

Sample Interview Guide

Patient/consumer guide | 90 minutes

Research objectives:

To better understand the patient/consumer viewpoint:

- current perspectives access to care
- current behaviors when access to care is challenged
- real world scenarios where patients would see value in an on-demand platform
- perceptions of Walgreens relevance/believability in this space
- perceptions of Walgreens/competitors moving beyond retail and into wellness

Section 1. Intro/Warm up [10 min]

Goals: Set tone for session, make the person feel comfortable and help reduce their anxiety.

Explain why we're here. No wrong answers—aiming to better understand his/her experience. Sign consent form.

As a warm-up:

- Tell us a little bit about yourself—name, what you do, who you live with
- Tell us a story of the most convenient health or wellness experience you've ever had.
- What made it convenient?
- Probe on health v wellness if it comes up organically

Section 2. Perceptions of the current state [30 min]

Goal: Dig into the consumer/patient current behaviors and perspectives of healthcare, wellness and convenience.

I want to dig a little more some of your healthcare routines. Can you tell us the story of the last time you had an experience that has to do with your health?

What are some of the biggest challenges for you when it comes to working with all the people and services related to healthcare: think of your doctors, pharmacy, resources you use

Possible probes if it doesn't come out organically:

Can you tell us the story of the last time you visited a pharmacy?

- Why that pharmacy? Is it one you've been to before?
- Other purchases?
- Who did you interact with?
- How did the experience feel?
- What were the best parts? Challenges?

What about the last time you visited a doctor?

- Is this a regular doctor/type of visit?
- How was the experience?
- What were the best parts? Challenges?

How about the last time you did something related to your wellness? What comes to mind?

- How does that exemplify wellness to you?
- What are other ways of having "wellness?"

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- What are some of the biggest challenges relating to wellness?

Now I want to turn back to that idea of convenience in health and wellness. Where does your mind go when I say that?

What is the difference in your mind between health and wellness?

Section 3. Perceptions of the future [40 min]

Goal: Understand the consumer/patient viewpoint of the future of convenience in the health/wellness space; articulate real world scenarios where patients would see value in an on-demand platform

Now I want to turn to the future and think about what convenient healthcare might look like in the next 5, 10, 20 years. When you think of convenience in this space, where does your mind go?

- What will be better in the future? How?
- Think about other convenient experiences you've had, what could health and wellness learn from these other services?

Great, now thinking about this picture of the future, I want to talk about how Walgreens as a brand and retailer might play. Let's talk about your perspective of Walgreens today and what would have to be true for Walgreens to be relevant in the future.

Possible probes:

- What do you think Walgreens stands for today?
- How do you see Walgreens playing a role in this vision of the future we just talked about?

So now I'm going to describe a super high level idea for the future of health and wellness. The idea is for a single platform that can offer things like: Preliminary screening to determine the level of care needed. This could be in person or maybe through some kind of video call; easy scheduling via digital/mobile platform; prescription submission for docs; same day prescription delivery; Integration with your insurance company.

- What do you think of this idea?
- Let's brainstorm a couple of scenarios where this kind of idea would be really useful to you *[researcher use post-its to capture the use case. Use examples from their current state stories as prompts]*
- How do you see Walgreens playing a role in this vision of the future we just talked about?
- What is Walgreens doing now that feels like a good fit for this?
- What would have to be true for Walgreens to be truly meaningful to you in this space?

Wrap up

Thank for time

- What more do we need to know in order to meaningfully bring this offer to life?
- What didn't we talk about?