**PRIVATE HEALTH CUSTOMER INTERVIEW GUIDE**

**Potential Customer Interviews (60-minute Zoom meetings):** Informational discussions with representative (likely director and/or logistics/operations manager) of hospital, clinic or pharmacy retailer network in low- and middle-income country.

*Italics = suggested script*

**Intro (5 min)**

* *[Introduce participants]*
* *We are supporting the Bill & Melinda Gates Foundation in exploring future strategies for an open-source software platform called OpenLMIS.*
* *OpenLMIS is an open-source electronic logistics management information system for health commodities. It is currently used by health ministries to make the process of ordering and distributing supplies across their facilities more efficient and transparent.*
* *Our research so far has suggested that some private health sector stakeholders could also benefit from a solution like OpenLMIS. We are interested in expanding the footprint of OpenLMIS to benefit private sector health actors such as hospital networks, clinic networks and pharmaceutical retail/distribution networks.*
* *Today, we are looking to learn from you! We want to get a better understanding of your business practices and needs, with a focus on processes relevant to inventory management/ supply chains*.
* *Please be as open and honest as possible. Your responses will be valuable in helping us to assess how and whether OpenLMIS can play a role in the private health sector.*

**Interview (45 minutes):** Use the questions and prompts below as a guide. All conversations to be tailored based on interviewee’s areas of expertise and responses during the interview.

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| **Interview component/ Information to collect** | **Suggested questions/ prompts** |
| **Customer profile:**  Basic company/ organizational structure and scope, funding mechanisms | 1. *Please tell me about your role and company/ organization.*    1. *What does your team look like? How many employees? Do you have a supply chain manager/ IT manager?*    2. *How many facilities do your operate? Where are they? How many patients do you serve?*    3. *How does your business model work?* |
| **Software Orientation:**  Comfort/ experience with different software types (including tablet/ mobile), needs and pain points  **Software Budget:** Annual costs and payment model | 1. *How does the company/ organization use software or devices on a daily basis to support business?* ***[focus on inventory management software first, then other relevant software tools/solutions]***    1. *Which one(s)?*    2. *Who uses it and when/ how often?*    3. *When and why did you start using it?*    4. *What does it do/ how does it help?*    5. *What kind of data does it collect?*    6. *What additional features/ functions do you wish it had?*    7. *How do external factors /limitations affect its use? (e.g. electricity/ connectivity issues, partners can’t link to software/device)* 2. *Did you purchase the software?*     1. *How much do you typically spend on software, or specifically your inventory management solution (if applicable)?*    2. *Does the cost fluctuate based on # users / usage or flow of commodities?*    3. *Do you have an established annual budget for software?*   ***[If limited number of software/device types]***   * *What has prevented you from using software/ devices?* * *Looking ahead, where do you see a need for software/devices in your business?* * *What would convince you to start using (more) software/devices?* |
| **Supply chain:** Management processes, pain points, systems used for support at different steps | 1. *Please describe how your company/organization orders, obtains and stores necessary products/ supplies.*    1. *How many vendors/ suppliers do you work with?*    2. *Who orders supplies and when/ how often?*    3. *How do you decide on the type and quantity of orders?*    4. *How are orders approved?*    5. *How are orders tracked?*    6. *Once you have received the supplies you ordered, where do you store them?*    7. *How do you keep track of the supplies you have in storage?* 2. *How do you ensure delivery of supplies to facilities/ customers?*     1. *How do you determine the frequency, timing and quantity of deliveries?*    2. *How do you track and confirm delivery to the destination?* 3. *How often do you experience delayed delivery, stockouts, expired products or a surplus of supplies you ordered?*    1. *When and why does this happen?*    2. *How does this affect business?* |
| **Competition:** Customer awareness of other supply chain management solution and their features/ price points | 1. *What companies/organizations do you know of that offer inventory management/ supply chain software or other solutions?*     1. *What do those solutions do?*    2. *Who makes them?*    3. *What do they cost?* |
| **Future Orientation/ Decision Making:** Expectations, goals and preferences for the organization’s future, especially regarding supply chain management | 1. *How are decisions made about investing in a business tool/ solution, e.g. software?* 2. *How much do you agree with the following statements?* ***(Choose between strongly disagree, agree, neutral, agree, strongly agree)***  * *The company / organization’s current inventory management/ software solution meets all our needs.* * *The company/ organization’s current inventory management/ software solution will continue to meet all our needs for the next 2 to 5 years.*  1. *To meet its supply chain/ inventory management needs, the company/ organization prefers* ***(Choose one)****:*  * An end-to-end solution to meet many or all our needs at once. * A product with a specific set of features to complement what we already have.  1. *For this company/ organization, what are the top 3 most important aspects/ components that an ideal supply chain management solution must support?*    1. *How important are each of these aspects [requisitions/ resupply management, inventory management/ tracking, reporting/ analytics, budgeting/ financial forecasting, sales/ transaction management) on a scale of 1 to 10? (****1 = not important, 10 = very important)*** 2. *If your company/ organization were selecting a new supply chain/ inventory management solution today, what would your top three considerations about the product be?*    1. *How important are each of these aspects (cost/ affordability, potential time saved, potential money saved, durability, interoperability with existing systems, reporting options, customization options, user training requirements, support/ service offerings, competitors’ solutions, offline capabilities, open-source technology) on a scale of 1 to 10?*  (***1 = not important, 10 = very important)*** |
| **Prototype Testing** | 1. *May we contact you again to test our prototype?* |

**Q&A (5-10 min):** Allow time to answer interviewees’ questions and/or follow up on items covered earlier in the call.

**Conclusion (1-2 min):** *Thank you for your time and feedback!*