

SAMHSA Customer Satisfaction Survey
Center for Behavioral Health Statistics and Quality
Post Behavioral Health Data Users Conference Satisfaction Survey

A. Product/Activity to be Assessed

The Substance Abuse and Mental Health Services Administration's (SAMHSA), Center for Behavioral Health and Statistics (CBHSQ) sponsored an initial Behavioral Health Data Users Conference from August 8-10, 2012. The purpose of the conference was to present the range of data CBHSQ collects on a variety of behavioral health topics as well as offer attendees the opportunity to participate in hands-on data training sessions with any of the three major data collections CBHSQ sponsors – this includes the National Survey on Drug Use and Health (NSDUH); the Drug Abuse Warning Network (DAWN); and the Behavioral Health Information Services System (BHSIS). Feedback from conference attendees will offer SAMHSA/CBHSQ vital information on what worked well, what didn't work so well, and the types of sessions attendees would like to see in the future. For this reason, CBHSQ is requesting OMB approval for a customer satisfaction survey designed to solicit feedback from attendees at SAMHSA/CBHSQ's initial Behavioral Health Data Users Conference.

Attachment 1 includes the survey questions CBHSQ wants to ask for assessing attendee satisfaction with the conference presentations and the hands-on data training sessions. The survey primarily includes Likert scale items (strongly agree, agree, disagree, strongly disagree, and not applicable) and open-ended feedback questions. CBHSQ would like to administer the survey within 30 days post data conference.

B. Brief Statement of Objectives

The survey will assess attendee satisfaction with the conference presentations and the hands-on data training sessions. The data collected from the surveys will include the following components:

- Specific satisfaction – responses will determine mean satisfaction across multiple items, indicating the extent to which conference attendees were satisfied with the conference accommodations, behavioral health data topic presentations, and hands-on data training sessions.
- Personal satisfaction – responses will include comments and recommendations on all conference activities (i.e., plenary sessions, behavioral health data topic presentations, and hands-on data training sessions) as well as insight into their needs to be covered in possible future conferences.

CBHSQ will use the survey data to assess the success of this initial data users conference. Should CBHSQ plan future conferences the information from this survey can be used in planning to help build off the initial conference experience by more fully addressing the needs and interests of the behavioral health data user community. Analysis of the data will

include computing descriptive statistics on the Likert scale items and summarizing the open-ended comments and recommendations.

C. Overview of Methods to Collect the Information

Data collection method

- CBHSQs conference logistics contractor will use Qualtrics (<https://www.qualtrics.com>) to administer to the individuals who registered and attended the conference. The survey invitation will be distributed by email with an electronic link to Qualtrics.

Method for identifying respondents

- All registered conference attendees will be offered the voluntary opportunity to complete the survey through Qualtrics.

Proposed sample size and rationale

- Approximately 250 individuals attended the conference.

Planned frequency of information collection

- The CBHSQ’s conference logistics contractor will administer the survey one time, with two planned non-response follow-ups.

Time period over which the information will be collected

- The survey will remain active for four weeks (30 days). This allows for an initial non-response follow-up after week 1 and a second non-response follow-up after week 3.

Expected response rate and plan for follow-up, if any, of non-respondents

- CBHSQ has no set expectations for an achievable response rate based on prior experience. Ideally CBHSQ prefers a response rate of 80 percent or higher based on the initial email invitation and two non-response follow-ups staged after week 1 and week 3.

Expected ability to assess non-response bias using existing information

- CBHSQ does not anticipate any non-response bias. There is also not enough information about the conference attendees to fully assess any true bias between respondents and non-respondents.

Methods used to maintain customer privacy

- The survey will not include any questions seeking names or emails. Qualtrics includes features for ensuring data collected from surveys remains anonymous.

D. Annual Response Burden Estimate

Respondent	Number of Respondents (a)	Number of Responses/ Respondent (b)	Hours/ Response in Minutes (c)	Annual Burden Hours	Hourly Wage (d)	Annual Cost (\$)
Conference Attendee	200	1	.20	40	\$35.96	\$1,438

(a) The number of respondents has been estimated by multiplying the number of registered conference attendees by 80% response rate.

- (b) For purposes of estimating annual cost, we assume conference attendees will complete the survey one time.
- (c) The average burden per response was estimated by assuming 10 seconds to complete each closed-ended question and 30 seconds to complete each open-ended question.
- (d) Given the range of professional positions represented by conference attendees, for purposes of estimating annual cost, we assume most all attendees do statistical work at the Federal, State, or Local level, and thus we rely on the BLS wage rates for a Statistician (Public Sector Federal/State/Local). The \$35.96 hourly mean wage is from the period May 2011. <http://www.bls.gov/oes/data.htm>

E. Methods Used to Develop and Test the Questions

CBHSQ staff who participated in planning the data users conference collaborated in preparing the survey questions. Most of these staff are statisticians who work on the various CBHSQ survey data collections.

F. Federal Project Officer and Contractor

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G. Project Statistician and Data Collection Entity

The conference logistics contractor will administer the survey electronically using Qualtrics (<https://www.qualtrics.com>). CBHSQ staff involved in the conference planning will analyze the survey data and share results with appropriate CBHSQ and SAMHSA senior staff and management.

List of Attachments

Attachment 1: Post Data Conference Survey