

About

This card sort plan outlines our approach for conducting generative audience research for the HRSA Bureau of Primary Health Care (BPHC) website to inform the updated information architecture for the upcoming BPHC website redesign.

Objectives

1. Learn how representative audience members organize the content covered by the BPHC website.
2. Determine what terms or labels audiences prefer to give categories for the BPHC website.
3. Understand which categories, facets, and other functionality-related terms should be used on the website.

Assumptions

- User groups will group information topically.
- Audiences will prefer that we combine data-related content, e.g., Health Center Data and Reporting.
- Information is not organized intuitively to external audiences.
- Users don't understand that some key info (340B, National Health Service Corps, HRSA grants requirements) are not under the Health Center Program; users may not understand the HRSA organizational/web structure.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-0379. The time required to complete this information collection is estimated to average 30 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

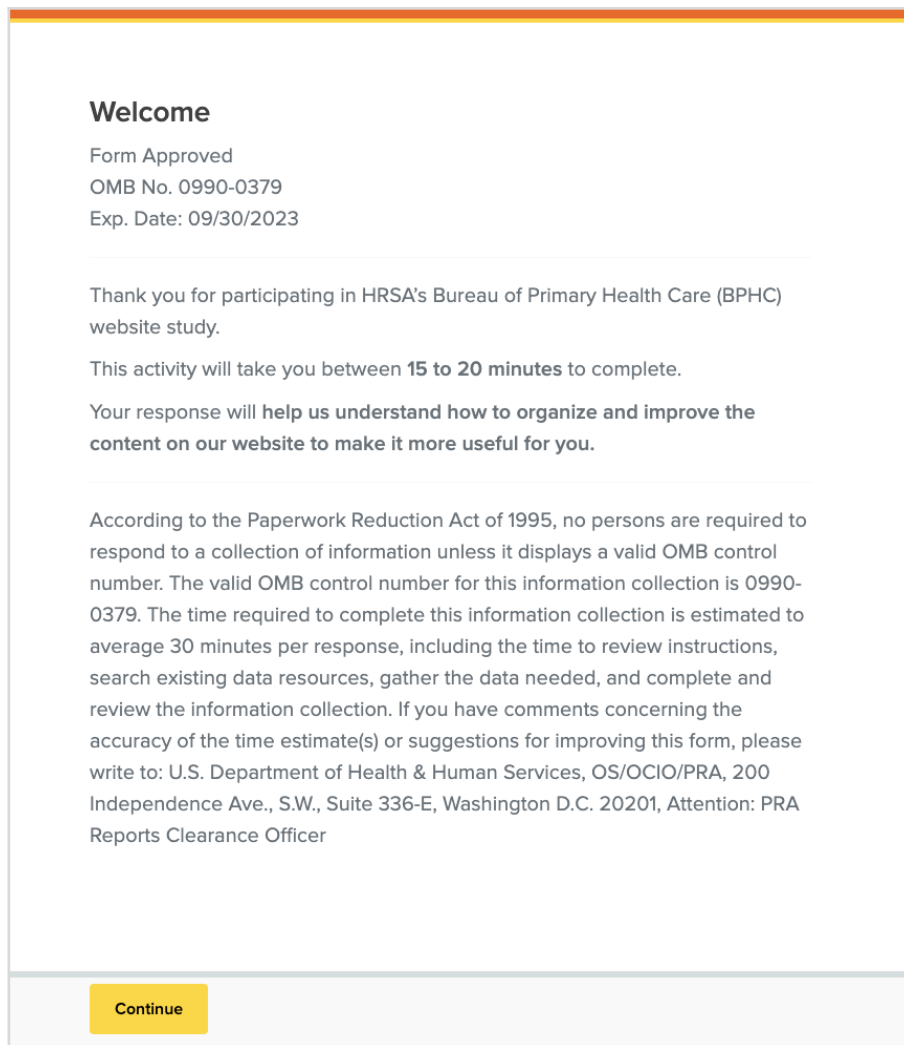
Participants

- Test with up to 35 representative members of the health center workforce and partner organizations that are a part of BPHC's primary audiences:
 - 15 H80 Health Center Program awardees
 - 15 Potential awardees (health centers) - recruit "look-alikes" or other health centers with no existing relationship to HRSA
 - 5 partner organizations, such as National Training and Technical Assistance Partners (NTTAP), Health Center Controlled Networks (HCCN), Primary Care Associations (PCA)
- BPHC will recruit testing participants.

Approach

- Sessions will last between 15-20 minutes. We will conduct them remotely using [Optimal Sort](#).
- When the study begins a link will be emailed to participants for them to complete on their own time. After the full complement of responses is collected, survey responses will be screened to remove surveys of less than 75% complete.
- The card sort will be conducted openly, meaning participants will sort cards into groups, and then label the groups themselves.

Optimal Sort Screenshots



Welcome

Form Approved
OMB No. 0990-0379
Exp. Date: 09/30/2023

Thank you for participating in HRSA's Bureau of Primary Health Care (BPHC) website study.

This activity will take you between **15 to 20 minutes** to complete.

Your response will **help us understand how to organize and improve the content on our website to make it more useful for you.**

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-0379. The time required to complete this information collection is estimated to average 30 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

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Screenshot 1: Welcome Message and PRA OMB Statement

With which of the following do you represent or identify as?
Select all that apply.

- H80 Health Center Program awardee
- Health Center Program Look-alike
- Prospective grant applicant
- National Training and Technical Assistance Partner (NTTAP) awardee
- Primary Care Association (PCA) awardee
- Health Center Controlled Network (HCCN) awardee

[Continue](#)

Screenshot 2: Pre-Test Question 1

If you answered "H80 Health Center Program awardee", how long have you been an awardee?

- I did not answer "H80 Health Center Program awardee" to the previous question.
- Under 2 years
- 2 years to 5 years
- More than 5 years

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Screenshot 3: Pre-Test Question 2

What Health Center Program content are you likely to seek?
Select all that apply.

- Specific information about Bureau of Primary Health Care programs
- General information about the Health Center Program
- HRSA program funding opportunities
- How to stay compliant (maintain funding) with grant/health center operating requirements (as related to Site Visit Protocol or Compliance Manual)
- Research, reports, or publications
- Federal Tort Claims Act (FTCA)
- Uniform Data System (UDS) data or resources
- Training and Technical Assistance from strategic partnerships

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Screenshot 4: Pre-Test Question 3

Please provide an answer to this question

What Health Center Program content are you likely to seek?
Select all that apply.

- Specific information about Bureau of Primary Health Care programs
- General information about the Health Center Program
- HRSA program funding opportunities
- How to stay compliant (maintain funding) with grant/health center operating requirements (as related to Site Visit Protocol or Compliance Manual)
- Research, reports, or publications
- Federal Tort Claims Act (FTCA)
- Uniform Data System (UDS) data or resources

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Screenshot 5: Pre-Test Question 4

Which option best describes how often you use the BPHC website?

- Several times a year
- Several times a month
- Several times a week
- Several times a day
- I have never used the BPHC website.

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Screenshot 6: Pre-Test Question 5

OptimalSort View instructions Leave a comment Finished

About the Federal Tort Claims Act (FTCA)
Health Center Controlled Networks
Becoming a Federally-Qualified Health Center (FQHC)
Conditions Library
Information for Health Centers and Partners on COVID-19
Defining and Updating the Scope of Your Health Center Project
Health Center Facility Loan Guarantee Program
View Past Issues of the Primary Health Care Digest
Training and Technical Assistance Partners
National Advisory Council on Migrant Health
Behavioral Health and Primary Care Integration

45 of 45 remaining

Step 1

Take a quick look at the list of items to the left. We'd like you to sort them into groups that make sense to you. **There is no right or wrong answer. Just do what comes naturally.**

Step 2

Drag an item from the left into this area to create your first group.

Screenshot 7: Test Screen and Part 1 of Instructions

The screenshot shows the OptimalSort interface. At the top left is the logo and name "OptimalSort". At the top right are three buttons: "View instructions", "Leave a comment", and "Finished". On the left side, there is a vertical list of document titles, including "Health Center Controlled Networks", "Becoming a Federally-Qualified Health Center (FQHC)", "Conditions Library", "Information for Health Centers and Partners on COVID-19", "Defining and Updating the Scope of Your Health Center Project", "Health Center Facility Loan Guarantee Program", "View Past Issues of the Primary Health Care Digest", "Training and Technical Assistance Partners", "National Advisory Council on Migrant Health", "Behavioral Health and Primary Care Integration", and "FTCA Free Clinics". At the bottom of this list is a grey bar that says "44 of 45 remaining".

The main area shows a "Test Group" window with a close button (X). Inside the window, there is a document titled "About the Federal Tort Claims Act (FTCA)" and a note that says "1 item". Below the window, there are two instructional steps in a light blue box:


- Step 3**
Click the title to rename your new group.
- Step 4**
Add more items to this group by dropping them on top of it. You can also move items from one group to another if you decide it's a better fit. Make more groups by dropping them in unused spaces.
When you're done click "Finished" at the top right.

Screenshot 8: Test Screen and Part 2 of Instructions

The screenshot shows a post-test question. The question text is "Which items were especially easy to place?". Below the question is a large, empty rectangular text input field with a green circular icon in the bottom right corner. At the bottom of the screen, there is a yellow button labeled "Continue".

Screenshot 9: Post-Test Question 1

Which items were especially difficult to place?




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Screenshot 10: Post-Test Question 2

Optional

Which items could be better defined?



← Back Continue

Screenshot 11: Post-Test Question 3

Optional

Were there any items that seem to belong in two or more groups?
If so, please describe your placement choice(s).

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Continue

Screenshot 12: Post-Test Question 4

Optional

Is there anything else you would like us to know?

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Submit

Screenshot 13: Post-Test Question 5



Thanks

Thanks again for your participation. Your feedback is incredibly useful in helping to determine how our content should be organized, so we can make our website easier to use.

You may now close this window or navigate to another web page.

Screenshot 14: Completed Test Screen