

## Best Practices for Conducting Stakeholder Interviews

### Beginning the Interview

- Introduce yourself.
- Start the interview by thanking the interviewee for his or her time.
- Make sure you note the name, position, and organization of interviewee. The interviewee may have this information on a business card; if not, be sure to get the correct spelling of his or her name, title, and organization. We also suggest you ask for email address and phone number so you can follow-up if you have any additional questions or need clarification.
- Introduce the private health sector assessment, its purpose and why you are conducting interviews with stakeholders. If you have a letter of approval from the Ministry of Health or other entity, show or give this to the interviewee.
- Confirm that the interviewee is willing to provide information pertinent to the assessment.
- State approximately how long the interview will take. We recommend no more than 1 hour for an individual interview. Group interviews may go longer.
- Explain that you will only collect information relevant to the assessment.

### Dealing with Confidentiality Issues

- Information provided will be used among the assessment team only and will be kept confidential - neither interviewee name nor title will be associated with any findings, although their name will be included in the report in an annexed contact list. No direct quotes will be used in the final report, without the express approval of the interviewee.

### Presenting Yourself

- Be prepared with key questions before arriving but also be flexible – be prepared to probe further if a relevant issue is raised (see below).
- Show a positive attitude.
- Always keep eye contact.
- Do not spend your time looking down at your questions – try to keep the interviewee engaged, and the conversation going, even as you take notes.
- Use body language to acknowledge responses.
- Turn your cell phone off.

### Probing for Further Information

- If the respondent gives an answer that contradicts other information, try the following:
  - Do NOT say it is wrong.
  - Act surprised and ask the same question differently.
  - Ask to see reference materials such as registers where this information is recorded.
  - Take note to yourself to triangulate the information with other data sources.
  - As a last resort, ask if they would prefer a colleague cover the topic area.