

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0935-0179)**

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**TITLE OF INFORMATION COLLECTION:** Customer Satisfaction Analysis for the AHRQ National Healthcare Quality and Disparities Report and National Quality Strategy Products and Websites

**PURPOSE:** The Agency for Healthcare Research and Quality (AHRQ) seeks feedback from customers and stakeholders on their experiences with the National Healthcare Quality and Disparities Reports (QDR) and National Quality Strategy (NQS) products to examine their satisfaction with these products and identify opportunities to improve the quality of these resources. The customer satisfaction interviews described in this request would provide needed input on the extent to which QDR and NQS reports, products, and websites are meeting the current needs of customers, and collect ideas for ways to improve the usability and relevance of these products to advance quality improvement efforts and the NQS aims.

**DESCRIPTION OF RESPONDENTS:** Respondents will be QDR and NQS customers, including representatives from Federal, state, and local governments; health care systems, providers, purchasers, and payers; organizations involved in healthcare quality improvement; researchers and academic institutions; private sector organizations; and representatives of patient and consumer groups, including media and advocacy organizations.

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

- |  |   |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form          | <input type="checkbox"/> Customer Satisfaction Survey                             |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group                                   |
| <input type="checkbox"/> Focus Group                                   | <input checked="" type="checkbox"/> Other: <u>Customer Satisfaction Interview</u> |

**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:** Nancy Wilson

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

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Applicable, has a System or Records Notice been published?  Yes  No

**Gifts or Payments:**

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

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or organizations	40	1 hr (60 minutes)	40 hrs
<b>Totals</b>	<b>40</b>		<b>40 hrs</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$37,981, which includes 1) \$37,520 in instrument development, pilot testing, recruiting, fielding, analysis, and reporting, and 2) \$461 (8 hours at the GS-14 level) in project management and oversight.

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents**

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?  
[x] Yes [ ] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

We will conduct purposive criterion sampling<sup>1</sup> to identify customers using or familiar with the QDR and/or NQS within each stakeholder group (representatives from Federal, state, and local governments; health care systems, providers, purchasers, and payers; organizations involved in healthcare quality improvement; researchers and academic institutions; private sector organizations; and representatives of patient and consumer groups, including media and advocacy organizations). To inform our sampling plan, we conducted a literature review of public databases for news articles, blog posts, journal articles, reports, briefings, and other publications that cited the QDR, the National Healthcare Quality Report (NHQR), the National Healthcare Disparities Report (NHDR), and/or any of the Chartbooks to identify potential stakeholders using the QDR data. Our search focused on news articles, blogs posts, reports, and briefings within the last year and peer-reviewed journal articles within the last 5 years. We compiled a representative list of over 150 publications to identify interview participants, focusing on participants in different stakeholder groups who have analyzed, reviewed, and published using QDR data repeatedly within this timeframe. To obtain a broad representation of perspectives, we will also select participants who are knowledgeable about the QDR and NQS through involvement in the QDR internal working group; the Institute of Medicine Committee for *Future Directions for the National Healthcare Quality and Disparities Reports*; and NQS

<sup>1</sup> Harris, J. E., Gleason, P. M., Sheean, P. M., Boushey, C., Beto, J. A., & Bruemmer, B. (2009). An introduction to qualitative research for food and nutrition professionals. *Journal of the American Dietetic Association*, 109(1), 80-90.

initiatives including webinars, Snapshots, Priorities in Action, and the Stakeholder Toolkit. We have a list of stakeholders who have requested QDR data through the Clearinghouse and will use this list to select potential stakeholders. Among the potential participants, we will purposively select participants to provide maximum variation on key characteristics to gain diverse perspectives and opinions (maximum variation sampling). For example, we will include participants focusing on different geographic regions, populations, and healthcare topics; representing different occupational levels within organizations; and users of different types of QDR and NQS products.

The Agency for Healthcare Research and Quality (AHRQ), the parent agency for the National Quality Strategy, may offer additional support in recruiting customers to participate in interviews.

### **Administration of the Instrument**

1. How will you collect the information? (Check all that apply)
  - Web-based or other forms of Social Media
  - Telephone
  - In-person
  - Mail
  - Other, Explain
2. Will interviewers or facilitators be used?  Yes  No

### **List of Attachments**

**Attachment A**—AHRQ National Healthcare Quality and Disparities Reports (QDR) and National Quality Strategy (NQS) Customer Satisfaction Interview Guide

**Attachment B** – AHRQ QDR NQS Customer Satisfaction Interview Communications

**Attachment C** – AHRQ QDR NQS Data and Product Summary