**INTRO**

* Introduce yourself
* Tell me a bit about what you do and what a day in your life looks like

**Warm-Up Questions**

1. Tell me about a good day in the life of one of your patients (is that the right word?)
2. What are some of the ways you help your patients or residents in taking care of themselves?
3. What is the best patient interaction you’ve ever had?

**Meat Questions**

1. What are some of the biggest challenges people face when experiencing memory loss?
2. I’m curious about the process your clients go through going from realizing they are experiencing memory loss to getting to your doorstep. Can you describe that to me?
3. Can you tell me about a time when one of your patients had an especially tough time or suffered an event due to memory loss?
4. Do you employ any methods or tools in strengthening memory or independence for your patients?
5. For you as the caregiver, what are the most difficult parts for you of caring for and enabling your loved ones / patients?

**Mask Off**

* Relax and tell them about the product idea
* Give the big reveal
* Recognize this can’t really be used as data, but do gauge their reaction to the product description
* **Ask if they want to keep up to date with our progress or be a partner!!!**