Family Focus Groups:
A Great way to Understand the Family Experience of Care

Benefits:
- A rich, credible, source of in-depth information
- Information comes directly from your patients and families
- Generates topics for improvement you would not have thought of
- Exchange of ideas among families creates new ideas/knowledge

Components of a Family Focus Group:
- 8-10 participants is optimal (invite 20 to get this many)
- One and a half to two hours is optimal
- Food is a must
- Contains one person designated as a facilitator and one as a scribe

Focus Groups Step by Step:
- Decide on your aim or purpose of the focus group
- Choose an experienced facilitator and work with him/her to prepare for the group
- Determine type of participants
- Determine logistics: time, place, food, invitations, etc.
- Develop your questions; four to five prepared questions are a good number to start with
- Send the questions out ahead of time
- Hold your focus group:
  - Ask participants to provide only one answer at a time – this helps engage everyone (go around the table and come back to the first person who spoke; keep going until all answers are exhausted)
- Record all participant answers
- Analyze, report on, and use your data for improvement

Suggestions for Questions to Ask During a Focus Groups:
- What are two activities our office does well?
- What are two activities our office could do better?
- What can be improved at the office?
- What is most important to you in your child's clinician?
- What do you want all office staff to understand about getting care?
- Do you have ideas for improving the office environment?
- Are there areas that the office does not help with that you need them to?

Wrap Up:
- Are there other comments the discussion has prompted in you?
- Has this discussion been helpful?
- What are other topics that would be useful to address in the future?
- Would the group like to meet again?
- Let them know they will be notified of any practice changes in response to their input