

Ideation Catalyst (I-Catalyst) Program and Customer Engagement Information Collection

OMB No. 0920-1158 – Supporting Statement B

January 14, 2020

Juliana K. Cyril, MPH, PhD
Director
Office of Technology and Innovation
Office of Science
Centers for Disease Control and Prevention
Ph: 404-639-4639
Fax: 404-639-4903

Contents

B. Collections of Information Employing Statistical Methods.....2

- 1. Respondent Universe and Sampling Methods.....2
- 2. Procedure for the Collection of Information.....2
- 3. Methods to Maximize Response Rates and Deal with No Response.....2
- 4. Test of Procedures or Methods to be Undertaken.....2
- 5. Individuals Consulted on Statistical Aspects and Individual Collecting and or Analyzing Data.....3

List of Attachments

- 1. Att. 1: Public Health Service Act
- 2. Att. 2: 60 -Day Federal Register Notice
 - o Att. 2a: Summary of Public Comments
- 3. Att. 3: I-Cat Example Interview Protocol Guide and Questions
- 4. Att. 4: I-Cat Sample Customer Discovery Slides + Processes
- 5. Att. 5: IRB Determination Form
- 6. Att. 6: Privacy Act & Confidentiality Statement

B. Collections of Information Employing Statistical Methods

1. Respondent Universe and Sampling Methods

CDC programs engaging in the customer discovery process will identify their customers based on the specific problem and solution they propose. Details of the specific problem and solution as well as interview respondents will be provided with each genIC. 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 500 respondents with 250 total burden hours annually. A sample of at least 25 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 project team's results is not intended.

2. Procedure for the Collection of Information

Team members and/or contractors will be responsible for the collection of information. Qualitative data will be collected through surveys and unstructured interviews with respondents. Teams interested in customer discovery will be given training and/or mentored technical assistance by I-Catalyst instructors and OTI staff on how to map out their ecosystem, identify potential respondents and develop interview questions. As part of the I-Catalyst training and OTI staff consultations, 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 while CDC programs work with OTI staff to identify strategies for contacting individuals for in-person or phone interviews. 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.

In most cases information collection will be conducted during in-person interviews. Questionnaires or telephone interviews may be appropriate in some cases. 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. Teams 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. CDC programs interested in using the customer discovery process will do the same.

4. Test of Procedures or Methods to be Undertaken

Tests of the information collection questions may be undertaken with CDC representatives, or ≤ 9 individuals with characteristics similar to the target audience.

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

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