

FDA DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS (0910-0360)

The generic clearance will only be used for customer satisfaction and website usability surveys where FDA seeks to gather information that is planned for internal use only and can provide a justification for qualitative or anecdotal collections that may nonetheless produce useful information for program and service improvement.

TITLE OF INFORMATION COLLECTION: Customer Satisfaction Survey for FDA
Consumer Update Articles

DESCRIPTION OF THIS SPECIFIC COLLECTION

1. Statement of need:

As a public health and regulatory agency, FDA is committed to providing the public with accurate, timely and easy to understand information on regulated products, and agency policies and programs. In doing so, the agency uses multiple communication channels to reach a wide range of stakeholders.

The Office of Editorial and Creative Services (OECS) within the Office of the Commissioner, Office of External Affairs achieves this through its signature Consumer Update articles, which are posted to the website and promoted through email notifications sent to a list of subscribers (also known as a Listserv).

In order to provide high quality communications to consumers, patients and stakeholders, regular unsolicited evaluation of this service is required to help identify potential opportunities for improvements and ensure the service continues to fulfill the public's needs and the agency's mission.

The solicitation of feedback will target areas such as appropriateness of content and visuals and how improvements can be made to the information. Responses will be assessed and used internally to improve or maintain the quality of service offered. If this information is not collected, vital feedback from customers and stakeholders on FDA's services will be unavailable.

2. Intended use of information:

OECS intends to survey consumers, stakeholders and those reading Consumer Updates for feedback. We created one customer satisfaction survey to be distributed via Listserv to subscribers of Consumer Updates, appear on the Consumer Update articles and website. We intend to use the responses to ensure services continue to fulfill the public's needs as well as identify any opportunities for improvement.

3. Description of respondents:

Current FDA Consumer Update Listserv subscribers and those visiting the website will be surveyed.

4. Date(s) to be Conducted:

We will begin the survey as soon as we receive approval. We anticipate that it will take approximately 2-4 weeks to collect the data, pending the approval date.

5. How the Information is being collected:

OECS will include a link to the survey in the Listserv notifications. Users may also click on a link to initiate the survey from the [Consumer Update website](#). The contractor (Granicus) will conduct the survey and collect the data.

6. Confidentiality of Respondents:

OECS is surveying the public to identify improvement opportunities and ensure these services fulfill consumer needs. Survey participation and any resulting responses will not have an effect on future receipt of any FDA services.

We will include this statement in our survey instrument:

“Your participation is completely voluntary, and your responses will not have an effect on your eligibility for receipt of any FDA services. In instances where respondent identity is needed (e.g., for follow-up of non-respondents), this information collection fully complies with all aspects of the Privacy Act and data will be kept secure to the fullest extent allowed by law.”

7. Amount and justification for any proposed incentive

OECS will not provide an incentive or other forms of remuneration to survey participants.

8. Questions of a Sensitive Nature

No questions will be asked that are of a personal or sensitive nature.

9. Description of Statistical Methods

OECS and its contractor intend to use Survey Monkey (www.surveymonkey.com) to analyze survey results.

BURDEN HOUR COMPUTATION (*Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours*).

Type/Category of Respondent	No. of Respondents	Participation Time (minutes)	Burden (hours)
Website Satisfaction Survey	200	2	6.66
Listsrv Satisfaction Survey	80	2	2.66
Totals			9.32

REQUESTED APPROVAL DATE: May 15, 2020

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