



Provider Behavior Change Implementation Kit

Adapted Success Case Phase 2 Interview Protocol

Purpose – to structure the discussion you will have with success case and non-success case performers that will uncover areas of need. The Phase 2 Interview should probe more deeply on the issues factors addressed in Phase 1, and touch upon those items in the **Question Matrix** that do not come up naturally in the course of conversation.

Protocol

Introduction – *greet your interviewee, provide a high level description of why the interview is taking place, describe how the data will be used, reiterate promise of anonymity (where appropriate), and ask if there are any questions before getting started.*

Expectations - *In the initial survey, you said you always (never) feel you know what is expected of you as a community health worker. Can you tell me more about this? What contributes to your feeling this way? (Follow along with Expectations Questions in the Question Matrix, and include any that are not covered in the open discussion)*

Quality - *You also said you always (never) feel as though you have the opportunity to give your best every day as a community health worker. Can you tell me more about this? What contributes to this feeling (gets in the way of your feeling) this way?*

Ability – *You indicated that there are (are not) specific skills or knowledge that you feel you need to do your job well. Can you tell me about how you conduct your work, and where the skills or knowledge are most needed (are not available) to perform well? (Follow along with Ability Questions in the Question Matrix, and include any that are not covered in the open discussion)*

Opportunity – *You said that you always (never) encounter challenges that keep you from providing services to patients. Can you tell me more about this? How do you avoid challenges (what kinds of challenges come up)? (Follow along with Opportunity Questions in the Question Matrix, and include any that are not covered in the open discussion)*

Motivation – *You indicated that you always (never) feel fully motivated to provide services, that you always (never) feel supported in your work, and that you always (never) experience negative consequences for serving patients. Can you tell me more about what contributes to these feelings? (Follow along with Motivation Questions in the Question Matrix, and include any that are not covered in the open discussion)*

Tips:

- As with all data collection instruments, you must pilot with actual members of the target population to ensure validity. Consider actively seeking instrument pilots based on sex, age groupings, class, or ethnicity where appropriate – to ensure the questions are clear and are sensitive to issues of importance to these groups.

Ensure your interviewers have sufficient practice in advance of the actual interviews, and where possible try to minimize the effect of the interviewer by having each person trained capture data from both success and non-success cases.