

MOUD Playbook Evaluation: Information for Participating Practices

Inclusion Criteria

We will select 16 primary care practices, including 12 primary sites and 4 backups (to account for attrition). A maximum of 9 non-federal sites and 3 Indian Health Centers will be selected through a two-step screening process. In addition to private primary and IHS practices, Community health centers (including FQHCs), Certified Community Behavioral Health Clinics (CCBHCs), and academic training programs may be eligible to participate in the evaluation, as long as they intend to use the MOUD Playbook in the primary care component of their practice. We are targeting practices that are actively implementing or planning to implement Medication for Opioid Use Disorder (MOUD) treatment and express willingness to utilize AHRQ's [MOUD Playbook](#) as a guide.

Recruitment Process

A brief set of screening questions will be sent to potential primary care practices to assess their interest in using the Playbook and current stage of MOUD treatment implementation; if preferred, we will schedule a brief call to ask our questions. For the practices that qualify, we will coordinate with the point-of-contact (POC) to schedule an online recruitment interview. In these interviews, we will ask 8 questions related to practice characteristics, current OUD treatment processes, and familiarity with the MOUD Playbook. Each participating site will receive \$5,000 in three installments (1K, 2K, and 2K following each of three data collection points).

Data Collection

We will collect data from the 12 selected primary care practices at three timepoints over a 15-month period (starting mid-summer 2026 through fall of 2027). Primary data collection will consist of program-level qualitative data gathered through key informant interviews (KIIs). We will conduct data collection virtually for all practices and through in-person site visits for a subset of three practices (for the second data collection point only).

Key Informant Interviews (KIIs)

We plan to conduct 3-5 KIIs per practice per data collection point, each lasting 45 - 60 minutes, with interviewees drawn from the three categories: providers, practice administrators, and support staff. For the nine non-federal sites, we will interview 3 key informants (one of each type of respondent). We will interview up to 5 informants from each Indian Health Center recruited in the study.

In-Person Site Visits

We will conduct in-person site visits with three sites during the second round of interviews. Due to time constraints, only three sites—representing different stages of MOUD implementation, if possible—will be selected for in-person visits; interviews with the remaining sites will continue to be conducted virtually.

During the site visits, the evaluation team will conduct key informant interviews, collect relevant program materials, and, with the practice's consent, conduct informal observations of the practice and surrounding community context. For the remaining sites, interviews will be conducted virtually, consistent with the approach used at other data collection time points.