place either more or less difficult? What about internal pressures?
10. What else do you think we should know?

We have come to the end of our interview. Do you have anything else to add?

Thank you for your time today.