

Project Description

Assess Perception and Use of CDC Communication Materials of the CDC Guideline for Prescribing Opioids for Chronic Pain

Purpose:

The purpose of this collection is to assess primary care physician's perceptions and use of communication materials and products associated with the CDC Guideline for Prescribing Opioids for Chronic Pain (the "Guideline"). Information collected can assist in the most effective use of CDC communication resources and opportunities by assessing clarity, salience, appeal, persuasiveness and effectiveness of materials promoting the dissemination and implementation of the Guideline. Specifically, we seek to understand how primary care physicians perceive, need, and implement the Guideline to make prescribing decisions; how they need, obtain, and use supplementary and promotional Guideline materials developed by CDC for professional development or patient education; and what attitudinal and structural barriers may inhibit primary care provider adoption of the recommendations in the Guideline. We are seeking OMB clearance to collect input from primary care physicians through an online survey and conduct follow-up interviews with a subset of them once they have completed the survey.

This data collection is focused on improving messages, products, or other communication materials related to the CDC Guideline; the data collection is voluntary for participants; statistical rigor for the sampling methodology is not required; the burden on participants is not high; and public dissemination of results is not intended. The findings will be used to help the CDC ensure effective use of communication resources and opportunities by providing clear, concise, and relevant messages.

Who are we trying to influence?

Primary Audience:

The respondents will be individuals who self-identify as primary care physicians who have prescribed or may prescribe opioid medications for pain management to patients and who are members of an existing panel of healthcare providers. CDC will contract with Research Now, a professional provider of online research panels. Research Now will pre-select respondents that identified as primary care clinicians. Questions in the survey will validate their qualification. At the end of the survey, respondents will be asked if they are willing to participate in a brief follow up interview about the information shared in the survey. The request will clearly indicate that not all willing participants will be interviewed. We will develop participant segments based on the results of the survey. Our goal will be to recruit at least three individuals from each of key segment for a total of 18 participants. Participant segments will reflect experience with prescribing practices consistent with the Guideline, the degree of patient resistance encountered to recommendations within the Guideline, and perceptions of the Guideline itself.

Given the historical response rates for this panel (80%), we anticipate that 625 physicians will be initially contacted. The research team plans to collect 500 complete surveys. A survey will

be considered complete if the respondent answers 80% of the items that all respondents are eligible to answer (e.g. non-screen-in items).

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [X] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [] Yes [X] No
3. If Applicable, has a System or Records Notice been published? [] Yes [X] No

No questions will be asked that are of a personal (PII) or sensitive nature. Participants to the survey are already registered with an online panel provider. Information of participating panelists was previously collected by the online panel provider, and will not be included on the dataset submitted to CDC. The survey data will be de-identified, and the surveys will be combined into a summary report so that details of individual surveys cannot be linked to a specific, anonymous participant. *Research Now* follows all local data protection regulations. Sampling is conducted with highly encrypted links to the database servers. Sampling teams do not have direct access to the database or the identity of users. Survey data is anonymous and is linked to the panel database using numeric identification so that the identity of the panelists is always protected. The Privacy Act does not apply.

What do we want them to DO as a result of this communication?

The purpose of this collection is to assess primary care physician’s perceptions and use of communication materials and products associated with the CDC Guideline for Prescribing Opioids for Chronic Pain (the “Guideline”). The survey will include items to assess clinician receptivity to messaging, materials, and factors influencing the effective adoption of the Guideline. Some survey items aim to identify barriers that affect dissemination strategies of the Guideline and any institutional or structural barriers that may affect its implementation. Other questions ask about the type and size of practice, and collect zip codes of practice location. The in-depth interviews with a subset of survey respondents will provide further understanding of physicians’ receptivity to and use of professional communication materials. This information will also provide insight as to whether new materials or new dissemination strategies are needed to address challenges and barriers to implementation of the Guideline.

How do we expect communications to work towards achieving this?

Content strategy includes:

- Time-saving — focus on implementation of the Guideline useful tips / tools / facts that are easy to absorb given our audiences’ busy lives.
- Relevance — ensure new or revised materials meet our audiences’ current information needs and preferences regarding implementation of the Guideline
- Accessible — ensure the tone is direct, clear, real and salient in reference to prescription opioid. This information will provide insight as to whether new materials or new dissemination strategies are needed to address challenges and barriers to implementation of the Guideline.

What are we trying to convey?

Our goal is to convey the importance of the implementation of the Guideline. This collection will allow the CDC to assess primary care physician’s perceptions and use of communication materials and products associated with the CDC Guideline for Prescribing Opioids for Chronic Pain (the “Guideline”).

How are we recruiting and screening participants?

Recruitment will be conducted by the panel provider, Research Now. They will recruit, schedule, and confirm appointment times with each participant who agrees to participate and meets qualification criteria. Clinicians who joined the panel did so with an understanding that may be asked to participate in different types of research activities.

Incentives

The Federal government will not directly pay incentives to the survey participants. Participants to the survey are already registered with an online panel provider and will be offer survey choice “points” to redeem for prizes which are commonly provided to survey panel respondents who complete online surveys. The points will not be sent to respondents from CDC, but instead will be provided by the online panel provider to respondents who complete the survey. The estimated monetary value of the incentive is estimated at under \$5.

BURDEN HOURS

Category of Respondent	Instrument	Number or Respondents	Participation Time (Hours)	Total Burden (Hours)
Primary care physician	Invitation to survey (Att.1)	625	1/60	10
	Survey (Att.2)	500	18/60	150
	Follow up Interviews (Att. 3)	18	30/60	9
	Total Burden			169