Focus Groups

District V, VI, VIII and IX
Annual Meeting

September 2013
Grand Wailea, Maui
Gap Analysis
(Needs Assessment)

• What is
  – Attendance and engagement
  – Not especially effective in changing
    • Knowledge
    • Behavior
    • Patient outcomes
  – Gain information from past attendees

• What should be????
District X, the Armed Forces District, includes all Fellows on active duty in the Military Services or who, upon retirement, maintain membership in this district.
Brief background Questions

• Have you ever attended an ADM in the past?
  – Yes
  – No

• Are you currently planning to attend the Maui meeting?
  – Yes
  – No
What about attending this meeting would appeal to you?

A - Education?
B - Social events?
C - Opportunity to interact with colleagues?
D - Excuse for a vacation?
E - Other?
Why, in the world, wouldn’t you come to this meeting?!
Consider your unique situation as an Obstetrician Gynecologist

What do you need to know to continue to do your job well?

Think globally and specifically
Based on the discussions so far and assuming you are in charge, how would you design this meeting?

- Consider:
  - Topics
  - Instructional format
  - Timing
  - Extracurricular activities
  - Other
What else would you like to discuss?
Brief Follow-up

• Did you find this method of discussion useful?
  – Yes
  – No
Brief Follow-up

• Do you feel like you were able to express your opinions and ideas?
  – Yes
  – no

• Do you have any suggestions regarding the process?
Mahalo!