Invitation Email

Subject: CDC Engagement Panel Opportunity

Body:

Hello,

We are reaching out to CDC engagement panel members for an upcoming project. We identified your name as a potential participant for the ReportStream Usability Survey.

If you have **5-10 minutes**, please take this brief survey to help us understand how we can communicate clearer about CDC's data transfer products.

The survey involves looking at 4 different passages of text and answering questions about what you understand or do not understand. It is not a test with right or wrong answers. We want to learn what makes sense to you.

The survey will be open until [insert one week from send date].

Follow this link to the survey:
 ${l://SurveyLink?d=Take the Survey}

Or copy and paste the URL below into your internet browser:
${l://SurveyURL}

Follow the link to opt out of future emails:
${l://OptOutLink?d=Click here to unsubscribe}

Thank you for your time. Please reach out with any questions about the survey that we are administering or your participation in the engagement panel.

Best,
Jt Williams
Human-Centered Design Lead
CDC

Qualtrics survey

Intro screen

CDC Office of PH Data, Surveillance, and Technology are looking for input on how we communicate about CDC data transfer products.

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Question 1: Filter

What types of activities are involved in your day-to-day work? (Select all that apply)

○ Reporting data from test results

○ Using reporting technology for public health data

○ Selecting technology for reporting or monitoring public health data

○ Collecting test results

○ Project management for IT or ELR related work

○ Information technology and systems management

○ Monitoring and analyzing public health data to create a public health response

○ Other (please specify)

○ None of the above

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Passage 1

As you read this text, select words that are **clear and helpful**, **unclear or confusing**, or that you **do not understand**.

Click on the words that match any of those descriptions and select the appropriate label.

CDC's free, single connection to streamline your data transfer and improve public health
Now supporting COVID, mpox, flu and RSV data with more coming soon.

1. Talk with our team to create your plan
Our expert team works with your preferences to accept ELR data in HL7, FHIR, CSV and more, and deliver data through multiple connection types.

2. Start sending or receiving data
As an intermediary service, our secure, cloud-based platform aggregates, transforms and routes to the correct jurisdictions in the correct formatting.

3. Stay updated on the status of your data
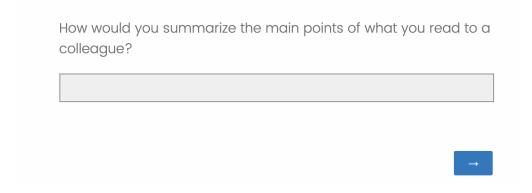Our expert support team is on call and ready to solve any problems that arise.

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Passage 1: Example of how to highlight a word.

As you read this text, select words that are **clear and helpful**, **unclear or confusing**, or that you **do not understand**.

Click on the words that match any of those descriptions and select the appropriate label.

CDC's free, single connection to streamline your data transfer and improve public health
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| Clear and helpful | Unclear or confusing | Do not understand |

2. Start sending or receiving data
As an intermediary service, our secure, cloud-based platform aggregates, transforms and routes to the correct jurisdictions in the correct formatting.

3. Stay updated on the status of your data
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Optional comprehension question after each passage of text

How would you summarize the main points of what you read to a colleague?

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Passage 2

As you read this text, select words that are **clear and helpful**, **unclear or confusing**, or that you **do not understand**.

Click on the words that match any of those descriptions and select the appropriate label.

The Onboarding Process

1. Gather your team.
Make sure you have the right team members from your organization to set up your connection.

2. Fill out the onboarding form.
This form helps us understand more about your specific situation, such as data requirements and preferences or any required documents from your organization.

3. Attend kickoff call.
Discuss how ReportStream works, the technical set up ahead, and your needs for data reporting.

4. Connect and test.
Your technical point of contact will work with our engineers on data formatting and testing your files and connection.

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Passage 3

As you read this text, select words that are **clear and helpful**, **unclear or confusing**, or that you **do not understand**.

Click on the words that match any of those descriptions and select the appropriate label.

What CDC is Doing to Implement ETOR Now

CDC is helping to establish direct data exchange between every state PHL and hospital systems in their jurisdiction through the activities listed here.
Enhancing Intermediaries

Frequently, one system is limited by the format of data it can send or accept, requiring an intermediary to facilitate communication between systems. CDC is working to enhance two cloud-based intermediaries, APHL Informatics Messaging Services (AIMS) and CDC's ReportStream, to centralize, standardize, and translate messages (orders and results) between healthcare providers and PHLs.

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Passage 4

As you read this text, select words that are **clear and helpful**, **unclear or confusing**, or that you **do not understand**.

Click on the words that match any of those descriptions and select the appropriate label.

Should I use SimpleReport or ReportStream?

If you are a public health agency, you only need to connect to ReportStream.
You will get data from testing facilities who connect to ReportStream through our API and those facilities who report through SimpleReport. SimpleReport data will flow directly to you through ReportStream, so you do not need to onboard to SimpleReport.

If you are a healthcare organization, ReportStream and SimpleReport offer two different ways to send your data.
ReportStream uses an API connection to send your data to public health departments. You can send an HL7 or CSV file through our API. Some technical expertise is required to set up an API connection. If you currently send data via SFTP, this may be a process you are familiar with. Depending on your resources, capacity, and requirements, it takes about a month to establish an API connection with ReportStream.

SimpleReport can be used for manual reporting or CSV upload. Because there is no technical setup, onboarding is quicker and simpler than for ReportStream.

Both SimpleReport and ReportStream are free.

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Public reporting burden of this collection of information is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1050).