

Interview Questions

Introduction & Context

- Do you have any questions before we get started?

Generative Research

- To start, could you tell us a little about yourself and your professional background?
- What is your current role? What are your primary overall responsibilities in your current role?
 - Any special initiatives that you're currently working on?
 - What patient types do you work with?
 - What Lines of Business (LOBs) do you work with?
- What defines success in your role?
 - How are you measured on that objective?
 - Are there any specific metrics that are important to you?
- Can you walk us through your work and how you support care management from beginning to end ?

[Be mindful of where the interviewee believes the journey starts and ends. Probe on key steps related to their role such as initial outreach to a member, enrolling a member, developing & socializing a care plan, care management check-ins, and member graduation from a program etc. Probe on what associates rely on to solve care management issues (e.g. past experience, technology, reference materials, managers etc.)

- How many people do you work with on a day-to-day basis? For each case? Do you have hand-offs of information to other Anthem associates?
- What are the most common issues that arise in your work supporting care management?
- Have you observed that certain types of cases having more issues than others? (ex. Patient types, lines of business). If so, why do you think that is?
- Do you have the information you need or are there other types / sources of information that would enable efficiency?
- What parts of this process do you think are going very well?
 - Why do you think that is / what's enabling that?
- What part of this process is most frustrating to you? Most frustrating to other associates? Most frustrating to a member?
 - Why do you think that's the case? What's causing that? Can you share a story illustrating this? What workarounds do you and your staff have to address this? What's out of your control?

- What systems/platforms do you use in your role? Do you use multiple systems? Do you have to switch systems? Can you walk us through how you usually use the system?

[Be mindful of where the interviewee starts and ends in using the system. Probe on how long each activity takes, are there any issues with the system, etc.)

- What parts of the system/platform do you particularly like and would like to keep?
- What parts of the system/platform would you like to get rid of?
- Is there any functionality that you wish there was in the platform/system?
- Remembering back, when you first used the system? How did you learn to use it? Was it easy to learn? Are there areas that you wish had been clearer?
- Can you walk us through two example cases in the platform?

Conclusion

- Of all the things we discussed today, if you could wave a magic wand and change 1-2 things about the way you currently work, what would it be?
 - Why?
 - What's the biggest obstacle preventing that from happening today?
- Is there something we didn't think to ask you that you want to mention?
- Is there anyone else you think we should talk to?
- May we reach out to you if we have any further questions?