Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (NCI)

(OMB Control Number: 0925-0642-20, Expiration Date: 9/30/2014)

TITLE OF INFORMATION COLLECTION: Cancer Prevalence and Cost of Care (CPCC) Projections Website Review

PURPOSE:

The Cancer Prevalence and Cost of Care Projections website (http://costprojections.cancer.gov/), launched January 2011, has had more than 6000 unique visitors in 2012. It is likely that this site will continue to be widely used by researchers, policy makers, cancer advocates, and the scientific press. The website has not yet undergone any usability testing. The overall purpose of the proposed project is to ascertain the usability of the website for its multiple diverse user groups and to determine the extent to which the website is operating as intended, in terms of its acceptability and clarity of use, and then use these findings to improve the website.

DESCRIPTION OF RESPONDENTS:

Participants, researchers, cancer advocates, and press or policy persons, will use the website and respond to questions about its appropriateness and usability.

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form
[x] Usability Testing (e.g., Website or Software
[ ] Focus Group
[ ] Customer Satisfaction Survey
[ ] Small Discussion Group
[ ] 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: Robin Yabroff and Susan Scott

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

Personally Identifiable Information:

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

During recruitment, PII is collected in the form of name and contact information for the purpose of reminding the participants of the time of their usability test. It will be discarded thereafter.

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

If yes, describe and justify:

BURDEN HOURS

Category of Respondent	Instrument	No. of Respondents	Participation Time (in hours)	Total Burden
Individuals	Screener	24	5/60	2
	Usability Test	18	60/60	18
Totals				20

Total Burden Hours used for IC's to date: 1287
Total Burden Hours Approved for IC's under 0925-0642: 8750
Total Burden Hours currently requested: 20

FEDERAL COST: The estimated annual cost to the Federal government is $14,371

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

Researcher users will be identified by The Health Services and Economics Branch (HSEB) team based on their prior published work in PubMed and citation indexes. Cancer advocate users will be identified by working with the NCI's Office of Advocacy Relations and the Consumer Advocates in Research and Related Activities (CARRA) program. Press and policy participants will be identified by the NCI Office of Media Relations (NCI press office), Communications Specialists within DCCPS, science reporters at the *NCI Cancer Bulletin*, and other science press contacts. The contractor will send out an initial email to invite recipients to participate in the usability evaluation. Those individuals who agree to participate will be contacted, screened for suitability, and scheduled for an evaluation day and time by the contractor. Only a small number of individuals will be deemed ineligible.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
   [x] Web-based or other forms of Social Media (Usability Testing)
   [x] Telephone (Screener)
   [x] In-person (Usability Testing)
   [ ] Mail
   [ ] Other, Explain

Respondents will have the opportunity to choose whether they want to do the usability testing in-person or by remote access.

2. Will interviewers or facilitators be used? [x] Yes [ ] No

List of instruments, instructions, and scripts submitted with this request:

Attachment 1: Email
Attachment 2: Recruiting Screener
Attachment 3: Remote Consent Form
Attachment 4: In-lab Informed Consent Form
Attachment 5: Facilitator's Guide