

Right Place, Right Time

Marketplace Interview Guide

Capture the Priority of Health Information Using Broader Organizational Priorities as Context

1. What are your highest priorities as an organization currently? What are the key things you are trying to achieve?
2. To what degree does health information factor into your organizational priorities? Is it a priority in and of itself? Is it an element of larger priorities? Or is it not a priority at all?
3. What are the health information offerings that your organization is providing currently?
 - What types of health information are you focusing on?
 - How are you delivering this health information? In-house vs. outsourced? Do you have any key partnerships or service agreements?
 - What have been the results of health information initiatives to date? Thinking here of measures like consumer usage, satisfaction, and engagement, as well as clinical outcomes and financial metrics.

Capture Organization's Understanding of Vulnerable Consumer Needs

4. Have there been any efforts to tailor certain types of health information for the vulnerable population? Have these efforts led to particular outcomes that you can share?
5. What are some of the key challenges that you face in providing health information for the vulnerable population? Recognizing these difficulties, what are some steps you have taken in efforts to mitigate these issues?

Capture Future Health Information Evolution

6. In looking towards the future – say, the next 3-5 years – how do you envision your organization will evolve its health information offerings?
7. What are some of the macro-level factors that you believe will accelerate or decelerate progress in improving health information for consumers?