CDC-INFO SERVICE FRAMEWORK

DEPARTMENT OF HEALTH & HUMAN SERVICES · USA

CDC — SAFER·HEALTHIER·PEOPLE™

Capacity

Customer Outreach

Inputs

Outreach

- General Public
- Health Providers
- Specific populations
- Specific topics/programs

Activities

- Media Campaigns
- Special Events
- Promotional Materials
- Special population strategies

Service Capacity

Inputs

- CDC-INFO call center
- CDC-INFO e-mail

Activities

- SOPs
- Training/ Supervision
- Technical capacity
- Performance monitoring CQI

Outputs

Quantity Access

- Open Multi-medium access (telephone, email, mail)
- Multi-medium responses (telephone, email, mail, materials)
- Equity of access by topic, need, special populations, demographics
- Efficient
- Responsive to changes in need emergency events

Quality

- Responses will be
  - Accurate
  - Complete
  - Positive in Tone
  - Timely
- Response quality will be consistent across
  - Topics
  - Mediums
  - Local conditions
  - Population groups
  - Tiers
  - Need levels

Effects

Immediate

CDC-INFO contacts will produce

- High customer satisfaction
  - Quality of information
  - Tone of interaction
  - Relevance
- Trust in CDC-INFO
- Future willingness to use
- Equity across
  - Topics
  - Mediums
  - Local conditions
  - Tiers
  - Populations groups
  - Need levels

Longer Term

CDC-INFO services will produce

- Continued satisfaction
- Increased trust
- Referral of others to CDC-INFO
- Continued willingness to use
- Perceived utility of services
  - Information
  - Referrals
- Increase in knowledge
- Changes in risk perception
- Changes in behavior
- Equity in outcomes across
  - Topics
  - Mediums
  - Local conditions
  - Tiers
  - Population groups
  - Need levels
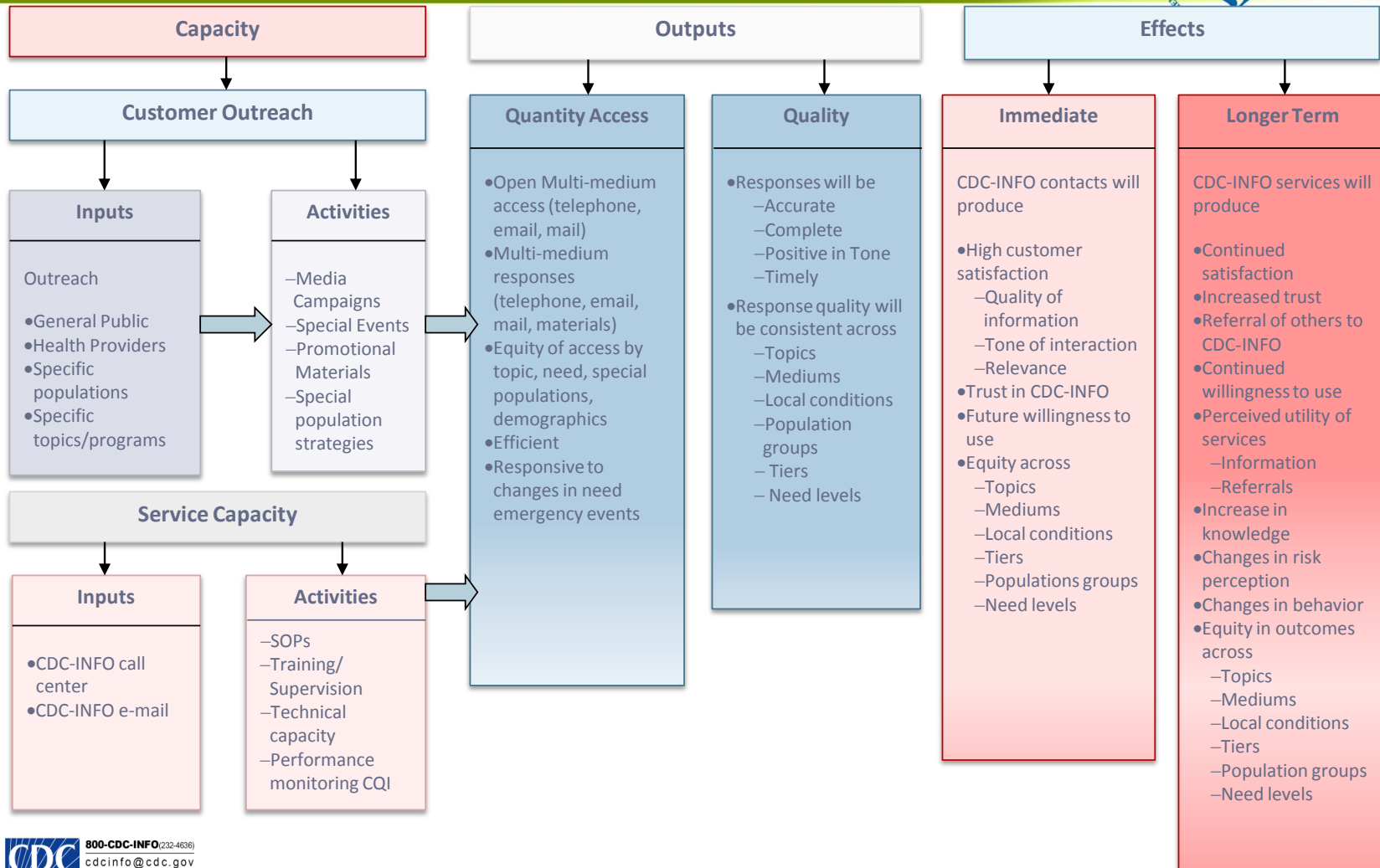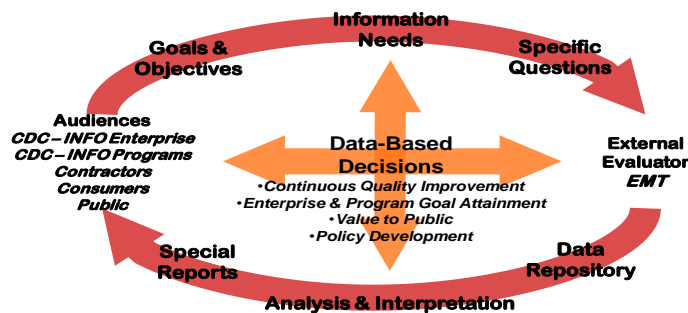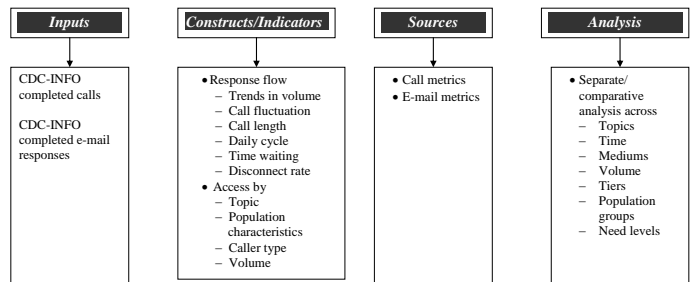
CDC-INFO External Evaluation Framework

CDC-INFO is designed to further the CDC mission by providing a *trusted source to which partners, providers and the public come for accurate, timely and consistent information*. To provide a full range of decisions for contract management and continuous quality improvement, the data collection and analysis systems conducted by EMT examine contact volume, contact subject and consumer characteristics, contact quality, customer satisfaction, workforce feedback, impact of CDC-INFO contact, and operational procedures and efficiency. The external evaluation of CDC-INFO has been designed to provide continuous performance monitoring and evaluation information that will support management and policy decisions at multiple levels. The external evaluation has evolved as a record of performance has developed, and new data sources have come online. As a continuous decision support project, the CDC-INFO external evaluation has responded to stakeholder information needs, changing priorities, and evolving circumstances.
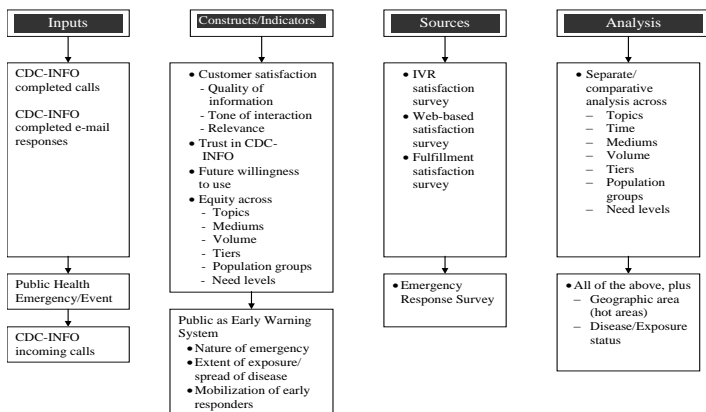

Guided by Patton's Utilization-Based Approach to evaluation, the CDC-INFO Evaluation Framework facilitates data-based decision making by blending together multi-dimensional measures to determine (1) who CDC-INFO is serving, (2) how well are they being served, and (3) consumer satisfaction. The specific indicators and measures used to assess these outcomes are summarized in the logic models shown here.

CDC-INFO Logic Model Assessment Detail: Outputs- Quantity/ Access

Inputs	Constructs/Indicators	Sources	Analysis
CDC-INFO completed calls CDC-INFO completed e-mail responses	• Response flow – Trends in volume – Call fluctuation – Call length – Daily cycle – Time waiting – Disconnect rate • Access by – Topic – Population characteristics – Caller type – Volume	• Call metrics • E-mail metrics	• Separate/ comparative analysis across – Topics – Time – Mediums – Volume – Tiers – Population groups – Need levels

CDC-INFO Logic Model Assessment Detail: Effects- Immediate

Inputs	Constructs/Indicators	Sources	Analysis
CDC-INFO completed calls CDC-INFO completed e-mail responses	• Customer satisfaction - Quality of information - Tone of interaction - Relevance • Trust in CDC-INFO • Future willingness to use • Equity across - Topics - Mediums - Volume - Tiers - Population groups - Need levels	• IVR satisfaction survey • Web-based satisfaction survey • Fulfillment satisfaction survey	• Separate/ comparative analysis across – Topics – Time – Mediums – Volume – Tiers – Population groups – Need levels
Public Health Emergency/Event	Public as Early Warning System • Nature of emergency • Extent of exposure/ spread of disease • Mobilization of early responders	• Emergency Response Survey	• All of the above, plus – Geographic area (hot areas) – Disease/Exposure status
CDC-INFO incoming calls			

CDC-INFO Logic Model Assessment Detail: Outputs- Quality

Inputs	Constructs/Indicators	Sources	Analysis
CDC-INFO completed calls CDC-INFO completed e-mail responses	• Call response quality – Accuracy – Completeness – Professional Tone – Time waiting • E-mail response quality – Accuracy – Completeness – Professionalism – Response time	• Tier I & II scorecard • Tier III scorecard • E-mail scorecard • Call metrics • E-mail metrics	• Separate/ comparative analysis across – Topics – Mediums – Volume – Tiers – Population groups – Need levels

EMT
EVALUATION • MANAGEMENT • TRAINING