

Integrating Patient Voices into Detailing Campaigns

This resource was made as part of a strategy session at the 2024 AD Summit on integrating patient voices into detailing campaigns where attendees learned about the impact of patient stories and developed focus group questions in small groups.

Example Focus Group Questions for Patients with Type 2 Diabetes

- “What do you think providers get wrong about weight management and diabetes?”
- “What do you think providers get right about weight management and diabetes?”
- “How do you feel about talking with your provider about your weight?”
- “What do you wish your provider knew about the tools that you have for a healthy diet?”
- “How do you feel when a provider asks you about your diet?”
- “What assumptions do you feel your providers make during your appointments?”
- “How do you feel when a new medication is added to your regimen?”
- “If 1-2 things could be provided to you, what would be most helpful to you?”
- “What barriers are you facing to taking your medications and making healthy food choices?”
- “What has been easy when managing your type 2 diabetes? What has been hard?”
- “What information or resources would be helpful for you to better understand and manage your diabetes?”
- “How would you like health professionals to ask you about your diabetes journey?”
- “Have any conversations with your health care provider about your diabetes deterred or delayed you from booking future visits?”
- “Are there any specific concerns or challenges you would like healthcare providers to be more aware of?”
- “What would be the ideal clinic for managing your type 2 diabetes?”
- “Who has been your biggest support in managing your type 2 diabetes?”
- “What kind of support from family, friends, or healthcare providers has been most valuable to you?”
- “What resource do you turn to when you have questions?”
- “What do you want it to look like/how do you want to feel when you go to visits to care for your diabetes?”
- “If you’ve experienced stigma or judgment related to your diabetes, what did that look like?”