

Health Resources and Services Administration
SUPPORTING STATEMENT
HRSA Division of Transplantation (DoT) Organdonor.gov Website Survey

A. Justification

1. Circumstances of Information Collection

The Health Resources and Services Administration (HRSA) currently has approval under the generic clearance, Office of Management and Budget (OMB) Control No. 0915-0212, to conduct customer satisfaction surveys and focus groups. This collection of information helps fulfill the requirements of:

- a. Executive Order 12862, "Setting Customer Service Standards," directs agencies to continually reform their management practices and operations to provide service to the public that matches or exceeds the best service available in the private sector.

This is a request for OMB approval of a qualitative voluntary customer satisfaction survey or focus group under HRSA's generic clearance.

HRSA's Division of Transplantation (DoT) is requesting approval to conduct a qualitative customer satisfaction survey to obtain feedback on its website (www.organdonor.gov). By qualitative feedback, we mean information that provides useful insights on perceptions and opinions, not statistical surveys that yield quantitative results that can be generalized to the population of the study.

Executive Order 12862 directs agencies that "provide significant services directly to the public" to "survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services".

DoT will obtain feedback from customers and potential customers who are interested in organ donation but who are not registered as organ donors. This information will be used to improve and enhance DoT's website, organdonor.gov. The website is a vital part of DoT's mission to extend and enhance the lives of individuals with end-stage organ failure, 42 U.S.C. § 274f-1(a).

This collection of information is necessary to enable the Agency to garner customer feedback in an efficient, timely manner, by our commitment to improving service delivery and increasing the number of donors. DoT is committed to making its website as useful as possible. This survey will gather information to allow DoT to improve the usability of its website. In particular, it will allow DoT to ensure the most useful content on the site is most easily accessible for visitors.

The information collected will help ensure that users have an effective, efficient, and satisfying experience with DoT's materials and programs. These collections will allow for ongoing, collaborative, and actionable communications between DoT and its customers.

2. Purpose and Use of the Information

Improving agency programs require ongoing assessment of service delivery, by which we mean systematic review of the operation of a program compared to a set of explicit or implicit standards, as a means of contributing to the continuous improvement of the program. As a vital part of its ongoing mission, DoT maintains its organ donation website. This website is designed to respond to and anticipate customer needs and requirements, including providing information about organ donation and information on how to register to become an organ donor.

DoT is seeking to garner feedback on its website, to enable it to improve the usability of the site, including improving how users can take action on the site (i.e., register as an organ donor and download resource materials) and prioritizing the website content that is most valuable to users. This information will be collected via an online survey.

If this information is not collected, vital feedback from customers that will provide insights for how to increase and improve actions on and engagement with the website will be unavailable. Information that site users find most helpful may also not be easily accessible on the site.

The collection of this information will be qualitative, voluntary, and non-controversial. Collection will be targeted to the opinions of consumers who would consider registering as donors but have not yet done so.

DoT is requesting generic clearance to conduct:

- An online survey with potential customers who are not currently registered organ donors, but who are open to considering donation.

These qualitative research approaches will provide DoT with the information it needs to improve its materials and service delivery.

3. Use of Improved Information Technology

Website feedback will be obtained online via a short, opt-in survey for those who are willing to participate. Survey feedback will be 100% electronic, as the most efficient and least burdensome method to collect this information.

4. Efforts to Avoid Duplication

The Department of Health and Human Services (DHHS) is the only Cabinet Department with statutory responsibility for organ donation. Within DHHS, responsibility for implementing efforts to increase organ donation is delegated to HRSA DoT. To the best of our knowledge, no other entity within the Federal Government has gathered or is planning to gather similar data. The attached qualitative instrument has been reviewed carefully to avoid potential duplication.

5. Involvement of Small Entities

No small businesses will be involved in this study.

6. Consequences if Information Collected Less Frequently

This feedback is to inform DoT's effort to improve its website, organdonor.gov. This survey is a one-time effort to inform the design of the website to better understand what information is most impactful for potential donors. Without this information, DoT's website will not be as effective in providing crucial information to customers.

7. Consistency With the Guidelines in 5 CFR 1320.5(d)(2)

These surveys will be implemented in a manner fully consistent with 5 CFR 1320.5(d)(2).

8. Consultation Outside the Agency

The notice required in 5 CFR 1320.8(d) was published in the *Federal Register* on December 15, 2020, (Vol. 85, No.241, pages 81210). No public comments were received.

9. Remuneration of Respondents

This request involves an online survey. Respondents will be included via an online panel. DoT will provide a stipend of \$4.00 for participants in a 10-minute survey. These stipends are necessary to ensure the validity of research findings, as potential respondents are likely to be unwilling to participate in these research activities without receiving compensation for their time, and payment is standard when using such a panel.

10. Assurance of Confidentiality

This assessment does not involve the collection of personally identifiable information except to provide compensation for survey participants. This information will be maintained by a third-party panel provider and not shared with HRSA. Data collection will fully comply with all aspects of the Privacy Act, and participants will be notified that their research responses will be kept private to the extent allowed by law and that participation is voluntary.

11. Questions of a Sensitive Nature

No questions of a sensitive nature are included in this collection.

12. Estimates of Annualized Hour Burden

An online survey will be used to collect information from respondents. The annual burden hours requested (66.66 hours) are based on the number of collections we expect to conduct over the requested period for this clearance.

Respondents:

Survey respondents will be recruited via an online survey panel. Participants will not be currently registered as organ donors, but they will be interested in learning more about donation. We anticipate about 400 respondents will take part in the survey. Each respondent will participate once, and each response will take about 10 minutes (0.167 hours).

Annual burden estimates:

Type of Collection	Number of Respondents	Responses per Respondent	Total Responses	Hours per Respondent	Total Burden Hours	Wage Rate	Total Hour Cost
Online survey	400	1	400	0.167	66.8	\$25.72	\$1,714.67
Total	400		400		66.8		\$1,714.67

The anticipated burden is 66.66 hours.

Planned frequency of information collection:

This is a one-time data collection activity. Each survey respondent will take part once.

13. Estimates of Annualized Cost Burden to Respondents

There will be no cost to participate for online survey respondents.

14. Estimates of Annualized Cost to the Government

The anticipated cost to the Federal Government is approximately \$45,364.06 and is broken out into contract costs and personnel costs of Federal employees.

Contract costs are \$39,237.56 and are comprised of: contractor payments for staff time to conduct and analyze the research, recruitment of participants, participant stipends, facility rental, travel costs, transcription, translation, recordings, and electronic remote feeds for offsite viewing, and survey hosting costs.

Personnel costs from Federal employees are \$6,126.50, which includes 5% from one GS14 (\$122,530).

15. Change in Burden

Not Applicable. This is a new activity under HRSA's generic clearance and will be included in the total burden currently approved by OMB under OMB Control No. 0915-0212.

16. Plans for Analysis and Timetable of Key Activities

Feedback collected will provide useful information, but it does not yield data that can be generalized to the overall population. Findings will be used to make enhancements to the organdonor.gov website, but not for publication or other public releases.

Although DoT does not intend to publish its findings, DoT may receive requests to release the information (e.g., congressional inquiry, Freedom of Information Act requests). The Agency will disseminate the findings when appropriate, strictly following the Agency's "Guidelines for Ensuring the Quality of Information Disseminated to the Public," and will include a specific discussion of the limitation of the qualitative results discussed above.

The survey will be collected and analyzed over a 4-month period. We anticipate one month to plan the research, one month to field the study and two months to analyze and report on findings.

17. Exemption for Display of Expiration Date

No exemption is being requested. The expiration date will be displayed.

18. Certifications

This information collection activity will comply with the requirements in 5 CFR 1320.9.