Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB#: 0925-0648 Exp., date: 06/2024)

TITLE OF INFORMATION COLLECTION: 2023 Feedback Survey Collection for All of Us Research Program Locations and Websites

PURPOSE:

The All of Us Research Program is aiming to enroll over one million participants in it's research program by 2026. We would like to collect consistent and continuous customer experience data to enhance and improve the design and operations of our digital properties and locations. We would like to start to collect customer feedback data such as satisfaction (CSAT), referrals (NPS), ease of use on our digital properties – joinallofus.org, allofus.nih.gov and participant.joinallofus.org – and All of Us health provider organizations where prospective participants learn about the research program and also can enroll and complete data donations in the program.

There will be three different types of customer feedback surveys.
1) On-site surveys will be accessible through a QR code/URL that will be posted on a wall, table or flyer.
2) Always on website survey will be a global link/button on our digital properties
3) General intercept survey that will display after a given set of parameters such as time or pages visited is achieved.

DESCRIPTION OF RESPONDENTS: Individual respondents will be visitors/prospective participants or All of Us Research Program participants. Respondents at All of Us locations or health provider organization can access the survey through a QR code or URL. Visitors to All of Us websites can access the survey through a global link, and survey pop up screen.

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form   [X] Customer Satisfaction Survey
[ ] Usability Testing (e.g., Website or Software   [ ] Small Discussion Group
[ ] Focus Group   [ ] Other:_____

FREQUENCY OF REPORTING: (Check one)

[ ] Once   [ ] Quarterly
[ ] Monthly   [ ] On Occasion
[ ] Annually   [X] Other: Continuous through Medallia software

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 <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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: Toral Contractor

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 [ ] 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

ESTIMATED BURDEN HOURS and COSTS

Assumption that these are continuous surveys that will be available for at least one year. The digital properties have an average of over 900,000 visitors per year and there are over 350 locations that are enrolling participants in the research program on an given day. The websites have a 20-30% return visitor rate. Return visitors to the participant portal are participants in the research program and do return every year (or more frequently) to complete tasks or update information.

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Individuals (on-site survey)	15,000	1	5/60	1,250
Individuals (always on)	25,000	1	3/60	1,250
Individuals (general intercept)	10,000	1	3/60	500
Totals		**50,000**		**3,000**

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals	3,000	$22.00	$66,000
Totals			**$66,000**

* The General Public wage rate (Median wage for "All Occupations") was obtained from May 2021 National Occupational Employment and Wage Estimates (bls.gov)

FEDERAL COST: The estimated annual cost to the Federal government is $3,500

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Contractor Cost					
Experience Analytics Director		$175,000	2%		$3,500
Travel					N/A
Other Cost					N/A
Total					$3,500

*the Salary in table above is cited from https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/ 2018/DCB.pdf

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?

[ ] Yes [X] No

Survey respondents will be visitors to *All of Us* websites who choose to respond to a global feedback link or site intercept (a "pop-up" window containing the survey invitation) and to participant enrollments sites who choose to respond to a survey via a QR code or URL. Site visitors can receive survey invitations on all types of devices: desktop, tablet and mobile. For the general intercept survey 50% of the users will be presented with the survey if they meet the following parameters: 3 pages visited or 30 seconds on a page or 90 seconds in one session. Repeat visitors to a specific page or website who have already been invited to respond will not receive further invitations for another three months, regardless of whether they completed the survey.

Administration of the Instrument
1. How will you collect the information? (Check all that apply)
    [X] Web-based or other forms of Social Media
    [ ] Telephone
    [ ] In-person
    [ ] Mail
    [ ] Other, Explain

2. Will interviewers or facilitators be used? [ ] Yes [X] No