

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-0974)

TITLE OF INFORMATION COLLECTION: Healthcare News Subscriber Survey

PURPOSE:

Healthcare News is a weekly online newsletter service provided by the Division of Laboratory Systems (DLS), Center for Surveillance, Epidemiology, and Laboratory Services, Centers for Disease Control and Prevention (CDC). Each issue is a compilation of news items that consists of brief summaries and URL links to the original articles from several popular online press sources. This newsletter is intended to provide relevant and interesting news information to healthcare personnel, especially laboratory professionals; and to increase the recognition of the value of clinical and public health laboratories in improving health care. Since its beginning in 2003, *Healthcare News* has received very little reader feedback, although its subscriber population is currently 31,500 weekly notifications sent via GovDelivery email subscription service. The purpose of this customer satisfaction survey is to collect information that may inform CDC staff of how *Healthcare News* is used, the degree of product satisfaction, the impact on readers, and the improvements needed for future issues.

DESCRIPTION OF RESPONDENTS:

The respondents will be voluntary subscribers to *Healthcare News* who receive weekly notifications of this newsletter via GovDelivery email subscription service. We will send a blast email message to the current 31,500 subscription email addresses with an embedded link to the survey. Based on e-mail address suffixes (e.g., cdc.gov), we estimate the number of Federal Government and State, local, or tribal government employees who have been receiving the newsletter to be approximately 1,000 and 500 respectively, and the number of subscribers from the Private Sector to be approximately 15,000. We estimate that the remaining 15,000 subscribers to comprise of other individuals or professionals. Based on informal preliminary interest, we anticipate about half of the subscribers to respond to this survey.

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: Howard Thompson, BA, SCT (ASCP).

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', 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
 No

BURDEN HOURS

| Category of Respondent | No. of Respondents | Participation Time | Burden |
|-------------------------------------|--------------------|--------------------|--------|
| Individuals or Households | 15,000 | 10/60 | 2500 |
| Private Sector | 15,000 | 10/60 | 2500 |
| Federal Government | 1000 | 10/60 | 167 |
| State, local, or tribal governments | 500 | 10/60 | 83 |
| Totals | 31,500 | 40/60 | 5250 |

FEDERAL COST: The estimated annual cost to the Federal government is \$0.00

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?

A list of subscriber e-mail addresses is maintained to notify subscribers each time the *Healthcare News* newsletter is published. This represents a universe of approximately 31,500 potential respondents. GovDelivery is the means DLS has used to notify subscribers of the weekly newsletter publications. There will be no sampling performed for this project since we plan to send a blast email to all subscribers.

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