

**Request for Approval under the “Generic Clearance for the Collection I-Catalyst Program  
(OMB Control Number: 0920-1158)**

---

**TITLE OF INFORMATION COLLECTION:** CDC I-CATALYST PROGRAM PROJECT OPHSS/CSELS DATA HUB

**PURPOSE:** The CDC I-Catalyst program teaches CDC teams a “customer discovery” process aimed at helping teams with a new solution to identify their customers. This is done by taking a team’s main assumptions about who their customer is, the exact problem they are solving for the customer, and how the customer wants to receive or use the solution from the team—and turning those assumptions into hypotheses which the teams will then test (mainly through interviews with potential customers).

CDC's Division of Health Informatics and Surveillance (DHIS) in the Center for Surveillance, Epidemiology, and Laboratory Services (CSELS) maintains a Data Hub of externally-acquired data sources [American Hospital Association (AHA), Centers for Medicare and Medicaid Services (CMS), Agency for Healthcare Research and Quality Healthcare Cost and Utilization Project (HCUP), and Truven Health Analytics MarketScan® data] for agency use. DHIS coordinates agency-wide purchases and acquisitions of external data sources, and provides services to facilitate the use of these data. Evolving technology creates opportunities for adding innovative services (e.g., visualization) to the existing portfolio to better meet data user needs. Recently, Exploratory Data Analysis (EDA), an approach for summarizing and visualizing the characteristics of a data set, was conducted for one of the data sets managed through the Data Hub and an online interactive and dynamic query visualization system was developed using MS Excel 2013 and Excel’s add-on Power Pivot. The project will explore opportunities for future epidemiology work (including data file content visualization), communication activities with data users and other stakeholders, evaluation efforts, and IT options for easy data access and availability.

**DESCRIPTION OF RESPONDENTS:** Public health researchers at CDC (epidemiologists, statisticians, Health Scientist who are new or experience users of scientific data) and potentially external partners such as data providers and state and local health departments.

**TYPE OF COLLECTION:** (Check one)

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group

- Customer Satisfaction Survey
- Small Discussion Group
- Other: one-on-one informal interviews**

**CERTIFICATION:**

I certify the following to be true:

1. The collection is voluntary.

2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Juliana K. Cyril; Director -Office of Technology and Innovation – OADS CDC

Team Lead – Veer Pawate, CDC/OPHSS/CSELS/DHIS

To assist review, please provide answers to the following question:

**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 [ ] No [X] N/A

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ ] Yes [X] No

**BURDEN HOURS**

Type of Respondents	Form Name	No. of Respondents	No. of Responses per Respondent	Avg. Burden per Response (in hrs.)	Total Burden (in hrs.)
CDC Researchers (Epidemiologists, statisticians, Health Scientist)	Interview Guide	50	1	30/60	25
Total					25