

**SUBMISSION OF INFORMATION COLLECTION UNDER THE
Generic Clearance for the Collection of Qualitative Feedback on Agency Service
Delivery**

DATE OF REQUEST: March 23, 2020

SUB AGENCY (I/C): HHS/AHRQ

TITLE: End user Survey to support redesign of the National Center for Excellence in Primary Care Research website

GENERIC CLEARANCE UNDER OMB#: 0935-0179

EXP. DATE: 11/30/2020

ABSTRACT:

The National Center for Excellence in Primary Care Research (NCEPCR) is the intellectual home for primary care research at AHRQ. The NCEPCR is focused on the Nation's primary care system, providing evidence, practical tools, and other resources for researchers and evaluators, clinicians and clinical teams, quality improvement experts, and healthcare decision makers to improve the quality and safety of care. The main way that NCEPCR communicates evidence, tools, and resources to its audience is through its website (<https://www.ahrq.gov/ncepcr>). We have received feedback that the current website is not optimally designed to effectively fulfill this function. In order to increase the effectiveness and utility of the website, we propose interviewing a purposeful sample of intended end users to develop a web redesign that presents information in a way that is more appealing and easier to navigate for the intended audience and then inviting respondents to give feedback on the new design.

TOTAL ANNUAL BURDEN APPROVED: 3,383 Hours Per year

BURDEN USED TO DATE: 0 hours.

BURDEN THIS REQUEST: 45 hours.

FEDERAL COST: The estimated annual cost to the Federal government is \$2,266.80_.

IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED?

____ YES ____ NO ____x_ N/A

OBLIGATION TO RESPOND:

____x_ VOLUNTARY
____ REQUIRED TO OBTAIN OR RETAIN BENEFITS
____ MANDATORY

HOW WILL THIS SURVEY BE OFFERED?

____ WEB SITE
____x_ TELEPHONE INTERVIEW
____ MAIL RESPONSE
____x_ IN PERSON INTERVIEW
____ OTHER: _

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