

# Supporting Statement, A

## Customer Satisfaction Survey for Enterprise Portal Services (EPS) Users (CMS-10789, OMB 0938-New)

### **Background**

The Centers for Medicare and Medicaid Services (CMS) operates the CMS Enterprise Portal Services (EPS) within the Office of Information Technology (OIT). EPS is a gateway to allow internal CMS users, CMS stakeholders and partners, and the public to access various CMS business applications with a unified user experience and platform. EPS has a user base of over 600,000 registered users and supports over 3 million unique user sessions per month. Currently there are over 50 CMS applications representing 11 Centers/Offices throughout the agency. Given the fact that EPS supports a wide and vast user base across the Agency, and is still expanding, we are seeking to create a customer satisfaction survey to give our team insightful information about the EPS user experience.

The EPS team will implement a web-based survey instrument. The instrument will be integrated into the CMS Enterprise Portal Services (<https://portal.cms.gov>), and will be presented to users randomly, upon logging out of the system. At the initiation of each survey instance, the survey instrument will select a subset of relevant questions to be presented to the user from a larger pool of questions. The survey instrument will be designed to take no longer than 3-5 minutes for a user to complete, will be optional, and will attempt to limit the frequency with which an individual user is surveyed.

The goal of this Generic clearance and its survey is to capture feedback from actual users of the system immediately after they finish using the system, while their user experience, negative or positive, is still fresh in their minds. This user feedback will allow our team to discover areas of improvement within EPS. It will help us improve the user experience, provide better service/support, improve marketing strategies, and identify gaps/issues that require resolution. For example, if we get several responses through the collection instrument stating that users feel that the EPS system is slow, we can use that feedback to invest efforts into increasing the EPS response times. As the feedback is analyzed and implemented over time, the survey questions will evolve to support implemented changes, providing the EPS team with the most up-to-date feedback on system improvement.

By using a Generic Instrument Collection, the survey will evolve over time. Within the CMS EPS, features are frequently added, and sometimes even removed. The team needs to be able to add new survey questions, specific to those new features, in order to capture valuable

feedback on the effectiveness, ease-of-use, pain points, and areas of improvement for the feature. When features are removed from the CMS EPS, questions relevant to those features must be modified or removed from the survey as well. In general, given that the CMS EPS is a dynamic system, designed to meet enterprise needs that change over time, a Generic Instrument Collection will allow the survey to evolve as the system evolves, and remain relevant, capturing up-to-date feedback on the system.

## **A. Justification**

### **1. Need and Legal Basis**

The Enterprise Architecture and Data Group (EADG) resides within the Office of Information Technology (OIT) and is responsible for managing EPS. This EPS customer satisfaction survey will support EADG's goal of promoting improvements in the quality of EPS for all end-users and business owners. The collection of this information is necessary to enable EADG to obtain feedback in an efficient, timely manner, in accordance to our commitment to improving the quality and usability of our system. It will also allow for ongoing, collaborative, and actionable communications between EADG and all customers, stakeholders, and end-users.

### **2. Information Users**

EADG will collect, analyze, and interpret information gathered through this survey to identify strengths and weaknesses of the current system/services, and will make improvements based on the collected feedback. The solicitation of feedback will target areas such as timeliness, courtesy, efficiency, ease of use, and resolution of issues. Responses will be used to plan and inform efforts to improve the quality of service offered to customers, stakeholders, and endusers.

### **3. Use of Information Technology**

All information collection for the EPS Customer Satisfaction Survey will be done electronically through a survey system, such as Qualtrics, SurveyMonkey, etc. This use of technology eases the burden on respondents by providing an easy-to-use interface where questions can be quickly asked and answered. The survey will be random, optional, and only presented to current users of EPS, so the need to go to additional sites or systems is removed, further reducing the burden. The surveys will be completed anonymously and will not require a signature from respondents.

4. Duplication of Efforts

This information collected in the customer satisfaction survey does not duplicate any other effort by CMS. This customer satisfaction information cannot be obtained from any other sources, as none currently exist. Surveys available from other systems or programs in CMS are not relevant or useful to EPS, since the information in those surveys would not pertain to the user's experience working with EPS. That information is what we seek to collect.

5. Small Businesses.

CMS does not anticipate that the Customer Satisfaction survey will have an impact on small businesses. The information requested, can be provided with little or no difficulty on the individuals who decide to participate in the survey. The survey will be voluntary.

6. Less Frequent Collection

Information gathered from the customer satisfaction survey will provide the EPS team with valuable insight to customer needs. Without the data collected in this survey, vital feedback from customers and stakeholders will be unavailable making it difficult for our team to continuously improve the overall customer experience, and potentially the loss of customers/users resulting in increased cost sharing for applications using the CMS EPS.

7. Special Circumstances

There are no special circumstances that would require an information collection to be conducted in a manner that requires respondents to:

- Report information to the agency more often than quarterly;
- Prepare a written response to a collection of information in fewer than 30 days after receipt of it;
- Submit more than an original and two copies of any document;
- Retain records, other than health, medical, government contract, grant-in-aid, or tax records for more than three years;
- Collect data in connection with a statistical survey that is not designed to produce valid and reliable results that can be generalized to the universe of study,
- Use a statistical data classification that has not been reviewed and approved by OMB; • Include a pledge of confidentiality that is not supported by authority established in statute or regulation that is not supported by disclosure and data security policies that are consistent with the pledge, or which unnecessarily impedes sharing of data with other agencies for compatible confidential use; or

- Submit proprietary trade secret, or other confidential information unless the agency can demonstrate that it has instituted procedures to protect the information's confidentiality to the extent permitted by law.

8. Federal Register/Outside Consultation

The 60-day Federal Register notice published in the Federal Register on August 24, 2022 (87 FR 51988)

No comments were received.

The 30-day Federal Register notice published in the Federal Register on INSERT, 2022 (87 FR )

9. Payments/Gifts to Respondents

There will be no payments/gifts provided to respondents for their participation of this survey. The information received will allow our team to improve the user experience, provide better service/support, improve marketing strategies, and identify gaps/issues that require resolution.

10. Confidentiality

The survey will not collect any personally-identifiable (PII) or Personal Health Information (PHI) data from participants; all results will be stored electronically on secure CMS servers.

11. Sensitive Questions

The survey will not collect any sensitive information.

12. Burden Estimates (Hours & Wages)

The survey instrument will limit survey responses to once per quarter for each respondent, and will use skip logic and branching to present end users with a customized survey experience tailored to their specific usage of the system. Survey response rates are hard to predict, however industry standards put this number at about 30%. EPS average 300,000 unique users per year, and it is expected that each user will be asked to complete the survey four times per year.

Incorporating in the estimated response rate, the total annual survey responses expected to be completed are 360,000, as illustrated in Table 1 below:

*Table 1. Estimated Total Completed Annual Surveys (Year 1)*

<b>Metric</b>	<b>Value</b>
Average Annual Users	300,000
Average Response Rate	30%
Surveys per User, Per Year	4
<b>Total Surveys per Year</b>	<b>360,000</b>

Survey completion will take 5 minutes (.08 hours) per respondent for a total of 30,000 hours in Year 1. Net user growth in EPS has plateaued over the last 3 years, so no increase in the number of expected users in Years 2 or 3 was factored in.

Table 2 estimates the annual reporting burden for three years:

*Table 2. Estimated Annual Reporting Burden*

<b><i>Year</i></b>	<b><i>Respondents</i></b>	<b><i>Number of Responses</i></b>	<b><i>Frequency of Response</i></b>	<b><i>Hours Per Response</i></b>	<b><i>Total Hours</i></b>
<b><i>1</i></b>	<i>300,000</i>	<i>360,000</i>	<i>4</i>	<i>.08</i>	<i>30,000</i>
<b><i>2</i></b>	<i>300,000</i>	<i>360,000</i>	<i>4</i>	<i>.08</i>	<i>30,000</i>
<b><i>3</i></b>	<i>300,000</i>	<i>360,000</i>	<i>4</i>	<i>.08</i>	<i>30,000</i>
<b><i>Total</i></b>					<i>90,000</i>

For purposes of presenting an estimate of paperwork burden, we reflect the participation of 300,000 annual users, completing a total of 360,000 surveys per year. We utilize data from the U.S. Bureau of Labor Statistics (BLS) to derive average costs. Salary estimates include the cost of fringe benefits and overhead calculated at 100 percent of total labor costs, and are based on the BLS May 2021 National Occupational Employment and Wage Estimates (<https://www.bls.gov/oes/tables.htm>). The mean hourly wage for all occupations is \$28.01; however, considering fringe benefits and overhead, the overall total wage is \$56.02.

Table 3 outlines the estimated annual cost. There has been an average increase of 4.4% in wages per year during the 3-year period from 2019-2021. This increase has been included in the yearly burden estimates for Years 2 and 3 of the survey instruments.

*Table 3. Estimated Annual Cost*

	<i><b>Year</b></i>	<i><b>Wages</b></i>	<i><b>Total Hours</b></i>	<i><b>Total Costs</b></i>
<i><b>Respondents</b></i>	<i><b>1</b></i>	<i><b>\$56.02</b></i>	<i><b>30,000</b></i>	<i><b>\$1,680,600</b></i>
	<i><b>2</b></i>	<i><b>\$58.48</b></i>	<i><b>30,000</b></i>	<i><b>\$1,754,546</b></i>
	<i><b>3</b></i>	<i><b>\$61.06</b></i>	<i><b>30,000</b></i>	<i><b>\$1,831,746</b></i>

It is important to note that the above burden estimates represent an ideal scenario in which 30% of requested survey respondents choose to participate in the survey. However, given that participation in the survey is voluntary, and we have only estimated based on expected response rates, the actual total burden to participating respondents may be lower than estimated.

13. Capital Costs

There are no capital costs associated with this collection.

14. Cost to Federal Government

EADG will Collect, analyze, and interpret information gathered through this survey to identify strengths and weaknesses of the current system/services, and will make improvements based on the collected feedback. The total estimated cost is 250k and will be covered by CMS under the existing EPS budget.

15. Changes to Burden

This is a new collection of information.

16. Publication/Tabulation Dates

Information from the EPS customer satisfaction survey will not be published and does not include any tabulation. Findings will be used internally only for general system/service improvements.

17. Expiration Date

No exemptions requested; CMS will display the expiration date on the approved instrument.

18. Certification Statement

There are no exceptions to this certification statement.