

Key Information Interview / Focus Group Questions
Strategic Planning Environmental Scan Work – 2017

Questions will be asked of appropriate interviewees and/or focus groups

1. What are the greatest strengths of our eye bank?
2. What can our eye bank be doing better?
3. Which eye bank(s) is doing exemplary work? Why do you view them as an exemplar?
4. Should our eye bank grow as an organization? In what way(s)?
 - a. *Should our eye bank expand its geographic service area?*
 - b. *Should we offer new products or services?*
 - c. *Should we invest more in customer service or hospital/physician outreach?*
 - d. *If yes, what are the implications of these decisions? How can we prepare for them?*
5. What can our eye bank do to increase the number of people who engage with its work – as referral sources, physicians, and donors?
6. What are the trends in the field of eye banking and/or organ donation?
 - a. *Which of these trends has importance for our eye particular eye bank?*
 - b. *Are there trends in reimbursements and fee-for-service payments that will impact our work in the future?*
 - c. *How has “globalization” of services impacted our work? How will this trend continue to impact us in the future?*
 - d. *How has the professionalization of eye banking impacted our organization? How will it continue to impact us in the future?*
7. Are the programs and services that our eye bank currently provides the right ones for us to be providing?
 - a. *What would you like to see our eye bank offer that it doesn't offer now?*
8. Are there organizations or entities that are natural partners for our eye bank?
 - a. *Should we be collaborating with other entities in our community or our immediate geographic area? Are there non-traditional partners we should consider?*
 - b. *If yes, who are they?*
9. What else would you like us to know as our eye bank plans for the future?