

Health Marketing

(National Center for Health Statistics
Customer Satisfaction Survey of Website Users.)

OMB No. 0920-0798

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A. Justification

A. 1. Circumstances Making the Collection of Information Necessary

On January 9, 2009, CDC received OMB approval for the generic concept of health marketing (Health Marketing, 0920-0798) to provide feedback on the development, implementation and satisfaction regarding public health services, products, communication campaigns and information.

Under Health Marketing, OMB has agreed to expedite review of proposals for data collections for survey/informative materials development and customer satisfaction surveys only. OMB will generally review such requests within ten business days.

The specific project that this clearance covers is: National Center for Health Statistics (NCHS) Customer Satisfaction Survey of Website Users.

NCHS, as the Nation's principal health statistics agency, compiles statistical information to guide actions and policies to improve the health of the nation. This is a unique public resource for health information – a critical element of public health and health policy. These data allow NCHS to document the health status of the population and of important subgroups, identify disparities in health status and use of health care by race/ethnicity, socio-economic status, region, and other population characteristics, monitor trends in health status and health care delivery, identify health problems, support biomedical and health services research, provide information for making changes in public policies and programs, and evaluate the impact of health policies and programs. NCHS collects data from birth and death records, medical records, interview surveys, and through direct physical exams and laboratory testing.

Information is at the core of the NCHS mission. It is critical that information be available to provide customers with quick and easy access to a wide range of information and data through a variety of channels. Customer satisfaction is critical for accomplishment of our mission as a key element of the national public health infrastructure, providing important surveillance information that helps identify and address critical health problems. Satisfaction can be enhanced through suggestions for ways to improve our outputs and services, whether presentation of data on the Web, publications, statistical services, or other products at NCHS.

The proposed customer survey (Attachment A) is an important component of the NCHS response to the OMB Program Assessment Rating Tool (PART) initiative and efforts to evaluate our program's effectiveness in achieving long-term performance goals.

A. 2. Purpose and Use of Information Collection

NCHS places the highest priority on providing quality products and services to its customers. Results from this survey will be used to identify strengths and weaknesses in current products and services and to refine and improve them by implementing modifications that are practical and feasible. Information obtained will guide NCHS management in program planning.

This web-based survey of customer satisfaction will be made available to a sample of all users who access the NCHS Web site.

A. 3. Use of Improved Information Technology and Burden Reduction

The survey will employ the newest information technology to collect and analyze data. Respondents will submit their responses electronically; and these responses will be tallied electronically and put into a database by survey software. Electronic collection will minimize the burden on survey respondents and facilitate the most rapid processing of survey results. This, in turn, provides NCHS the quickest means for making improvements based on customer feedback.

A. 4. Efforts to Identify Duplication and Use of Similar Information

There are no similar data. This project is part of an ongoing internal NCHS process.

A. 5. Impact on Small Businesses or Other Small Entities

The sample is drawn from NCHS website users. So it is not known if any of the sample might be a part of a small business or other small entity. Participation is voluntary.

A. 6. Consequences of Collecting the Information Less Frequently

This is a one-time data collection.

A. 7. Special Circumstances Relating to the Guidelines of 5 CFR 1320.5

The data to be collected are not designed to produce valid generalization estimates of a universe. Results from this survey will be used to identify strengths and weaknesses in current products and services and to refine and improve them by implementing modifications that are practical and feasible. Information obtained will guide NCHS management in program planning.

A. 8. Comments in Response to the Federal Register Notice and Efforts to Consult Outside the Agency

A. The Health Marketing generic 60-day notice was published in the Federal Register on May 14, 2008, Volume 73, page 27833. There were no public comments.

B. This data collection, itself, is consultation outside of the agency.

A. 9. Explanation of Any Payment or Gift to Respondents

This collection of information does not involve any pay or gift to respondents.

A. 10. Assurance of Confidentiality Provided to Respondents

For all NCHS data collection activities, an assurance of confidentiality is provided to all respondents according to section 308 (d) of the Public Health Service Act (42 USC 242m) which states:

"No information, if an establishment or person supplying the information or described in it is identifiable, obtained in the course of activities undertaken or supported under section...306,...may be used for any purpose other than the purpose for which it was supplied unless such establishment or person has consented (as determined under regulations of the Secretary) to its use for such other purpose and (1) in the case of information obtained in the course of health statistical or epidemiological activities under section...306, such information may not be published or released in other form if the particular establishment or person supplying the information or described in it is identifiable unless such establishment or person has consented (as determined under regulations of the Secretary) to its publication or release in other form,..."

In addition, legislation covering confidentiality is provided according to section 513 of the Confidential Information Protection and Statistical Efficiency Act (PL 107-347) which states:

"Whoever, being an officer, employee, or agent of an agency acquiring information for exclusively statistical purposes, having taken and subscribed the oath of office, or having sworn to observe the limitations imposed by section 512, comes into possession of such information by reason of his or her being an officer, employee, or agent and, knowing that the disclosure of the specific information is prohibited under the provisions of this title, willfully discloses the

information in any manner to a person or agency not entitled to receive it, shall be guilty of a class E felony and imprisoned for not more than 5 years, or fined not more than \$250,000, or both.”

The data are covered under Privacy Act System of Records 09-20-0169, Users of Health Statistics. The study, however, is designed so that personal information is not collected. The NCHS ERB, Ethics Review Board, has determined that customer satisfaction surveys do not require their review and approval.

A. 11. Justification for Sensitive Questions

No sensitive data will be collected.

A. 12. Estimates of Annualized Burden Hours and Costs

Every 10th visitor to the NCHS Web site will receive a pop-up window inviting him/her to participate in a web survey. Those who agree will be provided with a link to the survey (Attachment A). The voluntary survey will run for a period of 3 months. Based on previous information, there are an estimated 40,000 “hits” to the NCHS website over a 3 month period. However, the vast majority selected do not participate in a web survey. The expected number to complete the survey is 400. The average burden to complete the survey is 10 minutes for a total burden of 67 hours.

Estimates of Annualized Burden Hours for NCHS Customer Survey

| Type of Respondent | Number of Respondents | Number of responses/ respondent | Average Burden/ response (in hours) | Response Burden (in hours) |
|--------------------|-----------------------|---------------------------------|-------------------------------------|----------------------------|
| NCHS web-users | 400 | 1 | 10/60 | 67 |

A. 13. Estimates of Other Total Annual Cost Burden to Respondents of Record Keepers

None.

A. 14. Annualized Cost to the Government

Staff time to collect and analyze these data is estimated at \$10,900.

A. 15. Explanation for Program Changes or Adjustments

No change. This is a generic clearance.

A. 16. Plans for Tabulation and Publication and Project Time Schedule

Data collected will be analyzed to inform NCHS planning activities. This information is for internal use only and will not be published.

A. 17. Reason(s) Display of OMB Expiration Date is Inappropriate

N.A.

A. 18. Exceptions to Certification for Paperwork Reduction Act Submissions

There are no exceptions to the certification.

B. Collections of Information Employing Statistical Methods

B. 1. Respondent Universe and Sampling Methods

The universe of respondents is all users of the NCHS Web site over a three month period. Every 10th visitor to the NCHS Web site will receive a pop-up window inviting him/her to participate in a web survey. Those who agree will be provided with a link to the survey (Attachment A). The voluntary survey will run for a period of 3 months. Based on previous information, there are an estimated 40,000 “hits” to the NCHS website over a 3 month period. However, the vast majority selected do not participate in a web survey. The expected number to complete the survey is 400. Data will not be weighted.

B. 2. Procedures for the Collection of Information

Sampled Web site visitors will automatically receive notification that they have been selected, and will be directed to a separate Web page with the questionnaire. This webpage will NOT capture any personally-identifiable information. All submissions are voluntary and anonymous. Responses will be collected electronically and made available electronically to the NCHS staff responsible for analyzing the results. The proposed questionnaire for the Web site survey is shown at Attachment A

B. 3. Methods to Maximize Response Rates and Deal with Nonresponse

Since responses are anonymous, there is no way to deal with nonresponse. The data collected should be sufficient to inform survey planners and policy staff.

B. 4. Tests of Procedures or Methods to be Undertaken

None.

B. 5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

Questionnaires and protocols were developed in collaboration with and are reviewed by staff of the Office of Research Methodology (ORM), NCHS. Primary consultant is:

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Attachment

Attachment A. NCHS Web survey document