# 18F Interview Script

## Cold Open

“I'm working on a project for the FDA and doing some research. Can I borrow a few minutes of your time to answer some questions?”

## Collect Demographics

“Are you the primary person to handle medicines in your family?”

“Do you manage medicine for anyone else, like a parent, child, spouse, or significant other? How many people?”

“Does anyone else in your family manage the medicine for others? How many people?”

(At the end, after you step away, you will write down their gender and age range, but don't ask them, just guess.)

## Building a Story & Problem Ranking

(Talk about past events.)

(For the following you only need numbers; NEVER ask for drug names; DO ask them to include over the counter medicines like headache medicine, cough medicine, cold medicine.)

“How many different medicines have you taken in the past 6 months? You don't have to tell me which, just a number."

"Does that include cold medicine, headache medicine, allergy medicine, etc.?”

“How many different medicines does your entire family take?” (Approximate is ok.)

“Have you ever had one medicine that couldn't be taken with another medicine?”   Yes  or  No

“Have you ever taken a medicine that couldn't be taken with certain foods?”  Yes or no

“How do you know that they can or can't be taken together?”

"Did you know that you're not supposed to take Excedrin or Tylenol with alcohol?" yes or no

“When you are prescribed a new drug, do you research it, the effects, the precautions, or potential conflicts?”

“Does anyone else in your family?”

"Where?"

(For the following questions, rate their responses on the following scale:

1 - Polite or uninterested response

2 - Intellectual curiosity about the topic

3 - Emotional response, head only

4 - Emotional response that moves their body)

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“Do you remember which one(s)?”

“Were you affected, or did you know anyone who was?”

If yes, “What did you/they do?”

If no, “How do you know you/they weren't affected?”

"Does that scare you?"

"On a scale of 1 - 5, with 1 being not scared and 5 being one of the scariest things in your life, how would you rank your fear of taking a medicine with unknown, life-threatening side effects?"

(The following questions are optional. If they've checked out or look like they don't want to continue, skip them.)

"What else scares or concerns you about taking medicines?"

"On the flip side, how have the medicines you've taken improved your life?"

## The Wrapup

“Thank you so much for your time!”

(Smile and step away but don't turn away, and start documenting their answers. By not turning away, you give them a social cue that they still have permission to engage you. By stepping away, though, you signify that you are releasing them from the interaction.)

(Do they re-engage and ask you any questions? Document that.)

(If they ask questions,

DONT say “I”

DO say “we”

DONT talk about solutions.

DO talk about patient problems.

DO be soft, gentle, and smile a lot.

DONT say we are working on the 18F RFQ.

DO say we are researching ways to improve the FDA's MedWatch website.

DONT talk about HOW we will solve the problem, or any technology involved.

DO talk about the goals we want to achieve.

DONT say more than a few sentences each time they ask something; be careful of monologing.

DO ask if they'd, “like to join the list for follow up research,” should they continue asking questions. If so, get their name and email or phone.

If by weird coincidence they work for the FDA, then tell them the whole story of how 18F is tasking contractors with the FDA datasets.)

(Finally, document their approximate age range and gender. Don't ask, just guess.)