

Help along the way

Oley Focus Group/Interview Research Guidelines

For the purpose of helping companies solicit input to improve products and services, the Oley Foundation will provide access to a group of homePEN consumers, caregivers, and/or clinicians for 1½ hours to homePEN product companies.

The following guidelines have been developed to help companies as they seek to learn more about a specific topic, issue, or product and to shield participants from marketing/promotional endeavors.

Cost: to be determined

Guidelines:

1. Focus groups/interviews for product companies must be conducted by an independent, professionally-trained facilitator and in a traditional manner (see definitions on page 2). Facilitator/firm must be identified and their contacting information provided to Oley staff 21 days prior to sessions.
2. Companies should clearly and specifically define the purpose and objective of their focus group/interviews. Agenda and questions (anywhere from 5 to 8 questions) must be submitted for approval at least 21 days prior to the session. Any compensation to be distributed to participants must be approved by Oley in advance.
3. Companies may provide educational materials and/or conduct demonstrations in an effort to solicit consumer/clinician input.
4. Companies, and any contractors they work with on this project, must not ask participants for their name and contacting information or initiate further interaction with participant after the session — except for purposes of compensation.
5. Participants under the age of 18 must be accompanied by a parent/guardian.
6. Companies must avoid marketing efforts and must refrain from offering incentives for purchasing products, selling or distributing free products/services. The Oley Foundation must be assured that the vendor/host is utilizing the focus group/interviews for the sole purpose of obtaining information and not to persuade any participant to purchase goods or services.
7. Companies must refrain from implying or directly stating anything negative about other companies and their products and services during a session.
8. Special request for recording of information other than written field notes must be obtained from Oley at least 14 days prior to the session.
9. Statements about the properties, performance or beneficial results of products or services should be such that they can be verified by adequate data published in scientific literature. Companies should not imply or directly make statements that are misleading, exaggerated, subject to misinterpretation, or are contrary to accepted scientific finding.

Monitoring: Focus groups may be monitored by an Oley representative and can be interrupted/discontinued at any time for any reason.

Questions: Contact Joan Bishop bishopj@mail.amc.edu or Roslyn Dahl dahlr@mail.amc.edu

Focus Group/Interview Definitions:

A focus group is a research method that brings together a small group of participants (e.g., consumers or clinicians) to expose the range of opinions and views on a topic of interest. Typically, questions are presented to the group, under the guidance of a trained and unbiased interviewer/moderator.

Trained, unbiased professionals may also use individual interviews as a research method to learn opinions and views on a topic of interest.

The topic(s) discussed in a focus group or interview may be formal – using direct or structured questions; semi-formal or open-ended – using brainstorming to elicit ideas about a topic. The technique may be used to conduct market research and/or to determine consumer preferences.

Fee charged for the focus group/interview does not include the cost of the facility (except when the focus group is held at the Oley conference), hiring the facilitator, refreshments, compensation for participants, audio-visual equipment, etc.

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Help along the way

Oley Focus Group/Interview Research Application

Please review the guidelines, complete this application and return it to the Oley Foundation at your earliest convenience. Upon approval we will begin recruiting appropriate individuals for your research focus group/interviews.

A. Company Information

Company Name: _____

Contact Person: _____ Telephone: (_____) _____ — _____

Email Address: _____@_____

B. Facilitator/Interviewer Information:

Company Name: _____

Contact Person: _____ Telephone: (_____) _____ — _____

Address: _____

Email Address: _____@_____

C. Research Information

Title of Session: _____

Type of Session: ___ Focus Group ___ Individual Interviews

Purpose/Objective: _____

Outline the 5 to 8 questions to be asked during the focus group/interviews:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Describe as specifically as possible the **number** and **type** participants you'd like Oley to recruit for your session. If you choose more than one set of criteria, indicate how many participants for each set of criteria are desired.

Some criteria to consider:

- Type of member (*consumer, caregiver, clinician*)
- Therapy they have experience with (*enteral, parenteral, don't care*)
- Age of participant (*if caregiver, specify caregiver of adult consumer or pediatric consumer*)
- Diagnosis (*e.g. motility disorder, short bowel syndrome, Crohn's disease, etc.*)
- Specific experience (*e.g. ambulatory pump user, uses low-profile tube, uses port-a-cath*)

For repeat clients: Is recruiting past participants okay for this project? Yes No

Can multiple members of the same family/household participate in this project? Yes No

Name and address of the facility where the focus group/interviews will be conducted :

check here if the focus group/interviews will be at the Oley Conference
 check here if the interviews will be at the participant's home

Date and time(s) of focus group/interviews: _____

Contact for scheduling focus group/interview participants:

Name _____ Telephone: (_____) _____ — _____
Email _____@_____

Incentive, if any, to be distributed to participants: _____
(Company's responsibility to distribute)

Will session be recorded? Yes No

Does the company wish to remain anonymous? Yes No

Do you want Oley staff to use a specific set of questions to screen participants?
 Yes, I've included the questions with this form,
 No, Oley can create its own screening questions

I've emailed an invitation Oley can use to recruit participants.

Can Oley use social media to recruit for this project? Yes No

Statement of conduct: Our company understands the guidelines and respects the Oley Foundation's mission of providing educational opportunities for all members of the homePEN community. In keeping with this mission, we will neither use the focus group/interviews as a sales forum, nor contact participants after the focus group/interviews.

Your Name: _____ Title: _____

Signature: _____ Date: _____