SUPPORTING STATEMENT

Part B

Eisenberg Center Voluntary Customer Survey Generic Clearance for the Agency for Healthcare Research and Quality

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Agency of Healthcare Research and Quality (AHRQ)

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B. Collections of Information Employing Statistical Methods

1. Respondent Universe and Sampling Methods

Focus groups will be used for needs assessment and will be conducted with clinicians and consumers for development of the Summary Guides, and additionally with policymakers for those Guides in which policy recommendations are applicable. Focus Group participants are recruited through clinics that are affiliated with Baylor College of Medicine or the American Institutes of Research. Potential focus group candidates are invited through these clinics and their names are forwarded to the Eisenberg Center or a qualified vendor.

Once the Summary Guides are developed they will be subjected to in-person or telephone interviews for purposes of usability and product testing with clinicians, policy makers and consumers. Two rounds of interviews will be conducted with all consumer representatives during product development, with a second round of interviews conducted occasionally with clinicians and policy makers, as needed. Participants are recruited through clinics that are affiliated with Baylor College of Medicine or the American Institutes of Research. Potential focus group candidates are invited through these clinics and their names are forwarded to the Eisenberg Center or a qualified vendor.

Customer satisfaction surveys for the Summary Guides will be conducted with approximately 19,800 representatives from the audience to be targeted by the Summary Guides over 3 years (i.e., clinician, policymaker or consumer). Audience members self-select through invitations offered on the Effective Healthcare Program web site or e-mail notification system.

Customer satisfaction surveys will also be administered to approximately 150 clinicians and 1500 patients in evaluating the Decision Aid. These surveys will be administered before and after implementation of the Decision Aid in the study populations. Participants are recruited through clinics that are affiliated with Baylor College of Medicine or the American Institutes of Research. Potential focus group candidates are invited through these clinics and their names are forwarded to the Eisenberg Center or a qualified vendor.

Clinicians that have completed CME accrediting requirements and are requesting CME credit will be asked to complete the follow-up CME Survey three months following completion of the online activity. These clinicians are invited to participate electronically upon completion of the module.

Approximately 7,500 solicited topic nomination forms will be completed over 3 years by healthcare professional and consumer visitors to the Website. Website Registration will be completed by all persons wanting to stay up-to-date with the latest information from the Eisenberg Center. The Glossary Feedback Survey will be completed by persons that access the glossary.

Given the purposeful nature of the activities, it is unlikely that statistical measures will be generally employed.

In instances when there will be an existing list of "customers" readily available for sampling (e.g., mailing lists for publications or recipients of particular materials or services within known customer groups), appropriate probability sampling techniques will be used to select samples.

2. Information Collection Procedures

All information collections will be conducted in a manner that is consistent with the following guidelines:

- Participation will be completely voluntary, and non-participation will have no effect on eligibility for or receipt of future AHRQ-sponsored health services research.

- Appropriate sample sizes will be determined for each activity to ensure that burden is minimized while reliable estimates are produced.

- Information collection will be limited to that needed to assess customer reaction to planned or currently available products and services.

- Given the voluntary nature of the information collections, efforts will be made to obtain the highest possible response rates. Efforts will also be made to assess non-response bias, to the extent feasible.

3. Methods to Maximize Response Rates

The design of each information collection will include approaches to maximize response rates, while retaining the voluntary nature of the effort, consistent with appropriate survey methodology. Additional formal pretesting will be carried out at a level and in a manner consistent with the specific survey.

4. Tests of Procedures

It is anticipated that most information collections will begin with efforts by Eisenberg Center staff or in some cases by focus groups to identify the views/concerns of customers. Most formal pretesting will be carried out at a level and in a manner consistent with the specific survey.

5. Statistical Consultants

Input from statisticians regarding the development, design, conduct, and analysis of information collections will be sought. This statistical expertise will be available from AHRQ statisticians/contractors. Technical assistance in survey design and statistics may, in some cases, be sought through The National Center for Health Statistics.