

Supporting Statement – Part B

Generic Social Marketing & Consumer Testing Research

STATISTICAL METHODS

Data collection methods and procedures will vary; however, the primary purpose of these collections will be for internal management purposes; there are no plans to publish or otherwise release this information.

1. Universe and Respondent Selection

The activities under this clearance involve a combination of qualitative and quantitative approaches. In most cases they will involve samples of self-selected customers, as well as convenience samples, and quota samples, with respondents selected either to cover a broad range of customers or to include specific characteristics related to certain products or services. In particular, for small sample qualitative studies and qualitative surveys using non-probability samples, limitations regarding the ability to generalize from the results will be noted. Such results will not be used to make statements representative of the universe of study, to produce formal statistical descriptions, or to generalize the data beyond the scope of the sample. The specific sample planned for each individual collection and the method for soliciting participation will be described fully in each collection request.

The methods used in this work are typical of the tools used by program managers to change or improve programs, products, or services. The accuracy, reliability, and applicability of the results of these methods are adequate for their purpose.

The samples associated with this collection are not subjected to the same scrutiny as scientifically drawn samples where official Agency point estimates are published or otherwise released to the public.

2. Procedures for Collecting Information

Specific questions for inclusion in any study would be drawn from the approved Item Bank. Data collection methods and procedures will vary and the specifics of these will be provided with each collection request. The Agency expects to use a variety of methodologies for these collections. For example, the Agency or its contractors may use commercial survey-specific software to automate its collection and analysis of feedback. In addition to physical copies, information collection instruments may be electronically disseminated and/or posted on target pages of the Agency's web site. Telephone scripts, personal interviews, and focus groups with professional guidance and moderation may also be used.

3. Methods to Maximize Response

Information collected under this generic clearance is not typically designed to yield generalizable quantitative findings; but procedures to maximize consumer response will be employed to maximize response so that an appropriately diverse set of participants is available for any study. For example, for telephone surveys CMS contractors would typically use a computer assisted telephone interviewing (CATI) mode of data collection. For both qualitative and quantitative studies, interviewers will be trained to communicate effectively with diverse audiences and alleviate any concerns respondents may have regarding participation in the study and their CMS program benefits. Interviewers will be available during a wide range of times and will attempt to contact potential respondents at a time that is convenient. A toll-free number will be available to respondents so that they can get answers to any study-related questions.

4. Testing of Procedures

Pretesting may be done with internal staffs, a limited number of external colleagues, and/or customers who are familiar with the programs and products. If the number of pretest respondents exceeds nine members of the public, the Agency will submit the pretest instruments for review under this generic clearance.

5. Contacts for Statistical Aspects and Data Collection

Each program will obtain information from statisticians in the development, design, conduct, and analysis of customer/partner service surveys, when appropriate. This statistical expertise will be available from agency statisticians or from contractors and the Agency will include the names and contact information of persons consulted in the specific information collection requests submitted under this generic clearance.

Please contact either of the following CMS contacts regarding the statistical and methodological aspects of the design or for agency information:

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