

**DEPARTMENT OF HEALTH AND HUMAN SERVICES****Request for Information (RFI) for Consumer Health Initiative To Develop Collaborations That Produce Evidence-Based Informatics Resources and Products<sup>1</sup>**

The National Cancer Institute, Division of Cancer Control and Population Sciences, Behavioral Research Program requests information to expand the 2009 Consumer Health Summit post-conference activities. Information of interest includes: Current journal articles, funding opportunities, and product development plans, which will be shared publicly on <http://www.InformaticsforConsumerHealth.org>.

Contributions should be targeted toward informatics that support behavior change as outlined in the Office of the National Coordinator for Health Information Technology's (ONC) Meaningful Use Matrix (<http://healthit.hhs.gov>) with the end-goal of dissemination into public, clinical and/or home settings. Content areas may include, but are not limited to, care coordination, eHealth tools and strategies, early prevention and detection, electronic health records, clinical decision support, health care disparities, and telehealth/telemedicine.

The purpose of this request is to solicit ongoing information from commercial Information Technology (IT), government, health care, education, research, and advocacy organizations on the state of informatics for consumer health. The overarching goal is to promote transparency, stimulate original development and partnerships, and minimize overlap in projects in the consumer health arena.

**DATES:** Comments should be submitted by February 1, 2011.

**ADDRESSES:** Individuals, groups and organizations interested in contributing may submit information through an electronic document online <http://informaticsforconsumerhealth.org/index.php?q=collaborate>, or via e-mail [contact@informaticsforconsumerhealth.org](mailto:contact@informaticsforconsumerhealth.org). Information will be made publicly available; trade secrets should not be submitted. A response to this RFI will not be viewed as a binding commitment to develop or pursue the ideas discussed. NCI will not pay for information provided under this RFI. This RFI is not accepting applications for financial assistance or financial incentives. NCI has no obligation to

respond to those who submit comments or questions, and/or give any feedback on any decision made based on the comments received.

**FOR FURTHER INFORMATION CONTACT:**

Connie Dresser, RDPH, LN, Program Director, Health Communication and Informatics Research Branch, Behavioral Research Program, Division of Cancer Control & Population Sciences, National Cancer Institute, 6130 Executive Blvd, EPN-Rm. 4072, Bethesda, MD 20892; [cd34b@nih.gov](mailto:cd34b@nih.gov).

*Background:* In a report released in 2009, the National Research Council warned that efforts to invest in health IT would be fruitless unless they were aimed at providing better cognitive support for physicians, patients and their caregivers. As part of an inter-agency effort to *increase the quality and utilization of evidence-based consumer products for integration into health information exchange (HIE) networks*, the November 2009 Informatics for Consumer Health Summit on Communication, Collaboration, & Quality was convened. This federally sponsored summit aimed to: (1) Convene leaders across industry to open a dialogue for improving health care quality through enhanced behavioral support for consumers across the health care spectrum, (2) develop products, including a journal supplement and alert service, and (3) foster collaborations to integrate evidence-based commercial and non-commercial products.

Following the summit, an online hub of consumer health-related resources (<http://www.InformaticsforConsumerHealth.org>) was created to assist public and private collaborators in the development and dissemination of evidence-based, user-centered products that will aid providers in clinical settings and promote positive health behaviors among consumers. The site includes evidence-based journal articles, Web articles, expert guest blog posts, and funding opportunities.

Dated: October 12, 2010.

**Connie Dresser,**

*Program Director, Health Communication and Informatics Research Branch, Behavioral Research Program, DCCPS, National Cancer Institute.*

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**DEPARTMENT OF HEALTH AND HUMAN SERVICES****Health Resources and Services Administration****Agency Information Collection Activities: Proposed Collection: Comment Request**

In compliance with the requirement for opportunity for public comment on proposed data collection projects (section 3506(c)(2)(A) of Title 44, United States Code, as amended by the Paperwork Reduction Act of 1995, Pub. L. 104-13), the Health Resources and Services Administration (HRSA) publishes periodic summaries of proposed projects being developed for submission to the Office of Management and Budget (OMB) under the Paperwork Reduction Act of 1995. To request more information on the proposed project or to obtain a copy of the data collection plans and draft instruments, e-mail: [paperwork@hrsa.gov](mailto:paperwork@hrsa.gov) or call the HRSA Reports Clearance Officer at (301) 443-1129.

*Comments are invited on:* (a) The proposed collection of information for the proper performance of the functions of the agency; (b) the accuracy of the agency's estimate of the burden of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology.

**Proposed Project: The National Health Service Corps (NHSC) Scholarship Program Application (OMB No. 0915-0146)—Revision**

The National Health Service Corps (NHSC) Scholarship Program provides the NHSC with the health professionals it requires to carry out its mission of providing primary health care to populations residing in areas of greatest need. Under this program, health professions students are awarded scholarships in return for service in a federally designated Health Professional Shortage Area (HPSA). Students are supported who are well qualified to participate in the NHSC Scholarship Program and who want to assist the NHSC in its mission, both during and after their period of obligated service. The NHSC Scholarship Program forms are used to collect relevant information necessary to make determinations of award. Scholars are selected for these competitive awards based on the

<sup>1</sup> Products include interventions, services, technology tools, and systems.

information provided in the application, forms, and supporting documentation. Awards are made to applicants who demonstrate a high potential for providing quality primary health care services in HPSAs.

The program forms include the following: The NHSC Scholarship Program Application, Letter of Recommendation, the Authorization to Release Information, the Verification of Acceptance/Good Standing Report, the

Receipt of Exceptional Financial Need Scholarship, and the Verification Regarding Disadvantaged Background.

*The annual estimate of burden is as follows:*

Instrument	Number of respondents	Responses/ respondent	Total responses	Hours per response	Total burden hours
NHSC Scholarship Program Application .....	1800	1	1800	2.0	3600
Letter of Recommendation .....	1800	2	3600	.50	1800
Authorization to Release Information .....	1800	1	1800	.10	180
Verification of Acceptance/Good Standing Report .....	1800	1	1800	.25	450
Receipt of Exceptional Financial Need Scholarship .....	100	1	100	.25	25
Verification Regarding Disadvantaged Background .....	300	1	300	.25	75
<b>Total .....</b>			<b>9400</b>		<b>6130</b>

E-mail comments to [paperwork@hrsa.gov](mailto:paperwork@hrsa.gov) or mail the HRSA Reports Clearance Officer, Room 10-33, Parklawn Building, 5600 Fishers Lane, Rockville, MD 20857. Written comments should be received within 60 days of this notice.

Dated: October 14, 2010.

**Robert Hendricks,**  
Director, Division of Policy and Information Coordination.

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**DEPARTMENT OF HEALTH AND HUMAN SERVICES**

**Centers for Disease Control and Prevention**

[30Day-11-0753]

**Agency Forms Undergoing Paperwork Reduction Act Review**

The Centers for Disease Control and Prevention (CDC) publishes a list of information collection requests under review by the Office of Management and Budget (OMB) in compliance with the Paperwork Reduction Act (44 U.S.C. chapter 35). To request a copy of these requests, call the CDC Reports Clearance Officer at (404) 639-5960 or send an e-mail to [omb@cdc.gov](mailto:omb@cdc.gov). Send written comments to CDC Desk Officer, Office of Management and Budget, Washington, DC 20503 or by fax to (202) 395-5806. Written comments should be received within 30 days of this notice.

**Proposed Project**

Evaluation of the Centers for Disease Control and Prevention's Consumer

Response Service Center, CDC INFO (OMB No. 0920-0753 exp. 10/31/2010) —Revision—Office for the Associate Director of Communication, Centers for Disease Control and Prevention (CDC).

*Background and Brief Description*

In September 2005, the Centers for Disease Control and Prevention launched CDC-INFO, a consolidated, comprehensive effort to respond to consumer, provider and partner inquiries on a broad spectrum of public health topics by telephone or e-mail. More than 40 nationwide public health hotlines and warm lines were consolidated into one central phone number using a phased approach from 2005 to 2008. Management of CDC-INFO services is increasingly guided by a comprehensive evaluation that includes point-of-service and follow-up customer satisfaction surveys. These surveys provide the public with ongoing opportunity to express their level of satisfaction and report how they have used this information. All members of the public, health care providers and businesses can contact CDC-INFO by phone, e-mail, or postal mail to request health information or order CDC publications. CDC-INFO is a proactive, unified, and integrated approach to the delivery of public health information and is designed to contribute to improving the health and safety of the public. Customers are defined as any individual or group seeking health or public health information from CDC. This includes the public, media, medical and healthcare professionals, public health professionals, partner groups, businesses, researchers, and others.

The data collected since the approval of the original CDC-INFO study have been used for assessment of contact center performance and customer satisfaction.

This request is for a three year extension and revision of the existing data collection. Due to budget cuts, the following evaluation activities which were previously approved will be discontinued and are not included in the revised request: CDC-INFO Live Phone Follow-up Survey, Postcard Survey for Single Publication Orders, Postcard Survey for Bulk Mailing, Web Survey for Internet Publication Orders, Web Survey for E-Mailed Publication Orders, Customer Representative Survey, Special Outreach Surveys (General Public), Special Outreach Surveys (Professionals), Emergency Response Surveys (General Public), Emergency Response Surveys (Professionals). CDC-INFO will continue to offer two of the previously approved customer satisfaction surveys. The Interactive Voice Response Survey—offered in English and Spanish and the Web Survey for E-Mail Inquirers—offered in English and Spanish. Both surveys underwent minimal changes. The changes to the surveys will allow CDC-INFO to collect race/ethnicity data that is consistent with the Census form which gives participants the opportunity to identify as multi-racial.

Sample size, respondent burden, and intrusiveness have been minimized to be consistent with national evaluation objectives. There is no cost to the respondent, other than their time. The total estimated annual burden hours are 6,206.