OMB No. 0920-0974

Expiration Date: 06/30/2016

# Attachment 2. Screen Shots of the MMWR 2016 Customer Service Feedback Survey Pilot

#### [PAGE 1] INTRODUCTION

MMWR 2016 Customer Satisfaction Feedback Survey Pilot

Form Approved OMB No. 0920-0974 Expiration Date: 06/30/2016

Thank you for taking the MMWR 2016 Customer Feedback Survey Pilot. We actively use feedback from our readers to constantly improve our delivery, format and content and provide you with the best possible MMWR publications. We appreciate the time you have taken and will actively use it to improve our services to you.

This survey should take, on average, 15 minutes to complete. You will have to complete this survey in one sitting, as you will not be able to return to edit your response once you exit the survey. You may edit your responses until the last page of the survey is completed. To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.

If you have any questions or problems, please contact MMWR at MMWR@cdc.gov.

By continuing on to the next screen, you will have consented to complete this survey.



The public reporting burden of this collection of information is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to - CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333 ATTN: PRA (0920-0974).

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# [PAGE 2] DEMOGRAPHICS

# MMWR 2016 Customer Satisfaction Feedback Survey Pilot

1. V	Which best describes your primary profession	on? (Choose o	only one.)
0	Educator		
$\bigcirc$	Epidemiologist		
$\bigcirc$	Health Communicator		
$\bigcirc$	Health / Wellness Coordinator		
$\bigcirc$	Journalist / Reporter		
$\bigcirc$	Laboratorian		
$\bigcirc$	Librarian		
$\bigcirc$	Media Content Developer		
$\bigcirc$	Nurse		
$\bigcirc$	Nurse Practitioner / Physician's Assistant		
$\bigcirc$	Pharmacist		
$\bigcirc$	Physician		
$\bigcirc$	Policy Analyst		
$\bigcirc$	Public Health Practitioner		
$\bigcirc$	Public Official		
$\bigcirc$	Scientist / Researcher		
$\bigcirc$	Social Scientist		
$\bigcirc$	Statistician		
$\bigcirc$	Student		
$\bigcirc$	Veterinarian		
$\bigcirc$	Other (please specify)		
		Draw	Nove

# [PAGE 3] DEMOGRAPHICS CONTINUED

# MMWR 2016 Customer Satisfaction Feedback Survey Pilot

In what sector is your primary profession? (Choose only one.)		
Academia: Faculty / Researcher / Staff		
Academia: Student		
Business / Private industry		
Clinical Healthcare		
Community Organization		
Federal Health Agency: CDC		
Federal Health Agency: Other		
Foundation		
International		
Cocal Public Health Department		
Media		
Non-Governmental Organization		
Non-Health Federal Agency		
State Public Health Department		
Other (please specify)		
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#### [PAGE 4] DEMOGRAPHICS CONTINUED

#### MMWR 2016 Customer Satisfaction Feedback Survey Pilot

To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.

# 3. Where do you spend most of your professional time?

		•
4.	In what year were you bor	n?
_		

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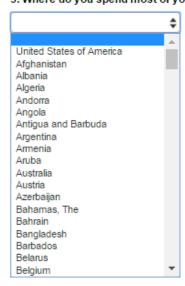


# **Drop-down in Question 3 expanded:**

#### MMWR 2016 Customer Satisfaction Feedback Survey Pilot

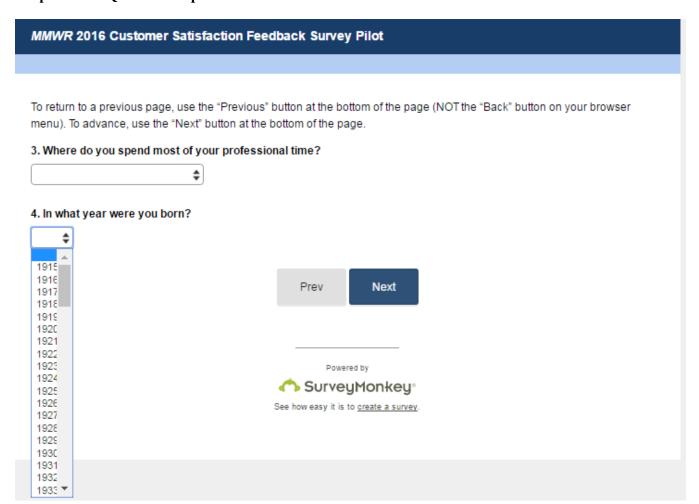
To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.

# 3. Where do you spend most of your professional time?





# **Drop-down in Question 4 expanded:**



# [PAGE 5] SCREENING QUESTION

# MMWR 2016 Customer Satisfaction Feedback Survey Pilot

5. Which of the following Morbidity and Mortality Weekly Reports (MMWR) publications are you familiar with? (Select all that apply.)
Weekly
Recommendations and Reports
Surveillance Summaries
Supplements
Summary of Notifiable Diseases
Summary of Notifiable Noninfectious Conditions and Disease Outbreaks
I am not familiar with any of these MMWR publications.
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# [PAGE 6] DEMOGRAPHICS CONTINUED

MMWR 2016 Customer Satisfaction Feedback Survey Pilot

To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page. 6. How do you typically receive MMWR? (Select all that apply.) Email subscription I/fl/fWR website CDC website (cdc.gov) Reprints in professional journals (e.g., Journal of the American Medical Association) Summaries on Medscape, MedPage, or other commercial service Mobile applications (e.g. MANNR Express app) Facebook Twitter feeds Other (please specify) 7. How many years have you subscribed to or read MMWR? Less than 1 year 1 to 5 years 6 to 10 years More than 10 years 8. Have you published a report in MMWR? Yes, I have published a report in MANNR No, I have not published a report in I/II/IWR

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# [PAGE 7] DEMOGRAPHICS CONTINUED

# MMWR 2016 Customer Satisfaction Feedback Survey Pilot

To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.

#### 9. When was the last time you published in MMWR?

- Within the past 12 months
- Within the past 5 years
- Over 5 years ago



# [PAGE 8] FREQUENCY OF USE & SATISFACTION

# MMWR 2016 Customer Satisfaction Feedback Survey Pilot

To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.								
10. How frequently do yo	ou read or access	MMWR?						
Never								
At least once a year								
At least four times a year								
At least once a month								
Weekly or more often that	an weekly							
11. Overall, how satisfied	11. Overall, how satisfied are you with MMWR?							
Very satisfied	Satisfied	Nei	ther satisfied nor dissatisfied	Dissatisfie	ed Ven	/ dissatisfied		
0	Very satisfied Satisfied			0		0		
12. How satisfied are you with the following MMWR publications?								
12. How satisfied are yo	u with the followin	g www. publ	ications:			I have not		
	√ery Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	read this publication.		
Weekly	O	O			O			
Recommendations and Reports	0	0	0	0	0	0		
Surveillance Summaries	0	0	0	0	0	0		
Supplements	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$		
Summary of Notifiable								
Diseases and Conditions				0	0	0		
Summary of Notifiable Noninfectious Conditions and Disease Outbreaks	0	0	0	0	0	0		

# [PAGE 9] SATISFACTION CONTINUED

#### MMWR 2016 Customer Satisfaction Feedback Survey Pilot

To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.

#### 13. How satisfied are you with the following aspects of MMWR?

	Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied	Not applicable / Don't know
Website search capability	0	0	0	0	0	0
Links to other publications / websites	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
Quality of graphics and photographs	0	0	0	0	0	0
Number of graphics and photographs	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0
Availability of support (e.g. help desk)	0	0	0	0	0	0
Ability to add reports to a reference manager (e.g. Endnote, Mendeley, ReadCube)	0	0	0	0	0	0
Ability to send reports to others	0	0	0	0	0	0
Ability to download pdfs of individual reports	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	0
Viewing reports on mobile devices	0	0	0	0	0	0

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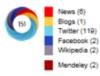
# [PAGE 10] SATISFACTION CONTINUED

MMWR 2016 Customer Satisfaction Feedback Survey Pilot
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To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.

Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	I have not used the MMWR Express application.
0	0	0	0	0	0

15. MMWR reports now link to Altmetric <sup>™</sup> data that provide feedback on the attention the reports receive online in realtime through social and traditional media. Altmetric <sup>™</sup> data for a MMWR report are provided by the article's pinned Altmetric <sup>™</sup> donut:



15. How satisfied are you with the Altmetric <sup>TM</sup> feature that allows you to view the attention a report receives online in real-time through social and traditional media?

		Neither satisfied nor			I am not aware of this
Very satisfied	Satisfied	dissatisfied	Dissatisfied	Very dissatisfied	feature.
0	0	0	0	0	0

#### 16. Please rate MMWR on the following attributes:

	Very good	Good	Fair	Poor	Very Poor	Don't know
Credibility	$\circ$	0	0	0	0	0
Depth of content	$\circ$	0	$\circ$		$\circ$	$\circ$
Breadth of content	0	0	0	0	0	0
Readability	$\circ$	0	0	$\circ$	$\circ$	0
Timeliness	0	0	0	0	0	0
Usefulness	$\circ$	0	0	$\circ$	$\circ$	0
Quality of content	0	0	0	0	0	0

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# [PAGE 11] INTEREST IN INNOVATIONS

# MMWR 2016 Customer Satisfaction Feedback Survey Pilot

To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.

#### 17. How interested would you be in MMWR publications adding these proposed features?

	Very interested	Interested	Somewhat interested	Not interested	Don't know or no preference
Improved search engine on the website	0	0	0	0	0
Improve ability to download/export data from tables in MMW/R reports as .csv or .xlsx files	0	0	0	0	0
Add links to the repository of data referred to in the MMWR reports (e.g. link to the database in CDCWonder or Dryad)	0	0	0	0	0
Provide mobile notifications on specific topics of interest you indicate	$\circ$	0	0	0	0
Provide emailed notifications on specific topics of interest you indicate	0	0	0	0	0
Provide a personalized dashboard on the MMWR website that remembers your content and publication preferences	0	0	0	0	0
Add interactive clinical and epidemiological case study examples available for continuing education units (CEUs)	0	0	0	0	0
Add additional contextual materials related to the reports (e.g. author videos, infographics, factsheets)	0	0	0	0	0
Add additional field examples for implemented evidence-based interventions	0	0	0	0	0
		Prev	Next		

# [PAGE 12] INTEREST IN INNOVATIONS CONTINUED

MMWR 2016 Customer Satisfaction Feedback Survey Pilot

To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.

#### 18. How interested would you be in MMWR offering more content in the following areas?

	Very interested	Interested	Somewhat interested	Not interested	Don't know or no preference
Special populations	0	0	0	0	0
Occupational health	0	0	$\circ$	0	$\circ$
Mental health	0	0	0	0	$\circ$
Injury prevention	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
Infectious diseases	0	0	0	0	0
Health economics	$\circ$	$\circ$	$\circ$	0	$\circ$
Global health	0	0	0	0	0
Genomics	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
Environmental health	0	0	0	0	0
Chronic diseases	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
Behavioral science	0	0	0	0	0
Other (please specify)					

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Power	red by
♠ Surve;	yMonkey°
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# [PAGE 13] PREFERENCE ON SOURCE OF INFORMATION

# MMWR 2016 Customer Satisfaction Feedback Survey Pilot

eturn to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browsenu). To advance, use the "Next" button at the bottom of the page.
In the past 12 months, what other sources of medical or scientific information have you read or accessed? (Set apply)
American Journal of Public Health (AJPH)
Annals of Internal Medicine
BioMed Central
British Medical Journal (BMJ)
CDC's Health Alert Network
Clinical Infectious Diseases (CID)
Communicable Diseases Report Weekly (CDWR)
International Journal of Epidemiology
Emerging Infectious Diseases
Environmental Health Perspectives (EHP)
Epidemiology
Eurosurveillance
The Guide to Community Preventive Services
The Journal of the American Medical Association (JAMA)
New England Journal of Medicine
Pediatrics
Preventing Chronic Disease
Public Library of Science (PLoS)
ProMED-mail
Science
The Lancet
WHO Weekly Epidemiological Record (WER)
Other (please specify)
Prev Next

# [PAGE 14] PREFERENCE ON SOURCE OF INFORMATION CONTINUED

MMWR 2016 Customer Satisfaction Feedback Survey Pilot

20. In the past 12 months, what online platforms have y all that apply)	ou read or accessed for medical or scientific information? (Select
Epocrates	
MedPage Today	
Medscape or WebMD	
Mendeley	
QuantiaMD	
ReadCube	
SERMO	
Other (please specify)	
Pre	Next
	Powered by
♠ St	urveyMonkey®
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# [PAGE 15] PREFERENCE ON SOURCE OF INFORMATION CONTINUED

MMWR 2016 Customer Satisfaction Feedback Survey Pilot

21. What are your top 3 preferred sources for a	accessing digital news content? (Select 3 options).
ABCNEWS Digital Network (abcnews.go.com)	
AOL News (news.aol.com)	
BBC (www.bbc.com)	
CBS News Network (www.cbsnews.com)	
CNN Digital Network (www.cnn.com)	
Daily News Online Edition (www.nydailynews.com)	
Fox News Digital Network (www.foxnews.com)	
Google News (news.google.com)	
Huffington Post (www.huggingtonpost.com)	
LA Times (www.latimes.com)	
MSNBC Digital Network (www.msnbc.msn.com or to	oday.msnbc.msn.com)
National Public Radio (www.npr.org)	
Reuters (www.reuters.com)	
The New York Times Brand (www.nytimes.com)	
Tribune Newspapers	
USATODAY sites (USATODAY.com)	
○ Vox (www.vox.com)	
Wall Street Journal Online (www.wsj.com)	
Washington Post (www.washingtonpost.com)	
Yahoo! News Websites (news.yahoo.com or local.ya	shoo.com)
Other (please specify)	
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# [PAGE 16] VALUE

# MMWR 2016 Customer Satisfaction Feedback Survey Pilot

To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.

#### 22. How valuable is MMWR to you?

√ery valuable	√aluable	Somewhat valuable	Not valuable	Don't know or no preference
0	0	0	0	0

#### 23. How important to you are the following aspects of MMWR?

	√ery important	Important	Somewhat important	Not important	Don't know or no preference
Website search capability	0	0	0	0	$\circ$
Links to other publications / websites	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
Quality of graphics and photographs	0	0	0	0	0
Number of graphics and photographs	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
Availability of support (e.g. help desk)	0	0	0	0	0
Ability to add reports to a reference manager (e.g. Endnote, Mendeley, ReadCube)	0	0	0	0	0
Ability to send reports to others	0	0	0	0	0
Ability to download pdfs of individual reports	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
Viewing reports on mobile devices	0	0	0	0	0

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# [PAGE 17] VALUE CONTINUED

# MMWR 2016 Customer Satisfaction Feedback Survey Pilot

To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.

#### 24. How important to you are the following characteristics of MMWR?

	Veryimportant	Important	Somewhat important	Not important	Don't know or no preference
Critical to my job performance	0	0	0	0	0
An overall source of valuable information	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
Offers continuing education credits	0	0	0	0	0
A bridge between public health and health-care communities	0	0	0	0	0
Provides weekly totals of nationally notifiable diseases	0	0	0	0	0
A primary source of CDC public health recommendations	0	0	0	0	0
A source of surveillance data	0	0	0	0	0
Timely source of public health information	0	0	0	$\circ$	0
A source of breaking public health news	0	0	0	0	0



# [PAGE 18] USE

# MMWR 2016 Customer Satisfaction Feedback Survey Pilot

To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.

#### 25. How useful is MMWR for the following?

	Very useful	Useful	Somewhat useful	Not useful	Don't know
Staying up to date on current public health issues	0	0	0	0	0
Researching a specific health topic	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
Informing program development or implementation	0	0	0	0	0
Informing policy at the local, regional, or state level	0	$\circ$	0	$\circ$	0
Providing clear guidance for CLINICAL best practices (e.g., vaccination schedules, STD treatment, etc.)	0	0	0	0	0
Providing clear guidance for EPIDEMIOLOGICAL best practices (e.g., outbreak investigations, reporting parameters, methodology, etc.)	0	0	0	0	0
Providing surveillance data that are relevant to your work	0	0	0	0	0



# [PAGE 19] USE CONTINUED

# MMWR 2016 Customer Satisfaction Feedback Survey Pilot

,
To return to a previous page, use the "Previous" button at the bottom of the page (NOT the "Back" button on your browser menu). To advance, use the "Next" button at the bottom of the page.
26. Which of the following actions have you taken after reading or accessing MMWR? (Select all that apply)
I have discussed information from MMWR with others
I have shared information from MMWR with others
I have saved information from MMWR for future reference or use
I have used information from MMWR to help inform decisions related to my work
I have used information from MMWR to inform development of a presentation, recommendation or report
I have used information from MMWR to inform development of a publication
I have used information from MMWR to write a media story
I have not taken any action after reading or accessing MMWR
Other (please specify)
27. If you have suggestions for making MMWR more useful for you, please enter them here.
Prev Next
Powered by
<b>♦ SurveyMonkey</b> ®
See how easy it is to <u>create a survey</u> .

# [PAGE 20] CONCLUSION

# MMWR 2016 Customer Satisfaction Feedback Survey Pilot THANK YOU! Thank you for taking the MMWR 2016 Customer Feedback Survey Pilot. We appreciate the time you have taken and will actively use it to improve our services to you. Prev Done

