

Customer Focus: Focus Group Questions

Pre-Work

- Two weeks prior: update spreadsheet with focus group participant information.
- One week prior: Send focus group participants a unique survey link to the customer focus assessment tool. Ask them to complete the tool at least 24 hours prior to their scheduled focus group.
- Two days prior: focus groups participants who have not completed the survey will receive a reminder to complete it within the next 24 hours.
- At least one-half day prior: Create a basic frequency report review it prior to the focus group in order to help guide questioning.
- After receipt/generation of report: update PPT slides with division-specific overall results.

Materials

- Name tents
- Markers
- Toys
- Projector/clicker
- Computer
- Slides
- Cart (for transporting materials)

Introduction to Focus Group

[5-10 minutes total]

Welcome! Thanks for taking the time to join our focus group today to help inform the MDH Quality Council Customer Focus Project. My name is _____. I work in the _____, in _____ building. Assisting me is _____ from _____.

Icebreaker

(Connecting people by similarities. Round Robin. **[5 minutes].**)

Tell us who you are, where you work, and what you most enjoy doing outside of work.

Overview of the Topic

We are here today to have a discussion about how your work area practices customer focus, barriers to practicing it, and what support is needed to improve your work area's practice of customer focus. You (or many of you) completed a brief survey (the Customer Focus Assessment Tool) prior to coming

today. I have the overall results for you to review and reflect on as we talk today. A more detailed analysis of the assessment tool results combined with the focus groups results will be used by the project workgroup to determine next steps for the agency.

Things that will Help the Discussion Go Smoothly

As you share your thoughts, please know that there is no right or wrong answer. We expect that you have differing points of view. Please feel free to share your point of view even if it differs from what others have said. We are interested in hearing from each of you. We are here to ask questions, listen, and make sure everyone has a chance to share. You all have valuable insight and we want to make sure we hear from each of you. All results will be reported in aggregate. Nothing you say today will be directly attributed to you individually. The name tags are for my use during the focus group.

To make sure we capture all of your insights, we are taking notes because we don't want to miss any of your comments. Before we get started, do any of you have questions about this project or today's discussion?

Questions

Intro and transition questions (refer to PowerPoint for component details):

1. **[30 minutes]** For each component, ask the following questions:
Thinking back to your survey responses to this component...
 - a. When it comes to [component name], what is going well?
[PROMPTS to get more details about what they do/how they do it]
 - i. What examples can you share that demonstrate...?
 - ii. How do you do/use that?
 - b. What is not going well?
[PROMPTS, if needed to get more info about barriers, barriers=important to get]
 - i. What could be causing that?
 - ii. What barriers exist blocking your ability to be customer-focused routinely?

Key questions (show slide with division-specific overall results):

2. **[15 minutes]**
This slide shows your overall, aggregate results from the pre-focus group survey you took divided into two groups: a) those the majority indicated were routinely practiced or in-progress and b) those the majority indicated were just beginning to be, not at all, or they didn't know if they were practiced.

Focusing on the components in this group [show overall results routine/in-progress slide on ppt]:
What would you need in order to be able to do these better (or more routinely)?

Focusing on the components in this group [show overall results just beginning/not at all slide on PPT]:
What would you need in order to be able to do these (or practice these) at all (slightly or just start to do)?

CUSTOMER FOCUS: FOCUS GROUP QUESTIONS

[this is trying to get at needs, which is key for us to get]

Ending question

3. [5 minutes] Round Robin

Of everything discussed today, what sticks out most to you?

Read next slide out loud and then ask the following:

4. [5 minutes]

What did we miss? What should we have talked about or asked but didn't?

Evaluation questions as appropriate and if times allows

[5 minutes, if time allows]

5. This is the [first] in a series of focus groups across MDH – what advice do you have for how we can improve? (plus/delta)
6. The Customer Focus Assessment Tool (the pre-focus group survey you took) is a new tool being used for the first time for this project:
 - a. What value did you find from completing it?
 - b. What would make it more valuable to you?
(DO NOT READ THIS: for example, if it had an overall score and strategies attached so you could develop a baseline and know how to improve)

If you did not get a chance to take the survey, please do so. As mentioned, the results will be used to inform next steps for the project

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April 2018

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