

CDC Community Engagement Panel Screener

Purpose

Understanding how the questions map to segmentation

- Individual and Organization Profile (Section A)
- CDC Product Customer or User (Section B)
- Your role in public health (Section C)
- Please tell us a little bit about your organization (Section D)
- SimpleReport (Section E)
- Federal Agency (Section F)
- Hospital, Clinic or Healthcare Organization (Section G)
- Tribal Nations (Section G)
- Association or Standards Development (Section H)

2023 Quotas for CDC Engagement Panel

- Organization Type
- Roles

EXIT SURVEY

Purpose

The CDC Community Engagement Panel is a central repository of data on public health subject matter experts who have agreed to participate in CDC's ongoing research and design activities. Researchers and development teams are able to quickly and continuously access a repository of user participants and respondents. As the panel evolves to contain additional screening criteria and data collected from survey instruments, the CDC will be able to profile participant categories (e.g., epidemiologists) to better understand goals, needs, and pain points throughout the lifetime of products and services. The Panel utilizes the survey platform Qualtrics.

This screener is designed to explicitly opt-in individuals who were initially recruited for DMI Consortium focus groups in 2022, or who have agreed to participate in user research in the past. It is for the Fiscal Year 2023 - Quarter 2 touchpoint.

Editor's Note: The [original screener](#) felt too long for new potential participants, so this document contains PRIME's latest edits.

Understanding how the questions map to segmentation

Opt-in (Section A)

Q1. I would like to join the CDC Engagement Panel (single select)

- Yes, I opt-in, continue to survey
- No, I opt-out, exit survey

Individual and Organization Profile (Section B)

Q2. Please tell us a little about yourself. (text entry)

Segment participants as unique individuals by their email address, first name, and last name.

- Email address *validates for valid email address
- First name
- Last name
- Pronouns
 - She/her
 - He/him
 - They/them
 - Other (specify)

Q3. Provide the name of the city and county where your public health authority operates. (text entry)

Segment participants for opportunities based on location and jurisdiction.

- City
- County

Q4. Select the state or territory where your public health authority is located. (single select dropdown)

Segment participants for opportunities based on location and jurisdiction.

1. Alabama (AL)
2. Alaska (AK)
3. Arizona (AZ)
4. Arkansas (AR)
5. California (CA)
6. Colorado (CO)
7. Connecticut (CT)
8. Delaware (DE)
9. District of Columbia (DC)
10. Florida (FL)
11. Georgia (GA)

12. Hawaii (HI)
13. Idaho (ID)
14. Illinois (IL)
15. Indiana (IN)
16. Iowa (IA)
17. Kansas (KS)
18. Kentucky (KY)
19. Louisiana (LA)
20. Maine (ME)
21. Maryland (MD)
22. Massachusetts (MA)
23. Michigan (MI)
24. Minnesota (MN)
25. Mississippi (MS)
26. Missouri (MO)
27. Montana (MT)
28. Nebraska (NE)
29. Nevada (NV)
30. New Mexico (NM)
31. New York (NY)
32. North Carolina (NC)
33. North Dakota (ND)
34. Ohio (OH)
35. Oklahoma (OK)
36. Oregon (OR)
37. Pennsylvania (PA)
38. Rhode Island (RI)
39. South Carolina (SC)
40. South Dakota (SD)
41. Tennessee (TN)
42. Texas (TX)
43. Utah (UT)
44. Vermont (VT)
45. Virginia (VA)
46. Washington (WA)
47. West Virginia (WV)
48. Wisconsin (WI)
49. Wyoming (WY)
50. Puerto Rico (PR)
51. US Virgin Islands (VI)

52. American Samoa (AS)
53. Commonwealth of the Northern Mariana Islands (MP)
54. Federated States of Micronesia (FM)
55. Guam (GU)
56. Republic of the Marshall Islands (MH)
57. Republic of Palau (PW)

Q5. Time Zone

Segment participants by time zone when considering regionality or scheduling.

1. Hawaii-Aleutian Standard Time (GMT-10)
2. Alaska Standard Time (GMT-9)
3. Pacific Standard Time (GMT-9)
4. Arizona Standard Time (GMT-7)
5. Mountain Standard Time (GMT-7)
6. Central Standard Time (GMT-6)
7. Eastern Standard Time (GMT-5)
8. Atlantic Standard Time (GMT-4)
9. Other (specify)

CDC Product Customer or User (Section C)

Q6. Are you currently a customer or user of any of these CDC products? (multi-select)

Segment participants as customers or users of a PRIME or other CDC supported product line for product specific communications, research, or engagement; or to track journeys on a specific product or service.

- National Electronic Disease Surveillance System (NEDSS) Base System (NBS)
- ReportStream
- SimpleReport
- Building Blocks pilot/beta
- Data Exchange Services (DEX)
- APHL Informatics Messaging Services (AIMS)
- Electronic HIV/AIDS Reporting System (eHARS)
- Public Health Infrastructure Data System (PHIDS)
- I am not a current customer or user of CDC Products
- I'm not sure
- Other (specify)

Your role in public health (Section D)

Q7. Please tell us a little about your organization (text entry)

Segment participants for opportunities based organization and job title. Note: we also have a question about their job role as job titles may be misleading.

- Organization name
- Job title

Q8. Which of the following best describes your role within your organization? (multi select)

Segment participants with a focus on roles shared by individuals in organizations.

- Disease investigator or disease intervention specialist (DIS)
- Manager, disease surveillance
- Epidemiologist
- Laboratory work
- Information technologist (IT)
- Informatics specialist or data scientist
- Coordinator, electronic reporting e.g. ELR Coordinator
- Public information professional e.g. Communications
- Director or manager, health department
- Healthcare provider
- Consultant
- Other (specify)

Q9. How long cumulatively have you worked in public health (single select pulldown)

Segment participants by number of years of expertise in the domain of public health.

- Less than 1 year
- 1-2 years
- 3-5 years
- 6-9 years
- 10 or more years

Please tell us a little bit about your organization (Section E)

Q10. Select the organizations where you have a role in public health (multi select)

Segment participants for opportunities based on the type of public health organization where they have a role. Note: This can be more than one.

- Public health authority - State
- Public health authority - Territory

- Public health authority - Local
- Public health authority - Tribal
- Federally qualified health center (FQHC)
- Health center controlled network (HCCN)
- Public health association, jurisdictional advocate, or partner organization (e.g. CSTE)
- Private sector
- Standards development organization (e.g. HL7)
- Hospital, clinic, or other healthcare organization
- Test manufacturer
- Laboratory
- Federal agency
- Other (specify)

SimpleReport (Section F)

Q11. You indicated your organization uses SimpleReport, please tell us a little bit more about your organization. (single select)

Note: Only display if they select SimpleReport in Question 6.

Segment participants for opportunities based on the type of organization with SimpleReport users.

- Airport / Transit station
- Assisted living facility
- Camp
- College / University
- Correctional facility
- Employer
- Hospice
- K-12 school
- Lab
- Nursing home
- Pharmacy
- Primary care
- Mental health outpatient
- Substance use disorder treatment center
- Urgent care
- Other (specify)

ReportStream (Section G)

Q12. You indicated your organization uses ReportStream, please tell us a little bit more about your organization. (single select)

Note: Only display if they select ReportStream in Question 6.

Segment participants for opportunities based on the type of organization with SimpleReport users.

- Lab network
- Software company
- Healthcare

Federal Agency (Section H)

Q13. Select the federal agencies where you hold a role. (multi select)

Note: Only display if they select Federal Agency from question 10.

Segment or identify participants by federal agency.

- HHS
- CDC
- CMS
- ONC
- Other (specify)

Q14. Please provide the following information about your job role. (text entry)

Note: Only display if they select Federal Agency from question 10.

Understand and identify diverse roles by federal agency.

- Job Title
- Division
- Branch

Hospital, Clinic or Healthcare Organization (Section I)

Q15. Select the state or territory where your Public Health Authority is located (multi-select)

Note: Only display if they select Hospital, clinic, or healthcare organization in Question 10.

Help: If your organization operates in more than one jurisdiction, select all that apply.

1. Alabama (AL)
2. Alaska (AK)
3. Arizona (AZ)
4. Arkansas (AR)
5. California (CA)
6. Colorado (CO)
7. Connecticut (CT)
8. Delaware (DE)
9. District of Columbia (DC)
10. Florida (FL)
11. Georgia (GA)

12. Hawaii (HI)
13. Idaho (ID)
14. Illinois (IL)
15. Indiana (IN)
16. Iowa (IA)
17. Kansas (KS)
18. Kentucky (KY)
19. Louisiana (LA)
20. Maine (ME)
21. Maryland (MD)
22. Massachusetts (MA)
23. Michigan (MI)
24. Minnesota (MN)
25. Mississippi (MS)
26. Missouri (MO)
27. Montana (MT)
28. Nebraska (NE)
29. Nevada (NV)
30. New Mexico (NM)
31. New York (NY)
32. North Carolina (NC)
33. North Dakota (ND)
34. Ohio (OH)
35. Oklahoma (OK)
36. Oregon (OR)
37. Pennsylvania (PA)
38. Rhode Island (RI)
39. South Carolina (SC)
40. South Dakota (SD)
41. Tennessee (TN)
42. Texas (TX)
43. Utah (UT)
44. Vermont (VT)
45. Virginia (VA)
46. Washington (WA)
47. West Virginia (WV)
48. Wisconsin (WI)
49. Wyoming (WY)
50. Puerto Rico (PR)
51. US Virgin Islands (VI)

- 52. American Samoa (AS)
- 53. Commonwealth of the Northern Mariana Islands (MP)
- 54. Federated States of Micronesia (FM)
- 55. Guam (GU)
- 56. Republic of the Marshall Islands (MH)
- 57. Republic of Palau (PW)

Tribal Nations (Section J)

Q16. Provide the Tribal nation(s) your organization supports (text entry)

Note: Only display if they select Tribal nation in Question 10.

Segment participants by tribal nation when considering regionality, coordination, or scheduling.

Help: If more than one tribal nation, separate with a comma ,

Q17. Select the state or territory where your Public Health Authority is located (multi-select)

Note: Only display if they select Tribal nation in Question 10.

Help: If your organization operates in more than one jurisdiction, select all that apply.

1. Alabama (AL)
2. Alaska (AK)
3. Arizona (AZ)
4. Arkansas (AR)
5. California (CA)
6. Colorado (CO)
7. Connecticut (CT)
8. Delaware (DE)
9. District of Columbia (DC)
10. Florida (FL)
11. Georgia (GA)
12. Hawaii (HI)
13. Idaho (ID)
14. Illinois (IL)
15. Indiana (IN)
16. Iowa (IA)
17. Kansas (KS)
18. Kentucky (KY)
19. Louisiana (LA)
20. Maine (ME)
21. Maryland (MD)
22. Massachusetts (MA)
23. Michigan (MI)
24. Minnesota (MN)
25. Mississippi (MS)
26. Missouri (MO)
27. Montana (MT)
28. Nebraska (NE)
29. Nevada (NV)
30. New Mexico (NM)
31. New York (NY)
32. North Carolina (NC)
33. North Dakota (ND)
34. Ohio (OH)
35. Oklahoma (OK)
36. Oregon (OR)
37. Pennsylvania (PA)

38. Rhode Island (RI)
39. South Carolina (SC)
40. South Dakota (SD)
41. Tennessee (TN)
42. Texas (TX)
43. Utah (UT)
44. Vermont (VT)
45. Virginia (VA)
46. Washington (WA)
47. West Virginia (WV)
48. Wisconsin (WI)
49. Wyoming (WY)
50. Puerto Rico (PR)
51. US Virgin Islands (VI)
52. American Samoa (AS)
53. Commonwealth of the Northern Mariana Islands (MP)
54. Federated States of Micronesia (FM)
55. Guam (GU)
56. Republic of the Marshall Islands (MH)
57. Republic of Palau (PW)

Association or Standards Development (Section K)

Q18. Do you belong or contribute work to any of the following Public Health Associations? (multi select)

Segment or screen in/out participants who belong to a public health association to isolate feedback, research participation, or engagement channels.

Help: Include organizations with paid and unpaid membership

- I am not part of a public health association
- BigCities
- National Association of County and City Health Organizations (NACCHO)
- National Association of State and Territory Health Officials (ASTHO)
- Council of State and Territorial Epidemiologists (CSTE)
- Other (specify)

Q19. Do you belong or contribute work to any of the following Standards Development efforts? (multi select)

1. I am not part of a Standards Development organization or effort
2. HL7 (V2, CDC)

3. HL7 (FHIR)
4. Helios FHIR Accelerator
5. Other (Specify)

2023 Quotas for CDC Engagement Panel

These are the segment quotas for developing the Engagement Panel for 2023. The instrument will continue to accept respondents beyond the quotas provided below. Establishing quotas assists an organization in achieving a representative set of voices from across their community, and reduces biases.

These are provided as recommendations to achieve outcomes in providing a robust participant sample.

Organization Type

Health Authority - State	40%
Health Authority - Territory	5%
Health Authority - Local	20%
Health Authority - Tribal	5%
FQHC (Federally Qualified Health Center)	5%
Public health association, jurisdictional advocate or partner organization	5%
Private sector	5%
Standards Development Organization	5%

Roles

Disease investigator or Disease Intervention Specialist (DIS)	20%
Other contact tracers	
Healthcare providers	20%
Epidemiologists	15%
Laboratory workers	
Public information professionals	10%
Information Technology	20%
Informatician / Informatics	15%

START OF SURVEY

Q1. [NARRATIVE] The CDC Data Modernization Initiative, in conjunction with the Office for Transformation and Engagement, is putting together the first-ever CDC Engagement Panel. This effort continues CDC's commitment to transform public health together, beginning with the 2022 DMI Consortium focus groups (link to report).

The purpose of the Panel is to provide feedback on a wide variety of efforts across public health to support, contribute, and build an understanding of the needs, vision, and alignment on modernization efforts and product development.

We need experts like you to give your voice to the design and development of emerging concepts and technologies! We want to hear from you and get your opinions.

Your participation on the Engagement Panel means:

- Sharing your ideas with our product teams and CDC leadership on topics that are important to you
- Sneak peeks and exclusives on what is being developed at CDC for public health authorities like yours
- Influence on future products and services

How Do I Join?

Complete this short survey to offer CDC input on a regular basis. We want your insights on a variety of topics related to public health and how it operates. We hope to use this Engagement Panel to pair you with in-depth research, as well as quick-touch opportunities such as surveys, concept feedback, interviews, and user testing.

User Privacy

CDC uses Qualtrics to send emails and invitations to panelists. To join the CDC Engagement Panel, you must provide your full name and a valid email address. Only the CDC managers who send notices or invitations via Qualtrics and the staff members who monitor the results of research initiatives have access to the panelists. CDC and Qualtrics never allow access to the panelists data to anyone outside of CDC for any purpose.

About the Engagement Screener

This screener survey collects key data about roles, subject matter expertise, and types of public health institutions to pair you to upcoming invitations for providing feedback on a variety of initiatives and products under development for and within the U.S. public health ecosystem. Anticipated respondent time is around 10 minutes.

How will the CDC use the data in the Engagement screener?

CDC will analyze data from this screener survey and use it to pair you to upcoming concept feedback, work groups, focus groups, interviews, and user testing that your expertise would be best suited for. Any data collected by the Engagement Panel screener will be used to develop opportunities for sustained engagement within the public health community at CDC. Any data published will be reported in aggregate only. Any reports using your data will not identify you or the organizations you belong to such as specific public health authorities, public health associations, or companies. For more information see [CDC Privacy Act Policies](#).

EXIT SURVEY

Q44. [NARRATIVE] Thank you so much for joining the CDC Engagement Panel. Look for an email from dmibuildingblocks@cdc.gov in the next week to participate in upcoming studies, conversations, and pilots. We look forward to working with you!