

## Health Resources and Services Administration

### SUPPORTING STATEMENT

#### Be The Match Donation Experience Survey

##### A. Justification

###### 1. Circumstances of Information Collection

The Health Resources and Services Administration (HRSA) currently has approval under the generic clearance, Office of Management and Budget (OMB) Control No. 0915-0212, to conduct customer satisfaction surveys and focus groups. This collection of information helps fulfill the requirements of:

- a. Executive Order 12862, “Setting Customer Service Standards,” which directs Agencies to continually reform their management practices and operations to provide service to the public that matches or exceeds the best service available in the private sector.

This is a request for OMB approval of a qualitative voluntary donor experience survey or focus group under HRSA’s generic clearance.

HRSA’s contractor for the Single Point of Access Coordinating Center (contract # HSH250201700007C), the National Marrow Donor Program (NMDP) (dba) Be The Match, will solicit voluntary feedback from blood stem cell donors, post-donation. A survey will be distributed electronically to donors by email within the month following their donation, with two reminders sent following the initial invite. The survey will be available in the SPA-CC contractor’s six core languages: English, Spanish, Portuguese, Korean, Chinese, and Vietnamese. The survey consists of 22 questions focusing on pre-donation, donation day, recovery, and overall experience and satisfaction. The survey includes statements that use a five-point Likert-type scale ranging from “strongly disagree” to “strongly agree,” multiple-choice questions, and open-ended questions that allow respondents to provide their thoughts, perceptions, and opinions.

Executive Order 12862 directs agencies that “provide significant services directly to the public” to “survey customers to determine the kind and quality of services they want and their level of experience and satisfaction with existing services.”

The SPA-CC contractor is seeking to understand better the overall experience and satisfaction of blood stem cell donors. The survey questions were developed to determine the donor’s experience and satisfaction with their primary representative and health care team, educational materials, access to assistance, medical care, overall experience and satisfaction, and willingness to donate again if requested. Survey results and feedback are monitored and reviewed to identify trends and opportunities for improvement. The SPA-CC contractor will assess and propose strategies to implement recommended improvement efforts targeting donor experience, service, and process.

## 2. Purpose and Use of the Information

The primary use for information gathered through the survey is to determine the effectiveness of the SPA-CC contractor's programs and services and to identify areas for improvement in the delivery of services. The SPA-CC contractor uses feedback from blood stem cell donors to understand the changing needs for services and information provided, as well as to gauge the helpfulness of the SPA-CC contractor's representatives and the educational materials and support provided. Information received based on the donor's experience satisfaction with the health care team, and donation process is critical to understanding whether changes in services, support, or materials are needed. It also helps to create strong ambassadors that may be willing to encourage others to fulfill their commitment to donate. Specific areas targeted in the survey gather the donor's perception regarding if the SPA-CC contractor: helped with challenges to enable the donation, adequately addressed donor questions, provided an accurate description of what to expect, and assisted with additional donation support needs (i.e., securing time away from work/school, lost wage reimbursement, child care costs, etc.). The SPA-CC contractor also provides donors an opportunity to rate their experience with services provided by organizations involved with the donation process. The SPA-CC contractor also seeks to understand if donors would be willing to donate again and/or if they would recommend donation to a friend or family member. Feedback will be reviewed monthly (quarterly reports will be shared with organizations involved in the donation process). The SPA-CC contractor's program managers and leadership will utilize this evaluation data to share donors' experiences as well as make program enhancements to serve future donors better.

## 3. Use of Improved Information Technology

The web-based survey will be administered via Qualtrics survey tool. Donors will be invited through email to complete the survey, and the technology allows reminders to be sent only to non-responders. The survey is voluntary, as are each of the individual questions.

## 4. Efforts to Avoid Duplication

The survey is designed to capture data that will measure Donor Services and Donor Advocacy program objectives through overall donor satisfaction and experience. It has been reviewed carefully to avoid duplication. The specific questions are not present on other evaluation instruments.

## 5. Involvement of Small Entities

No small businesses will be involved in this study.

## 6. Consequences if Information Collected Less Frequently

To reduce burden, each donor will only be administered the Donation Experience Survey one time, unless they donate multiple times. If that is the case, they will be given the opportunity to complete the survey after each donation (up to the SPA-CC contractor's donation limits). The survey invitation is sent the month following their donation. There are no legal obstacles to reduce the burden.

7. Consistency With the Guidelines in 5 CFR 1320.5(d)(2)

These surveys will be implemented in a manner fully consistent with 5 CFR 1320.5(d)(2).

8. Consultation Outside the Agency

The 30 notice required in 5 CFR 1320.8(d) was published in the *Federal Register* on April 27, 2018, (Vol. 83 No.82, pp 18574-75). No public comments were received.

9. Remuneration of Respondents

Respondents will not receive any payments or gifts.

10. Assurance of Confidentiality

This collection of information will involve email addresses for the purpose of administering the survey and will comply with the Privacy Act. Separate databases are used for participant personally identifiable information and survey responses. A unique identifier is assigned to each participant for survey response tracking. Participation is voluntary, and responses are kept private and confidential to the extent allowed by law. Survey comments indicating a low experience/satisfaction score are reviewed by Donor Advocacy, who will work with the organizations and liaisons involved in the donation process (e.g., donor center and/or apheresis center/collection center) for follow-up and additional training, as necessary. The survey provides contact information for Donor Advocacy services if desired.

11. Questions of a Sensitive Nature

The survey does not include sensitive questions as defined by OMB guidelines (i.e., sexual practices, alcohol or drug use, religious preferences, etc.), nor does it request respondent's social security number (SSN). We can categorize survey responses by race and ethnicity, gender, and age. The data is important for characterizing the donors to understand if support needs vary by segment.

12. Estimates of Annualized Hour Burden

*Respondents:*

Respondents will include blood stem cell donors whose donation was facilitated by NMDP and its identified Network Partners.

*Annual burden estimates:*

Type of Collection	Number of Potential Respondents	Responses per Respondent	Estimated Actual Responses	Hours per Respondent	Total Burden Hours	Wage Rate	Total Hour Cost
Donation Experience Survey	2,500 (annual estimate)	1	1,625	.134	218	\$27.52 per hour	\$5,999

**Provide a short narrative summarizing the burden table.**

Respondent calculation estimates are based on volumes from the current post-donation survey distribution in 2019 and the current response rate of approximately 60 percent. Burden hours were calculated via the Qualtrics survey tool, upon programming the survey, a time estimate for completion was provided. The Department of Labor website (<http://www.bls.gov/bls/blswage.htm>) was used to determine appropriate wage rates for respondents. Wage rate was calculated using the Quarterly Census Employment and Wages, 2018 annual averages for all industries, all states, and all establishment sizes.

*Planned frequency of information collection:*

Participants will receive the survey each time they donate blood stem cells (which is typically only one time per lifetime).

13. Estimates of Annualized Cost Burden to Respondents

Other than their time, there is no cost to respondents.

14. Estimates of Annualized Cost to the Government

The surveys will be administered by the SPA-CC contractor's staff. The estimated cost to the government is \$5,284.00, which includes efforts from staff in donor advocacy, donor experience, network services specialist, and market research strategist, totaling approximately 16 hours per month or .10 FTE. The Department of Labor website (<http://www.bls.gov/bls/blswage.htm>) was used to determine approximate wage rates for staff. Wage rate was calculated using the Quarterly Census Employment and Wages, 2018 annual averages for all industries, all states, and all establishment sizes.

15. Change in Burden

Not Applicable. This is a new activity under HRSA's generic clearance and will be included in the total burden currently approved by OMB under OMB Control No. 0915-0212.

16. Plans for Analysis and Timetable of Key Activities

Ongoing data collection will utilize Qualtrics software. Program staff will conduct an analysis of survey data. Survey results will be reported to key stakeholders and Network partners quarterly. Distribution numbers, response rates, and overall experience and satisfaction scores will be reported to HRSA by way of a contract deliverable (e.g., semi-annual progress reports). Data collection for this survey will begin on September 1, 2020, in tandem with expiration of the 2020 Census of Population and Housing response period on August 30, 2020, per the *Minimizing Household Surveys during the 2020 Census of Population and Housing* memo.

17. Exemption for Display of Expiration Date

No exemption is being requested. The expiration date will be displayed.

18. Certifications

This information collection activity will comply with the requirements in 5 CFR 1320.9.