

I-Catalyst Program

2016 ICR – Supporting Statement Part B

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Submission Date:

10-13-2016

OMB Project Number:

CDC Internal # 0920-16AOW

Document 2016-13982

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B. Collections of Information Employing Statistical Methods

1. Respondent Universe and Sampling Methods

Each I-Catalyst project team will identify their customers based on the specified problem and solution they propose. Details of the specific problem and solution as well as interview respondents will come with each genC. Teams will be guided through several customer mapping exercises to assist with identifying their primary customer or customers. Teams will use convenience sampling methods to select subjects who are readily available and within close proximity. The expected total sample size is 1500 respondents over the three years; it is anticipated that each project team (30 over the three years) will conduct at least 50 interviews with individual customers. Teams may re-interview certain respondents to ask additional questions or clarify responses. A sample of at least 50 customer interviews will help teams identify themes or repeated insights/feedback from customers. The information gained through the customer interviews will be used to make internal decisions as to whether to pursue further development of the solution or not. Generalization of each team's results is not intended.

2. Procedure for the Collection of Information

Team members will be responsible for the collection of information. Qualitative data will be collected through unstructured interviews with respondents. Teams will be given training by I-Catalyst instructors on how to map out their ecosystem, identify potential respondents and develop interview questions. Respondents will be chosen based on each team's specific project. As part of the I-Catalyst training, teams will be guided to identify their customers based on the solution they wish to develop. Once they have identified their primary customer, teams will work with I-Catalyst instructors to identify strategies for contacting individuals for in-person or phone interviews. I-Catalyst participants will be encouraged to contact customers (i.e., respondents) in advance to schedule appointments. Questions will be formulated to initiate interviews and get customers talking about their problems or limitations with a specific public health issue (this will be unique to each team). For example, a team interested in understanding whether or not clinicians and patients will use a smartphone app to get their asthma guidance might start by asking where clinicians go to get the latest medical guidance on how to treat patients with asthma. They might continue by asking each respondent how they access each source and what they like or don't like about each information source. Teams will be encouraged to continue to probe responses and ask additional questions as the interview continues to clarify customer comments/responses. Teams will be encouraged to take notes or to ask to record the interview so that they may take notes at a later time. Data will be analyzed for themes and/or logical groupings. Data will not be statistically analyzed.

3. Methods to Maximize Response Rates and Deal with No Response

This information collection is specific to each team's project and their proposed early-stage solution. I-Catalyst participants will be encouraged to contact customers (i.e., respondents) in advance to schedule appointments to ensure a better response rate. Teams will be encouraged to make two follow-up attempts if first attempts fail to reach respondents.

4. Test of Procedures or Methods to be Undertaken

Tests of the information collection questions will be undertaken with less than 10 CIO representatives.

5. Individuals Consulted on Statistical Aspects and Individual Collecting and or Analyzing Data

CDC I-Catalyst teams will perform simple analysis techniques to group, organize, and identify themes in the information collected. No statistical analyses will be performed.

