

# Guidance to interviews in practice and ethics in qualitative research

Dr Jennifer Newbould  
RAND Europe, Cambridge

# Conflict of interest

- There are no conflicts of interest to declare

# Guide to this session

- Why use interviews in your research?
- Ethics
- Sampling participants
- Recruitment of participants
- Conducting an interview
- Question and answer session

A bit about me ...

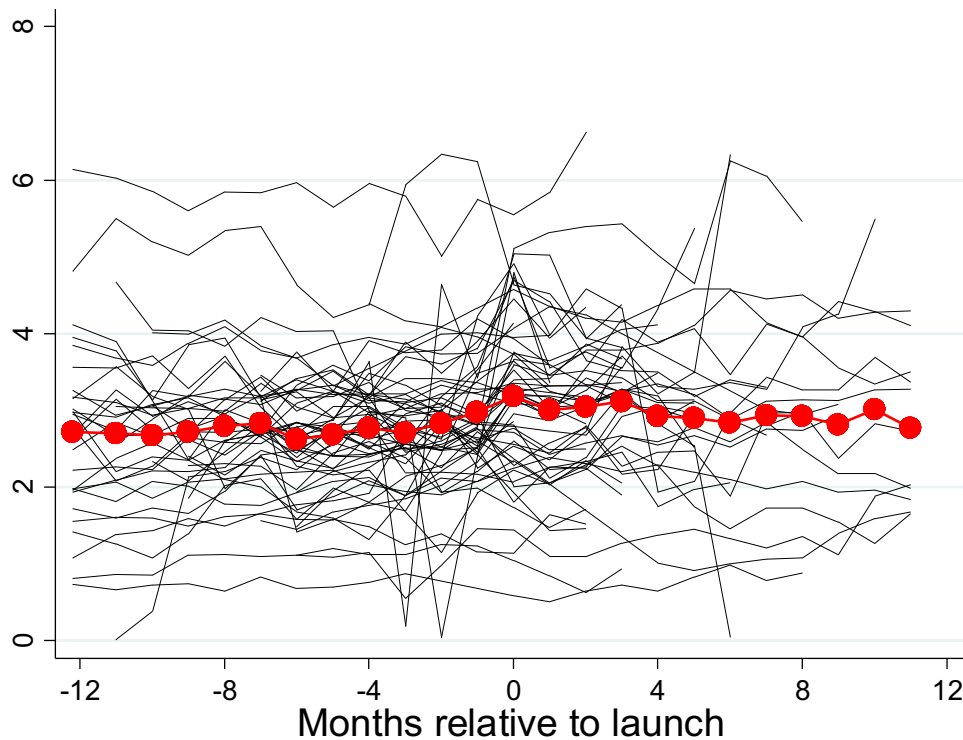
# Why use interviews in your research?

- We know little about the topic and need to understand more
- To understand in-depth how people feel about or have experienced something
- To present a narrative account

# Telephone triage in primary care

- Approach in which patients speak to a GP on the phone before any consultation
- After the telephone consultation the issue may be resolved or the patient may come into the surgery for a face to face consultation
- Large scale change to general practice provision

# Data from practices – total time spent consulting



**9% increase in  
total time spent  
consulting**

(duration ratio 1.08  
95% CI 0.99 to 1.17)  
P<0.088

# Telephone triage in primary care

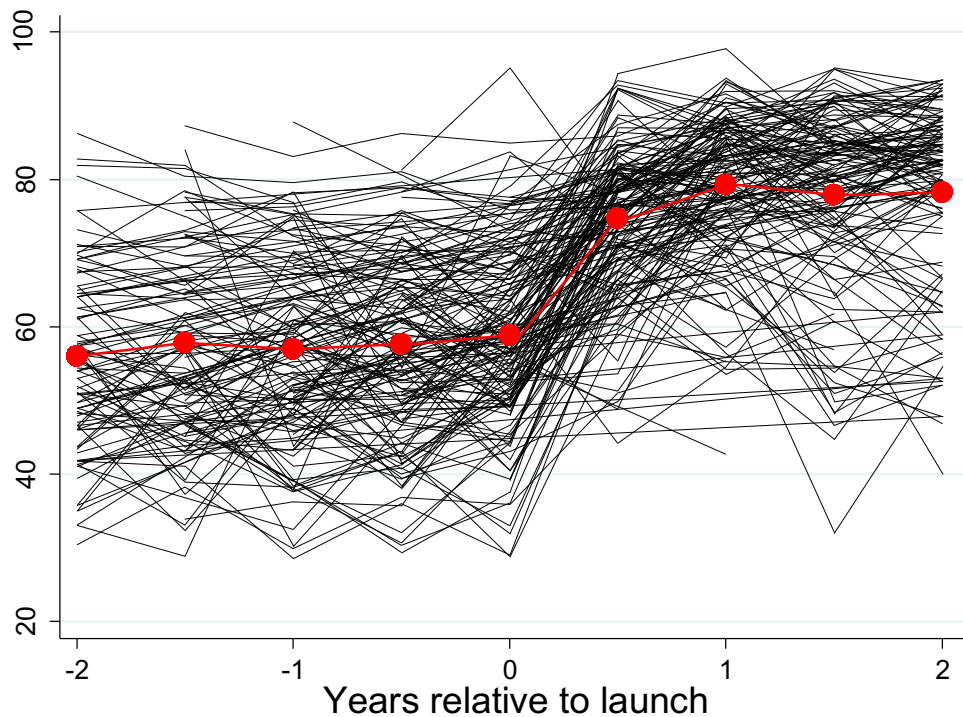
*'My main worry about this is that demand has increased and continues to increase because we are so accessible and there is no barrier there.'*

(GP 5004, Practice 117)

**Newbould J, Exley J, Ball S, Corbett J, Pitchforth E and Roland M (2019) GPs' and practice staff's views of a telephone first approach to demand management: a qualitative study in primary care (2019) *Br J Gen Pract*; 69 (682): e321-e328.**



# GP Patient Survey



How long after initially contacting the surgery did you actually see or speak to them?

Patients were seen or spoken to **MUCH** quicker

Difference -20.04  
(95% CI 18.16, 21.93)  
 $p < 0.001$

# Telephone triage in primary care

*So I phoned up and it was early in the morning and I mentioned to the receptionist what the problem was, and so within minutes another doctor phoned back and he said you had better come down (to the surgery).*

(Patient 117\_1029)

Ball SL, Newbould J, Corbett J, *et al* Qualitative study of patient views on a 'telephone-first' approach in general practice in England: speaking to the GP by telephone before making face-to-face appointments (2018) *BMJ Open*;8:e026197.

# Types of interview

- Interviews:
  - Structured
  - Unstructured
  - Semi structured

# Understanding patient experience in primary care

- Video recorded consultations with GPs and patients
- Showed the video to the patient in an interview

# Understanding patient experience in primary care

*“I mean, he especially, makes me feel like a nobody. [...] He doesn't say anything.[...] It's just his general attitude, you know, makes me feel like I'm wasting his time, not worth it”*

(Esther, aged 55-64).

# Understanding patient experience in primary care

*“He makes you feel as if you're wasting his time. Before you've even sat down, y'know what I mean?”*

(Jackie, aged 55-64)

Llanwarne N, Newbould J, Burt J, Campbell JL, Roland M (2017) Wasting the doctor's time? A video-elicitation interview study with patients in primary care. *Soc Sci Med* 176: 113-122

# Types of interview

- In-depth interview
- Telephone interview
- Interview with more than one participant

# Ethics

- Personal ethics – to be guided by
- Official ethical approval process – will vary by country
- Consent to participate – potentially with recording



# Sampling participants

- Sampling approaches
  - Convenience sample
  - Purposive sample
  - Quota sample
  - Snowball sample

# Recruitment of participants

- Recruitment of participants
- Information to participants

# Conducting an interview

- Time of day
- Location/venue
- Presentation of the interviewer
- Length of the interview

# Conducting an interview

- Introductions
- Introducing the research
- Opening the interview
- The main body of the interview
- Ending the interview

# Causes of waste medicines

- Study examining the views of community pharmacists to waste medicines

# Causes of waste medicines

*“A couple of years ago I was doing a locum; lady came in with 17 carrier bags full of medicine. It just threw me, I had never seen so many and I’m not talking about small ... carrier bags I’m talking about those big ... bags that you get in the sales. Because it was on a repeat this elderly person had just ordered, ordered, ordered ... It turned out it was (worth) over 20 thousand pounds.” (IV 39, Pharmacist, PCT 5)*

# Things to remember when conducting an interview

- Be prepared
- Smile and enjoy the experience – the participant will too!