

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 0925-0648)**

TITLE OF INFORMATION COLLECTION:

NHLBI Health Information Center (HIC) Customer Satisfaction Survey Plan

PURPOSE:

Executive Order 13571 charges agencies that serve the public to streamline service delivery and improve customer service. The National Heart, Lung, and Blood Institute (NHLBI) intends to address this charge through the development and implementation of a customer satisfaction survey that will be distributed through the NHLBI’s Health Information Center (HIC). The HIC serves the public by responding to their health information inquiries through multiple channels, including phone, email, mail, fax, and Live Chat. The purpose of the planned customer satisfaction survey is to: (1) assess customer satisfaction with current NHLBI services, (2) collect customer feedback on NHLBI’s online and printed health information and (3) gather actionable data on customer content needs and options for digital publication delivery.

DESCRIPTION OF RESPONDENTS:

Individuals who contact the HIC by phone will be invited to take a five-question survey at the end of the call using an interactive voice response (IVR) system. At the end of each phone inquiry, the information specialist will ask the individual customer whether they are interested in participating in a survey and, if they reply ‘Yes,’ they will be transferred into the IVR system to take the survey. Other individuals who have contacted the HIC by any mode of inquiry except the telephone (email, Live Chat, mail or fax) or have ordered NHLBI publications through the Online Catalog, will be provided the same chance to take the survey, but in these instances, the individual customer will be invited to take the survey through a Web-based form instead of the IVR option.

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: Lisa Knight, Contracting Officer's Representative

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

Personally Identifiable Information:

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

Gifts or Payments:

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

BURDEN HOURS

| Category of Respondent | No. of Respondents | Participation Time | Burden |
|---|--------------------|--------------------|----------------------|
| Individuals who call the HIC | 550/year | 2 minutes | 18 hours/year |
| Individuals seeking information from HIC using other communications methods | 400/year | 4 minutes | 27 hours/year |
| Totals | 950/year | | 45 hours/year |

FEDERAL COST: The estimated annual cost to the Federal government is \$10,587/Year 1; \$10,905/Year 2; \$11,232/Year 3

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 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?

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