

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0935-0179)

TITLE OF INFORMATION COLLECTION: Voluntary Customer Satisfaction Survey of AHRQ WebM&M Users

PURPOSE:

The purpose of this request is to conduct a voluntary customer satisfaction survey of the AHRQ WebM&M site to invite feedback from our audience on how the site is being used, along with the extent to which it is meeting the needs of its users. A secondary objective is to use the results to consider future site enhancements. To achieve this goal, a short Web-based survey will be available on the site for readers to complete voluntarily during a 4-week period in 2014. (The survey instrument was previously developed, validated, and administered. It has been updated slightly in 2014 to account for some newer site features.)

AHRQ WebM&M (Morbidity and Mortality Rounds on the Web) is an online journal on patient safety and quality. This site features expert analysis of medical errors reported anonymously by our readers, interactive learning modules on patient safety ("Spotlight Cases"), Perspectives on Safety, Interviews and podcasts, and CME. AHRQ WebM&M can be accessed via the Internet at <http://webmm.ahrq.gov>.

DESCRIPTION OF RESPONDENTS:

Respondents will be a sample of visitors to the AHRQ WebM&M site during the survey period, and may include health care providers, allied health professionals, educators, and trainees, along with non-clinician hospital, quality, and safety professionals.

TYPE OF COLLECTION: (Check one)

- | | |
|---|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Erin Hartman

To assist review, please provide answers to the following question:

Personally Identifiable Information:

- 1. Is personally identifiable information (PII) collected? [] Yes [x] No
- 2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [] Yes [] No
- 3. If Applicable, has a System or Records Notice been published? [] Yes [] No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?
[] Yes [x] No

Category of Respondent: *(the options here are Public Sector or Private Sector, or both)*

Both

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
AHRQ WebM&M Site Users	1000	10	167
Totals	1000	10	167

FEDERAL COST: The estimated annual cost to the Federal government is _____

There will be no additional cost to the government with respect to collecting this data, as the work conducted by AHRQ's contractor, UCSF, is already covered in the contract.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

- 1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe? [] Yes [x] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

All visitors to the AHRQ WebM&M site during the survey period will be eligible to participate in the survey. The AHRQ WebM&M site has, on average, 18,000 visitor sessions per month. Using the relatively conservative assumption of a 4% response rate, we would expect up to 1000 responses over a 1.5-month period. We propose to solicit all site visitors during a 6-week period with the expectation that we

will obtain up to approximately 1,000 responses. We propose the 6-week period to be able to make the survey available over the course of publication of two consecutive monthly issues of WebM&M.

During the 4-week administration, participant recruitment will occur as follows. The first approach will be to include a button/link on the home page (<http://webmm.ahrq.gov>) that says, "Take our survey." Clicking on the button will open the electronic survey instrument in a new window. The second approach will be a link to the survey in our monthly e-mail newsletter to registered users. Third, during the survey period, visitors to the home page will encounter a "pop-up-type" window requesting their participation in the survey. Users may choose to accept or decline. Declining will close the window; accepting will open a new window with survey.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain
2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.

Attachment A: Survey Instrument