FDA DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS (0910-0360)

The generic clearance will only be used for customer satisfaction and website usability surveys where FDA seeks to gather information that is planned for internal use only, and can provide a justification for qualitative or anecdotal collections that may nonetheless produce useful information for program and service improvement.

TITLE OF INFORMATION COLLECTION: DDI Twitter/Listserv Survey

DESCRIPTION OF THIS SPECIFIC COLLECTION

1. **Statement of need:**
   As part of its mission, FDA is responsible for providing the public with accurate, science-based information they need to use medicines to maintain and improve their health. The Division of Drug Information (DDI) within the Center for Drug Evaluation and Research (CDER), Office of Communications (OCOMM) achieves this through the use of Twitter and Email Notifications (also known as Listserv) to disseminate timely, important drug information to the public. However regular unsolicited evaluations of these services are required to help identify potential opportunities for improvements and ensure these services continue to fulfill the public's needs and the Agency's mission.

   The solicitation of feedback will target areas such as: timeliness of notifications, appropriateness of content, and efficiency of service delivery. Responses will be assessed and used internally to improve or maintain the quality of service offered. If this information is not collected, vital feedback from customers and stakeholders on FDA's services will be unavailable.

2. **Intended use of information:**
   Since the inception of the @FDA_Drug_Info Twitter in 2010 and "Drug Information Updates" Listserv in 2004, no feedback from the public has yet been obtained. To address this need, we created two customer satisfaction surveys- one for Listserv members and one for Twitter followers. We intend to use the responses to ensure these services continue to fulfill the public's needs as well as identify any opportunities for improvement.

3. **Description of respondents:**
   Current @FDA_Drug_Info Twitter followers and "Drug Information Update" Listserv subscribers will be surveyed. We expect the respondents' background to range extensively, such as consumers, healthcare professionals, and drug industry, and their location (if provided) to vary across the globe.

4. **Date(s) to be Conducted:**
   We will begin this survey as soon as we receive OMB approval. We anticipate that it will take approximately 12-weeks to collect the data.

5. **How the Information is being collected:**
   DDI will add a link to the Listserv survey to the signature, located at the bottom of each Listserv notification. DDI will also add a link to the Twitter survey to https://twitter.com/FDA_Drug_Info. DDI also intends to advertise the surveys by periodically sending it to subscribers of DDI's Twitter and email notification services.

6. **Confidentiality of Respondents:**
DDI is surveying current subscribers to identify improvement opportunities and ensure these services fulfill subscriber needs. Survey participation and any resulting responses will not have an effect on future receipt of any FDA services. DDI will not collect respondent identity.

We will include this statement in our survey instrument:
"Your participation / nonparticipation is completely voluntary and your responses will not have an effect on your eligibility for receipt of any FDA services."

7. **Amount and justification for any proposed incentive**
FDA/DDI will not provide payment or other forms of remuneration to survey participants.

8. **Questions of a Sensitive Nature (Data will be kept private to the extent allowed by the law)**
No questions will be asked that are of a personal or sensitive nature.

Surveys will ask for general demographic information (e.g. consumer or industry, age, gender, education, location) and how they receive the alert (e.g. mobile device vs. computer). Surveys will not ask for respondent's name or contact information. Survey participation is voluntary and any information provided by respondents will be kept private and anonymous, except as otherwise required by law.

9. **Description of Statistical Methods**
DDI intends to use Survey Monkey (www.surveymonkey.com) to analyze survey results.

BURDEN HOUR COMPUTATION *(Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours):*

Type/Category of Respondent	No. of Respondents	Participation Time (minutes)	Burden (hours)
Web-based surveys	15,000	.25 (15 minutes)	3,750

REQUESTED APPROVAL DATE: 10/17/2014

NAME OF PRA ANALYST & PROGRAM CONTACT:

Ila S. Mizrachi
Paperwork Reduction Act Staff
ila.mizrachi@fda.hhs.gov
(301) 796-7726

Cherryn Chang, PharmD
Division of Drug Information
Cherryn.Chang@fda.hhs.gov
(301) 796-2454

FDA CENTER: Center for Drug Evaluation and Research/Office of Communications