

**GenIC Clearance for CDC/ATSDR  
Formative Research and Tool Development**

**Clinician Preferences for CDC Clinical Guidelines**

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**Supporting Statement B**

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This data collection is not intended to generalize feedback to the larger physician population, but rather to seek individual preferences and opinions to inform and improve CDC’s development of, dissemination of, and communication about clinical guidelines.

### 1. Respondent Universe and Sampling Methods

CDC will work with an outside vendor to recruit no more than 25 physicians for one-on-one phone interviews. The vendor will screen physicians using a list of provided questions (Attachment 2) to ensure that all physicians selected for the one-on-one interviews meet eligibility requirements and represent a variety of regions across the US with varying levels of clinical experience. The desired subpopulation and quantity of respondents include nine family or general practice physicians, eight OBGYNs, and eight pediatricians. Ultimately, respondents will be a random selection of physicians from across the US that fit the desired screening criterion.

Findings from these one-on-one interviews will not be generalized beyond the participants recruited to a larger population of physicians.

### 2. Procedures for the Collection of Information

The recruitment vendor, which will be subcontracted by Deloitte Consulting, will screen their participant database to identify, recruit, and schedule interviews with desired respondents for one-on-one interviews. The interviews will be conducted over the phone by Deloitte Consulting using a structured facilitator interview guide (Attachment 1). A note taker from Deloitte Consulting will also capture information during each interview.

All physician interviews will be scheduled in advance and last no more than 60 minutes. Before the interview begins, interview facilitators will confirm respondents understand the purpose of the interview, and verbally consent to participating and being recorded. All personally identifiable information will be removed from the transcripts created from the recordings. Recordings will be destroyed at the end of the project.

### 3. Methods to maximize Response Rates and Deal with No Response

Screening questions will narrow the sample of respondents specifically to those who will find the interview subject matter, clinical guidelines, most relevant. The recruiting vendor will screen eligible

respondents to find the right subpopulation and sampling of desired physicians types to ensure impactful one-on-one interviews. If the initial screening does not yield 25 respondents, the eligibility requirements will be appropriately adjusted to maximize response rates. In addition, the facilitator interview guide is designed with open-ended questions to allow participants to describe their experiences and share feedback with significant detail. Additional prompts have been included in the guide to assist participants that may need further explanation of the questions and to encourage participants to elaborate on their answers to questions.

If, at the time the physician is invited to participate, the physician declines, an alternative physician will be selected.

To make certain all selected respondents will participate in one-on-one interviews, the vendor will confirm all scheduled interviews with participants within 48 hours prior to the interview occurring to mitigate the risk of no response.

#### **4. Tests of Procedures or Methods to be undertaken**

No pre-tests are planned.

#### **5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data**

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