**Appendix A. Health Coaching Terminology Interview Guide**

Track changes below illustrate how one version of the guide changed as new questions were added to facilitate more standard inclusion across interviews.

Note: Consistent with the goals and methods of qualitative research, not all sample questions are asked of every participant, not all questions will be phrased in the same way, and related questions may be added to the interview guide across successive interviews. Only when the scope is substantively changed such as the topics covered or methods used, would a modification be needed.

**Task 1:** Participants will be given a description of the purpose of the interview, get any questions answered, and provide informed consent.

Hi, I’m \_\_\_\_\_\_\_\_\_\_\_\_\_ from Washington University (in St. Louis). Thanks very much for meeting with me today.

We’re helping to create a new goal-setting tool for improving people’s health. We’re testing different aspects of the program with different participants so that the program that is eventually created will be appealing and useful to people like yourself.

Part of that program will include a person who will help people to set their goals and achieve them. But we’re not sure what to call that person. So we’d like to find out your opinions about the different names we could call that person and what you might like that person to do for you if you had one. We’re not interested in getting any personal information about your health, just your opinions – what you think. So, I’ll be asking you some questions. It should take about an hour.

To participate in this study, we first need to get your consent and make sure you understand your rights as a research participant -- we will answer any questions you may have. If you need any help (reading or) understanding this consent form, I’m happy to help you. This form outlines the purpose of the study, the minimal risk involved, and how we will protect your data and keep it confidential.

At the end we’ll ask you to fill out a brief survey that will help us describe our participants as a group and sign a receipt for the $25 gift card you’ll receive today as a thank you for your time.

Now, I’ll give you some time to review the form. Let me know if you have any questions or concerns before we start.

OK. So as I said, I’ll be asking you some questions. Take as long as you need to answer. There are no right or wrong answers. If you can’t think of an answer, that’s OK too. Everything you say will be helpful to us. If you need to take any breaks along the way, just let me know.

1. *Health Information Sources*

**I want to start by asking you to imagine you had some question about your health or a problem with your health that wasn’t an emergency. What might you do to get some information or help?**

* 1. Tell me about who/what you might turn to if you had a question about some health topic? If you had a problem with your health?
  2. Probe: Would you go to the same (or different) source for information about [chronic disease, cancer, lifestyle behaviors, general wellness]?
  3. Probe: Who/What? Why? What about them/it (characteristics) makes them/it a good person/resource to turn to?
  4. Probe for examples of experts vs. non-experts – and ask why/when they would turn to each. What’s their preference?

1. *Definition*

Now I’m going to describe someone to you….This person is ***someone who uses experience and one-on-one communication to help others change behaviors to improve their health***. (Show printed definition.)

* 1. **Have you ever heard of someone like that before? Ever met someone like this?**
     + In what context did you hear of someone like that?
     + Where/What/Example?
  2. How would you find/get someone like this (to help you)?
  3. **What training or experience is important for that person to have?** (Contrast expert vs. life experience) Why?
     + Does it vary by health topic/problem? (Chronic disease, lifestyle behaviors)
     + Is it important for that person to have personally lived through the experience or can experts be effective without living through the experience themselves?
  4. What could someone like that do for you…what examples come to mind? (Counseling, referrals, resource provider)
  5. **What would you call someone like that? Names?**

*Probing for Familiarity*

Now I’m going to give you a stack of cards with terms/names on them. We’re going to use these cards for a few sorting exercises. First, I’d like you to organize the terms into two piles.

* In one pile, put the names you think you’ve heard of in relation to this definition of someone…
* and in the other pile, you can put the terms you have never heard of in relation to this definition. You have probably heard of all these words before, but you have to decide if you’ve heard them in relation to this definition or not.

(Can use post-it notes to create labels for piles – “heard before” and “not heard before - for health”)

SORT

(Interviewer will **read each card** quickly to review all selections for each pile to audio-record the data)

**Are there other terms like these that you have heard of in relation to health that are NOT on these cards?**

(If yes, have them write them on blank cards/paper and include in piles)

*C.1 Discuss familiar terms*

Now, I’d like to talk with you about the additional terms you have heard before in relation to this definition.

(If too many terms were selected as being familiar, a subset could be selected to discuss at length – or clarifications could be made that all apply to the definition)

Repeat questions for each familiar term:

* + - * 1. **Can you remember where/in what context you heard of [term]?**
        2. **What do you think of when you hear [term]**?(Free association)

Probe: What does [term] mean to you?

* + - * 1. How would you describe someone called [term]? What are they like?
        2. If you had a [term], what would that person do for you?
        3. What health behaviors could this person help with? WHY/NOT? (Behaviors: manage stress better; lose weight; exercise more; stop smoking; eat healthier; manage a chronic condition – such as diabetes, asthma)
        4. Could someone like this also help with non health-specific behaviors like financial planning, parenting, getting a job? Why/Not?
        5. Can this person help you with all parts of changing behaviors or do you envision a team of people to help?

*C.2 Likes and Dislikes*

Now, I’d like to look through all the terms and sort them into terms you like and dislike in relation to this definition.

SORT

(Go through ‘like’ pile and ‘dislike’ pile & read aloud for the audio record)

Now, pick out a few you like the most and a few you dislike the most and we’ll talk about those some more. Maybe top 5.

* 1. **Tell me what you like (dislike) about this one?**
  2. What do you think of when you hear [term]? (Free association)
  3. What do you think this person would be like?
  4. What health behaviors could this person help with? WHY/NOT? (Behaviors: manage stress better; lose weight; exercise more; stop smoking; eat healthier; manage a chronic condition – such as diabetes, asthma)
  5. Could someone like this also help with non health-specific behaviors like financial planning, parenting, community service? Why/Not?
  6. Can this person help you with all parts of changing behaviors or do you envision a team of people to help?

1. *OPTIONAL* – If participant has NOT discussed a term we’d like an opinion on (e.g., Coach):

OK, let’s talk about a couple of terms we haven’t discussed yet. (use cards)

* 1. What does [term] mean to you?
  2. What do you think of when you hear the term? (Free association)
  3. How would you describe someone called [term]?
  4. What health behaviors could this person help with? WHY/NOT? (Behaviors: manage stress better; lose weight; exercise more; stop smoking; eat healthier; manage a chronic condition – such as diabetes, asthma)
     + - 1. Could someone like this also help with non health-specific behaviors like financial planning, parenting, community service? Why/Not?
         2. Can this person help you with all parts of changing behaviors or do you envision a team of people to help?

(If participant responds positively to this term(s) - include in E. Preferences)

1. *Preferences*

So now let’s consider all of the options, **which of these names do you like best in relation to this definition**?

* 1. Maybe rank order (top 5?) from like the most to like a little and ask “Tell me about how you decided on the order….?”
  2. Here are some words/terms we could add to this – do you think any of them would improve any of your choices? (e.g., Personal; Personalized; Expert; Wellness; Peer; Health)
  3. Are there other words/ terms NOT on these cards that would help improve the main terms? (write new terms on cards or paper and lay out with others)
  4. Clarify whether the preferred names are specific to/would differ for:
     + a health behavior (exercise, diet, quit smoking, de-stress)
     + a health condition (diabetes, arthritis, asthma)
     + the client (participant vs. child vs. other-family/friend)
  5. Could [term] also help with non health-specific behaviors like financial planning, parenting, community service? Why/Not?

If not already addressed in previous discussions:

* 1. When would you be interested in having a [term]?
  2. If you had one, what could that person do for you?
  3. Would you be more interested in having one for yourself or for your child? (or other relative? Friend?)
  4. How would you feel if your health plan provided you with a coach?
  5. What would you want your relationship to be like?
* Frequency of contact?
* Proactive vs. reactive contacts?
* Immediate vs. asynchronous vs. scheduled interaction?
* Modes of contact (i.e., phone, text, email, in person)?
* Would it vary by behavior?
* What would change if you had to pay for it, used insurance co-pays etc. to pay for it, or it was covered by insurance or employer?
* For what types of things do you want a coach to direct you? When do you want to make your our decisions?

1. *Unintended consequences*
   1. Can you think of anything bad about having someone like this to help you with health topics?

* Anything worry you?
* Anything that would make it hard to work with someone like this?
* What are the negative aspects of working with someone like this?
  1. How would you react if your [doctor/clinic/health insurance/city government-social services/school district/employer] connected you with someone like this? Signed you up for [term]? (tap feelings of desirability of a coach: free gift/benefit vs. unwanted intrusion)
  2. Can you think of anything that could make it easier for insurance companies or employers to offer a helper like this definition to people?
     1. How could they encourage people to use the service?
     2. How could they make this stranger an attractive resource?

1. *Explore life-centric interests*

We know health is not always what people are focused on day-to-day.

a. **Can you think of other things in your life that you might want a [term] for?** (or that other people you know might want?)

(Might have to offer examples: child care, child behavior, child achievement, getting a better job, family relationships, financial planning, hobbies, developing new skills, trying new things….)

1. Would you want a [term] for that? Does that name fit?
2. **Do you think working on that could improve your health?**

* In what ways do you think it could improve health?

1. Closing

OK, we’re about done.

**Is there anything else you want to say on this topic?**

**Is there anything you thought we were going to talk about but didn’t?**