



User Interview Research Plan & Discussion Guide

WISE Dashboard

FINAL

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## Overview

Today's prescription reimbursement complexities prohibit pharmacies from knowing what their true reimbursement is and how to positively impact it. At McKesson, we are developing a tool to help pharmacies identify ways to improve profitability and cash flow.

## Methodology

A user interview is a UX research method during which a researcher asks one user questions about a topic of interest. They are one-to-one discussions with individuals within the target audience. The interviews are designed to discover underlying needs and requirements.

## Goals

- Identify main objectives and motivations
- Identify any pain points
- Identify any additional ideas

## Research Questions

- What information would they want to see in the dashboard?
- How would they want to drill down into the information?
- Do they have any other ideas for charts or features?
- How often would they use the dashboard?
- Who in the pharmacy would likely be the primary user of the dashboard (e.g. owner, manager, pharmacist, technician, book keeper, etc.)?

## Schedule

The interviews will be conducted using WebEx. Interviews will be recorded if user gives permission.

## Compensation

No compensation will be given for this test.

## Discussion Guide

### Introduction to Interview

Do I have [name] on the line? Hi, my name is Theresa Wilkinson and I'll be walking you through the interview today.

Thank you for agreeing to talk with me. We are designing a dashboard to help pharmacies identify ways to improve profitability and cash flow, so we want to learn more about our consumers. Today, I want to ask we some questions and your feedback will be instrumental in helping us with the dashboard design.

I have on the line Amie Bland who is our Director of Strategic Initiatives. And she will ask a few questions during our conversation and is also here to answer questions you may have. Also on the line is Crystal Lennartz – she is the VP of Pharmacy Performance and will be listening in as well.

Our interview will last about **60** minutes. If it's ok with you, I'd like to ask for your permission to record this interview. The recording will only be used to help with our note taking. Your name will not be associated with the recording in any way. Do I have your consent to record today's interview?

**[TURN ON RECORDING]**

### Interview Questions

1. Do you currently use a third-party analytics tool?
2. What pharmacy data around net reimbursement would be important?
3. Would it be beneficial to see data at the claim level or just the payer level?
4. Once you gather data what is your next step?
5. What kind of advisory support would you find beneficial?
6. If you are a multi-store owner, would you aggregate across the stores?
7. Timing - does it matter if some are update monthly vs quarterly, trimester?
8. What level of information would you want to see when logging into a dashboard view?
9. Combining financial data and clinical data together?
10. Would you to see any report rebates or rewards information? Generic rebates? Performance rewards? Include all that?

11. Would you want to see efforts to save more money or if there is missing opportunity?
12. Would you want to see benchmarking to compare with peers?
13. Would you want to plug in some operational numbers or other numbers that we don't have the data for?
14. Is creating an action plan beneficial?
15. What high level metrics would you want to see?
16. If you could pick the metrics you wanted to see, would you like that?
17. Would you be interested if we communicated ideas to you? To save more money?
18. Would you want to connect with Equip and other outlier reports?

Thank you very much for your input today. You have helped us understand the usefulness of the dashboard with your answers. I appreciate your time.

## Appendix A

### How to set up meetings with WebEx

1. Go to WebEx home page.
2. Click Schedule button.
3. Schedule a Meeting page displays. Enter info along with Attendees' email address(es).
4. Click Start button (is that correct?).

### How to record meetings with WebEx

1. WebEx - mck.webex.com and click calendar.
2. Launch a WebEx meeting.
- 3. Select Meeting > Recorder Settings > Record on this computer.**
- 4. Select Record audio from this computer. ...**
5. From the main WebEx meeting screen, ...
6. Select the location to save your meeting, ...
7. Click the (Record) button to start. ...
8. Open the WebEx Recording Editor. ...
9. Open and select your saved recording.

<https://help.webex.com/en-us/n62735y/Record-a-Cisco-Webex-Meeting>