

SUBMISSION OF INFORMATION COLLECTION
UNDER GENERIC CLEARANCES

DATE OF REQUEST: July 9, 2010

SUB AGENCY (I/C): NCCAM

TITLE: NCCAM Health Professional Portal

GENERIC CLEARANCE UNDER OMB# 0925-0530 **EXP. DATE:** 10/31/2010

ABSTRACT:

The NCCAM health professional portal page is a fundamental tool for providing complementary and alternative medical information to health care providers. Online focus groups would provide the necessary feedback to improve the content, structure, and functionality of the health professional portal page based on the needs of this audience. The responses from the focus group evaluation would allow NCCAM to determine if any key sources of information or other resources are missing from the portal, ascertain if the content on the portal is presented in the appropriate format, and identify areas where users encounter difficulties locating information and resources.

We will conduct four online focus groups for two target audiences (physicians and nurse practitioners/physician assistants). Participants will be instructed to review the NCCAM health professional portal page prior to attending the online focus group. Later, they will log in to a private online chat room and in a 90-minute session will provide feedback as an experienced moderator leads them through a series of questions about the portal. No special software or downloads will be needed to participate in the focus group. Completion will be voluntary, and selected participants will be sent compensation within 6-8 weeks of completion of the online focus group.

Because of the demanding nature of schedules of health care providers, a sufficient monetary incentive is necessary to enable us to recruit successfully. Participants will be asked to complete a number of online tasks prior to the focus group and then engage for 90 minutes in the focus group. According to the U.S. Department of Labor's Bureau of Labor Statistics, in 2008 the estimated median hourly wage was \$89 for physicians and \$163 for specialists. Taking into account these estimates as well as the in-depth tasks and discussion activities involved in this evaluation, it is reasonable for participating physicians to receive \$50, and other health care professionals to receive \$35 for their time. Individual responses will be kept private under the Privacy Act. Findings will be used by NCCAM for program planning purposes and published or otherwise shared externally.

TOTAL ANNUAL BURDEN APPROVED: 712

BURDEN USED TO DATE: 65

BURDEN THIS REQUEST: 54

IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED?

 YES x NO N/A

OBLIGATION TO RESPOND:

 x VOLUNTARY

 REQUIRED TO OBTAIN OR RETAIN BENEFITS

 MANDATORY

HOW WILL THIS SURVEY BE OFFERED?

 X WEB SITE

 TELEPHONE INTERVIEW

_____ MAIL RESPONSE

_____ IN PERSON INTERVIEW

_____ OTHER:

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