

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 0938-1185)**

TITLE OF INFORMATION COLLECTION: CCW VRDC Stakeholder Engagement Plan
(CMS-10880)

PURPOSE:

The Research Data Development Group (RDDG) within the Office of Enterprise Data & Analytics (OEDA) is pursuing a fast-track application to gather feedback from users of CMS Virtual Research Data Center (VRDC). RDDG plans to create a survey and establish focus groups to improve customer engagement, customer experience (CX), user interface (UI), and ultimately identify enhancement opportunities. The information collected from these methods will be used to prioritize changes to VRDC content, capabilities, and functionality.

To manage customer experience and improve service delivery using a human-centered approach in accordance with A-11 Section 280, “Managing Customer Experience and Improving Service Delivery”, President’s Management Agenda (PMA), and Executive Order 14058, RDDG proposes to electronically send CCW VRDC researchers a voluntary user experience survey and conduct a total of six focus groups hosted virtually (by videoconference) with up to twenty researchers per focus group.

Information from the survey and focus groups will help to inform future efforts conducted in support of CMS’ tenth cross-cutting initiative, “Leveraging Data to Drive Decision Making.” The activity supports the CMS strategic goal of “accelerating the appropriate use of data to deliver on our mission and serve the public while protecting security and privacy.” This effort will also support OEDA’s goal to transform the American healthcare system through connecting people to data and by understanding and addressing the burdens, disparities, barriers, and challenges of accessing CMS data for research.

Furthermore, this data collection aligns with CMS’s and OEDA’s efforts to routinely engage with key stakeholders. This data collection will support OEDA’s efforts to gather stakeholder input that will be used to clarify, streamline, and modernize CMS’s VRDC.

DESCRIPTION OF RESPONDENTS:

Internal and external researchers of Medicare and Medicaid beneficiary data, which fall under the following categories: Private Sector; Universities, Non-Profits, State governments; or Federal Government.

TYPE OF COLLECTION: (Check one)

☐ Customer Comment Card/Complaint Form
☐ Usability Testing (e.g., Website or Software)
☒ Focus Group

☒ Customer Satisfaction Survey
☐ Small Discussion Group
☐ Other: _____

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 not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential 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: Andrew Shatto

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, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [] Yes [x] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [] Yes [x] No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [] Yes [x] No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
VRDC (Private Sector; State Governments; Federal Government) Researcher Survey	1,500	15 minutes	375 hours
VRDC (Private Sector; State Governments; Federal Government) Researcher Focus Groups	120	120 minutes	240 hours
Totals			615 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$43,800.00.

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?
[x] Yes [] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The survey will be sent to all CCW users and participation will be voluntarily. The focus groups will be open to all users invited to take the survey. We are planning no more than six focus groups of 10-20 people, totaling up to potentially 120 people participating. The focus group sessions are expected to take approximately 2-hours (120 minutes). Participants will join the meeting and enter into a Mural board where they will provide their feedback and responses to the questions directly onto the board. See supporting attachments for additional details, scripts, and instruments.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

☒ Web-based or other forms of Social Media

☐ Telephone

☐ In-person

☐ Mail

☒ Other, Explain: video conferencing for focus groups and electronic survey

2. Will interviewers or facilitators be used? ☒ Yes ☐ No

Please make sure that all instruments, instructions, and scripts are submitted with the request.