

CDC I-Catalyst Program Project
Assessing Customer Satisfaction with Health, United States Report
Interview Protocol Guide and Questions

Public reporting burden of this collection of information is estimated to average 30 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 (0920-1050).

Background Information:

Health, United States is a Congressionally-mandated annual report from the Secretary of the Department of Health and Human Services to the President of the United States and to Congress on the health of the nation. The report has been produced by the National Center for Health Statistics (NCHS) since 1975, with periodic updates to content, design, and dissemination in response to stakeholder needs. It covers four statutorily mandated topic areas (Health Status and determinants; health care utilization; health care resources; and health care expenditures) and uses high-quality nationally-representative data to track long-term trends for over 100 health indicators. With the current easy and quick availability of health data on the internet and through cell phone technologies and social media, Health, United States is seeking to maintain the same relevance and accessibility with major stakeholder groups who have traditionally used the report. Web analytics, reviews of press coverage, and PubMed statistics are all used to measure the Report's reach. NCHS has also conducted limited outreach with stakeholders in the form of a standardized annual web convenience survey and informal interviews with federal staff. This process has identified issues with web presence, accessibility, and timeliness. However, there has been little communication between stakeholder groups and the team that produces the report, and it is unclear what changes (e.g., content, format, design, and mode of delivery) are needed to increase its accessibility and utility for users. CDC is requesting OMB approval to collect feedback to ensure the manner by which NCHS reports on the nation's health is meeting the needs of their stakeholders. NCHS intends to use the results of this effort to improve the manner by which it engages Congress and law makers and delivers information about the health of the nation.

Interviewer to Respondent: Hi, my name is ...Thank you for your time. My colleagues and I from the CDC National Center for Health Statistics would enjoy meeting with you to learn more about how you and your colleagues gather and apply information and statistics on the health of the nation. [Insert text to describe why this specific person is invited. For example: We are interested in talking with those individuals who work for congress and other federal agencies and thought you would be a great resource.] This conversation is completely voluntary and is not directly associated with any ongoing or future partnerships between our groups. Is there a convenient time for you to meet for 30 minutes?

You are invited to participate in a discussion about how you use and access health information. We are gathering this information to help improve public health programs and products. We will use the

opinions and impressions you provide only for analyzing the general trends and information useful for developing information tools and resources. Your name will not be used in any reports.

We will take notes during our discussion, to help capture your comments accurately. Thank you for participating in this data collection effort.

1. Do you seek health data and information as part of your job? [If no, skip to Question 5.]
 - a. What are the circumstances when you seek this information?
 - b. How far in advance do you seek this information?
 - c. What type of information do you search for, and how do you find it?
 - d. Has the information you found been useful to you? Why or why not?
2. What types of sources of health data have you used or recommended?
 - a. What is it about this information source that you like or that led you to recommend it?
 - b. How do you use these data sources in your current role/job?
 - c. What are your biggest challenges with using or finding health data and statistics?
3. Have you ever had difficulty finding and using health information?
 - a. If so, can you tell us about the experience—what were you looking for? What did you find? What did you do next?
 - b. What are the challenges or barriers in these situations?
4. Where do you go to look for nationally-representative data on health status and determinants; health care utilization; health care resources; and health care expenditures? Tell me about your process.
 - a. How do you find this information?
 - b. How do you determine if it is nationally-representative data? Can you give me an example and tell me about how you used this information and why?
 - c. How do you decide which data sources to use?
5. How do you do your work when you can't find nationally-representative health data?
 - a. What are the challenges or barriers in these situations?
6. Do you use websites or apps to help you find health data?
 - a. If so, which ones, and what are your top 3?
 - b. Are you looking for nationally-representative health data and information when you use the apps?
7. Have you used (past or current) the report Health, United States?
 - a. If so, how do you use Health, United States content and data?
 - b. How and why was it helpful?
 - c. What are the challenges or barriers to using the Health, United States report?

Thank you for your time.