

STEP 2: EXPERIENCE BASE DESIGN: INTERVIEWING STEPS AND TIPS

Steps and Tips
Give the patient or carer face-to-face contact offering an invitation. The invitation should be by a member of staff who is known to the patient and involved with the project so they can answer any questions that may arise.
A follow-up letter should be sent to the patient or carer soon after this invitation enclosing a detailed information sheet describing the purpose of the interview as well as the project of which the interviews are a part.
Interviewing can take place anywhere at the patient or carer requests – the workplace, the home, the place where the experience has taken place: Make sure you offer them this option.
Ideally the Interview should be tape-recorded; consideration will need to be given to the environment (for example, likely noise, interruptions, lighting) in which the interview will take place.
It should be made clear that partners or carers of patients are very welcome to be present at – and participate in – the interview, if the patient would like them to do so.
Before starting, the purpose of the interview should be reiterated to the interviewee (based on the written information previously provided).
Confirm consent: Explain to the interviewee they can withdraw, either before, or during the interview, if they wish. They also need to know there is no compunction to answer any questions they feel uncomfortable with. Make sure that you have obtained a signed consent form before the interview begins.
Interviewers should introduce themselves and make it clear that they are not part of the clinical team that directly provides or provided the patient’s care. The way the interviewer introduces themselves sets the context for the interview and will influence what the patient or carer feels comfortable saying.
Ask as few questions as possible and make sure questions that are asked are open-ended and designed to encourage the patient or carer to keep telling their story.
Develop a real interest in your interviewee; make them feel important and show interest in their ideas & opinions. Listen well and respectfully, remain neutral and avoid implying value judgments about what you are hearing
Use open-ended prompts that keep the flow going; think of your task as being to help the patient/carer reconstruct the story of their personal experience. Examples: What do you remember about what happened? Can you tell us your story from the beginning? Tell me what you know about ...
The interviewer must be able to provide appropriate contact names and telephone numbers so that the patient or carer can seek further support if they wish.
Thank them for their time and sharing their experience. Allow them the opportunity to ask any final questions
It is important that the interviewee is clear about what will happen following the interview and how their story will be used to improve services. As well as informing the patient of these plans at the end of the interview it is good practice to also send a letter detailing how the material will be used and giving them the opportunity to add to – or correct – the transcript of the interview

**If you are not confident or experienced in facilitating patient interviews, seek advice from
Patient Experience team - PatientExperience@elht.nhs.uk**