

**WELCOME TO YOUR
EXECUTIVE FOCUS GROUP SESSION**

Sponsored by
Client Name A
and
Client Name B

Moderated by
James Hauptert

SESSION AGENDA

<i>Introduction</i>	9:00-9:15
<i>Opinions - Patient Centered Info. Products</i>	9:15-9:30
<i>Understanding Your Needs</i>	9:30-10:30
<i>Break</i>	10:30-10:45
<i>A Product Presentation and Reactions</i>	10:45-11:15
<i>Product Preferences and Design</i>	11:15-11:55
<i>Summary and Close</i>	11:55-12:00

SESSION “GROUND RULES”

- ***Please Be Candid and Feel Free to Open***
 - Please don't tell us what you think we want to hear
 - Negative is O.K. - there won't be “hurt feelings”
 - No opinion is O.K.
- ***This is a Focus Group, Not a Problem-Solving Session***
 - We are not trying to “fix” or resolve anything
 - We simply want to learn what you think about the topics
- ***Your Responses are Confidential***
 - No attribution of your responses
 - Rolled up into summary form only
- ***Today's Roles are:***
 - Expert Panelists
 - Moderator
 - Presenter

A. Functional Status and Clinical Outcome Monitoring

B. Patient Empowerment and Decision Making Tools

C. Health Plan Enrollee/Patient Satisfaction Information

D. Communication Links with Enrollees/Patients