

NCI EGRP

Satisfaction Insight Review

Baseline



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Client Lead Analyst

Report date range: January 14, 2013 – January 13, 2014

Presentation date: February 2014

Agenda

- > ForeSee Methodology
- > SIR Objective
- > Capturing the Voice of Visitor
- > Aggregate Results
- > Segment Results
- > Summary of Findings
- > Appendix

ForeSee applies proven science and technology to the measurement and analysis of the visitor experience through the lens of satisfaction.

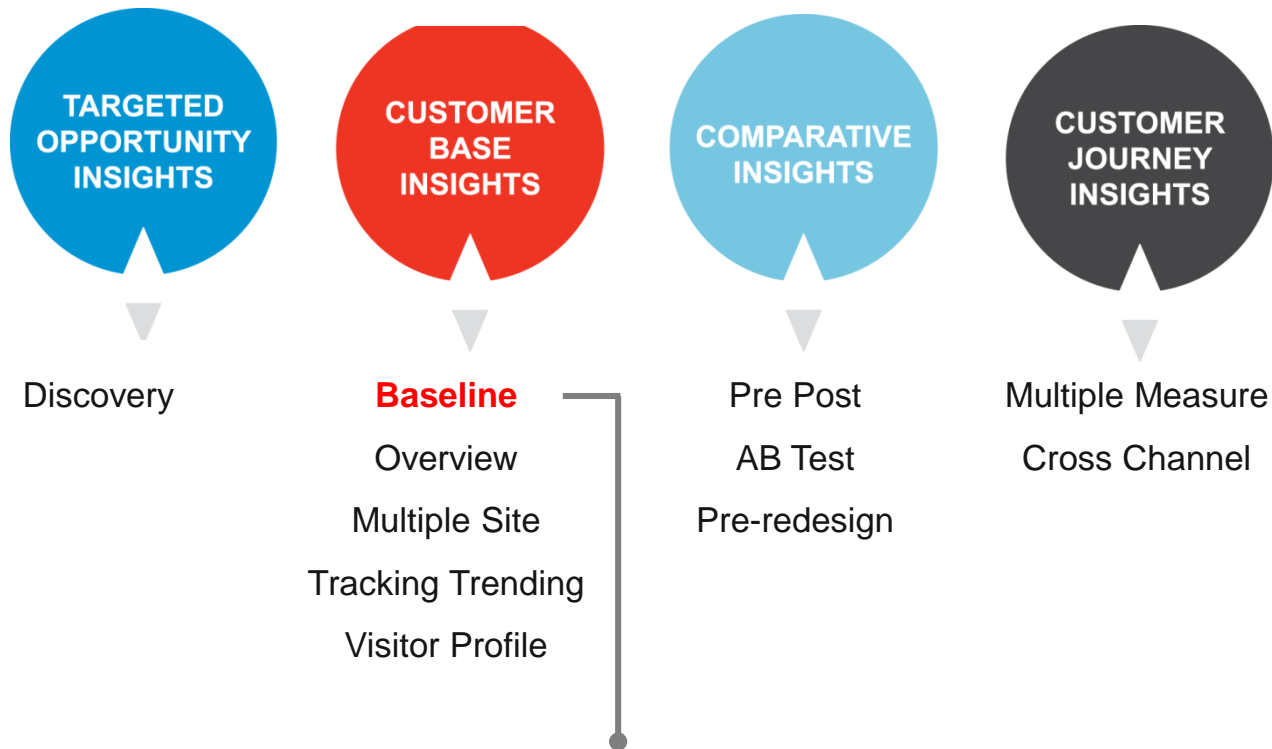


Analysis of the visitor experience will enable your organization to understand...

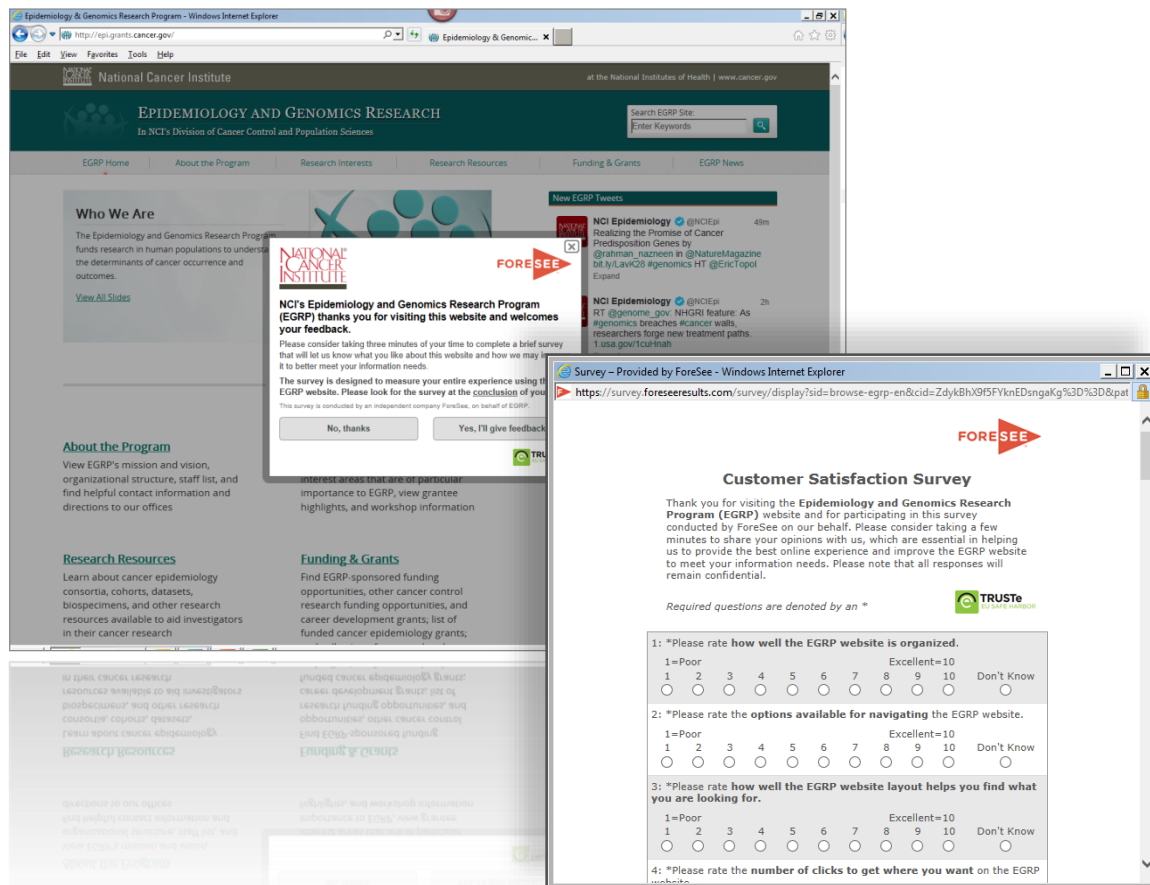
How are you doing?

What should you do?

Why should you do it?



This Baseline SIR provides a comprehensive view of your survey data, identifies opportunities for improvement, and plots a strategic course for future analyses. Specific key findings will also be shared to optimize your data in support of your site objectives and strategic goals.



Vital Statistics

Survey go live date:

January 14, 2013

Current reporting period:

January 14, 2013 – January 13, 2014

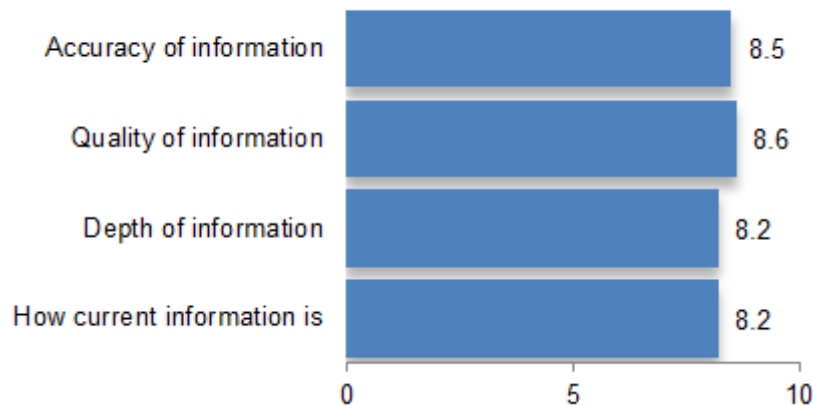
Surveys completed: 52

Sampling Conditions:

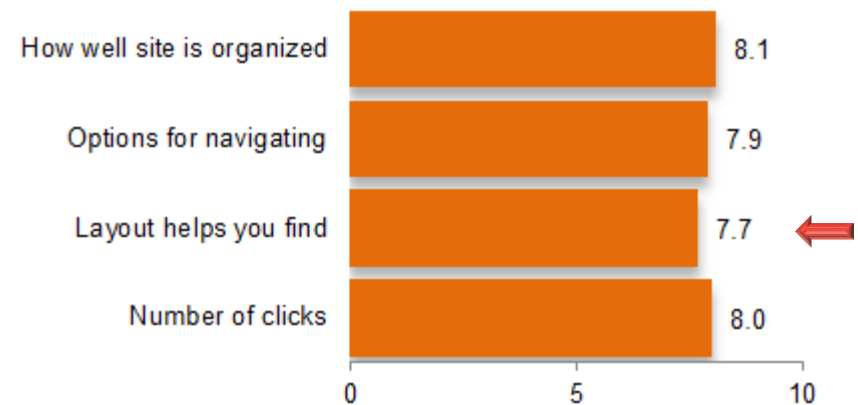
The survey invitation presents randomly to 100% of visitors who view at least two pages of any of *epi.grants.cancer.gov*, *li-gis.cancer.gov*, or *blog-epi.grants.cancer.gov*. If a visitor accepts the invitation, the survey presents when he or she leaves the site. A persistent cookie prevents visitors from seeing the invitation again for at least 30 days.

ForeSee uses ratings from several like-minded questions to calculate holistic scores for individual drivers of satisfaction (elements).

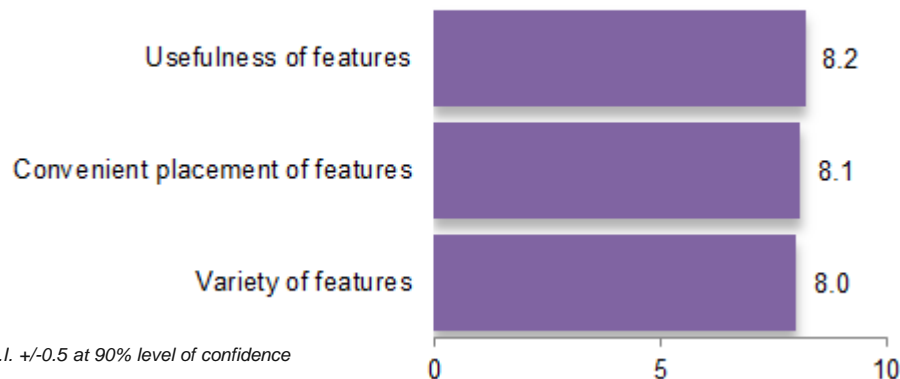
Content



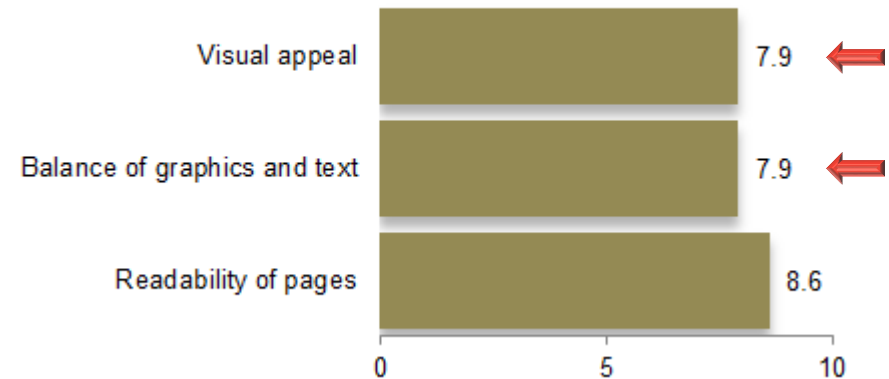
Navigation



Functionality



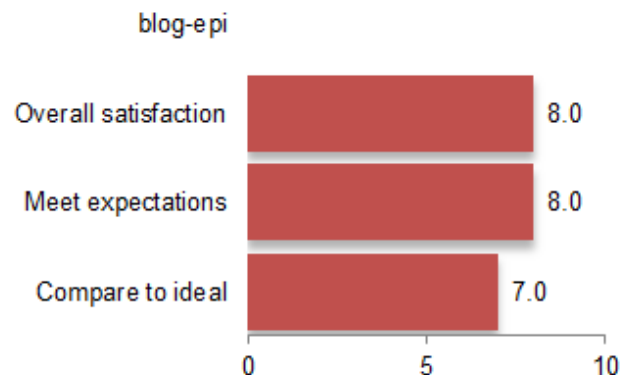
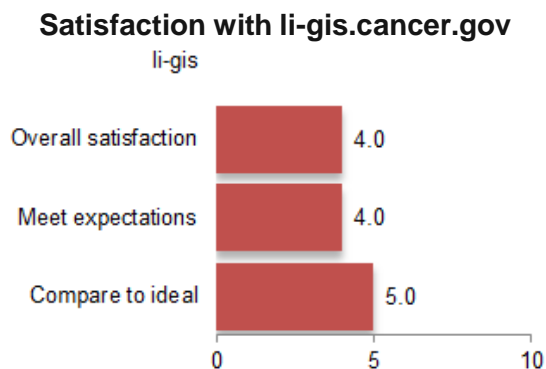
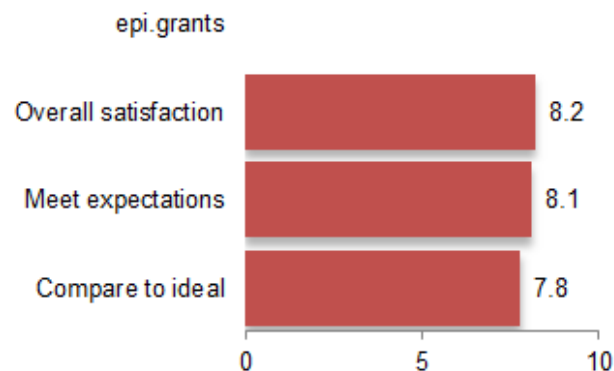
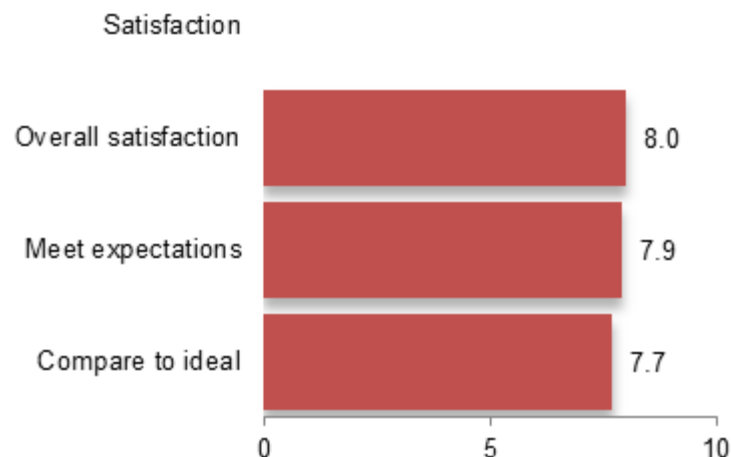
Look and Feel



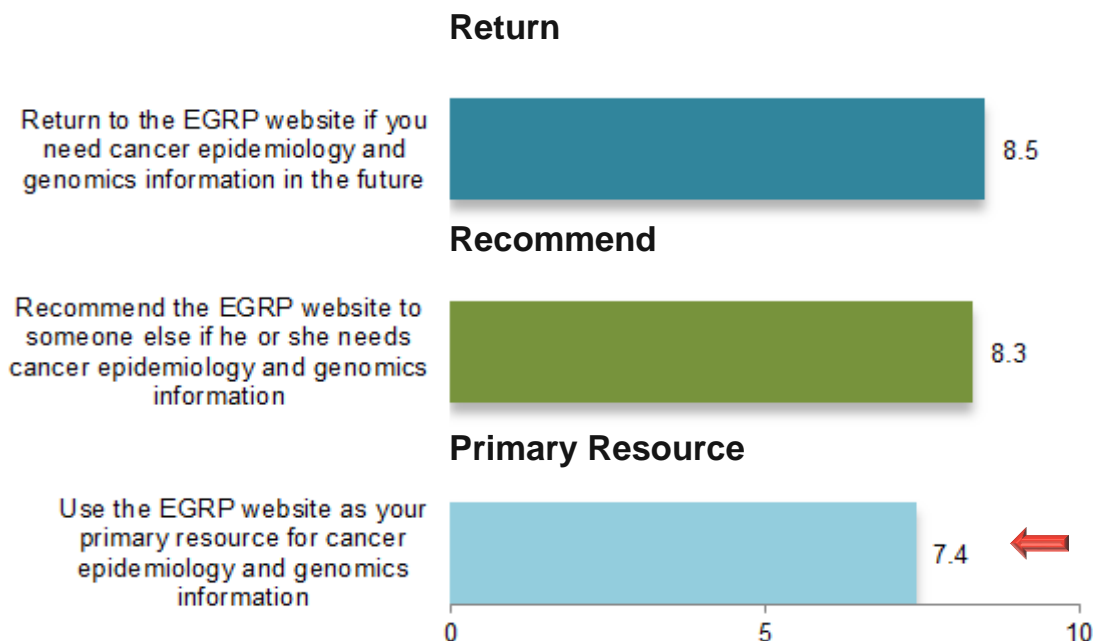
C.I. +/-0.5 at 90% level of confidence

N: 52 Note that due to sample size, scores should be treated as descriptive

Satisfaction itself is made up of three individual questions.

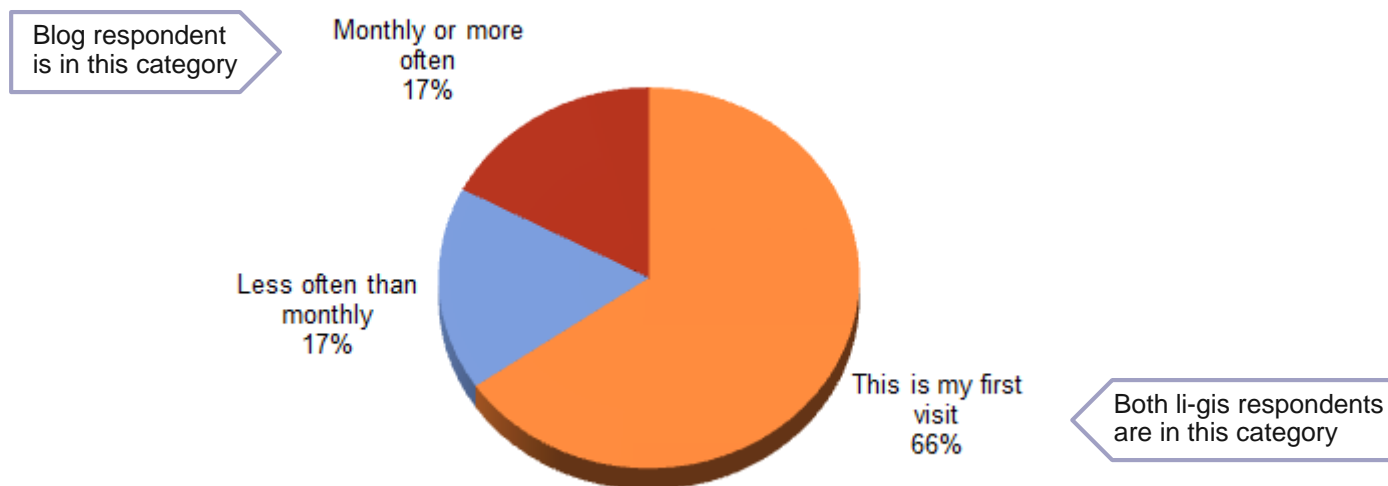


Future behaviors are the visitor intentions and behaviors you would like to see increasing as a result of the time visitors spend using EGRP's websites.



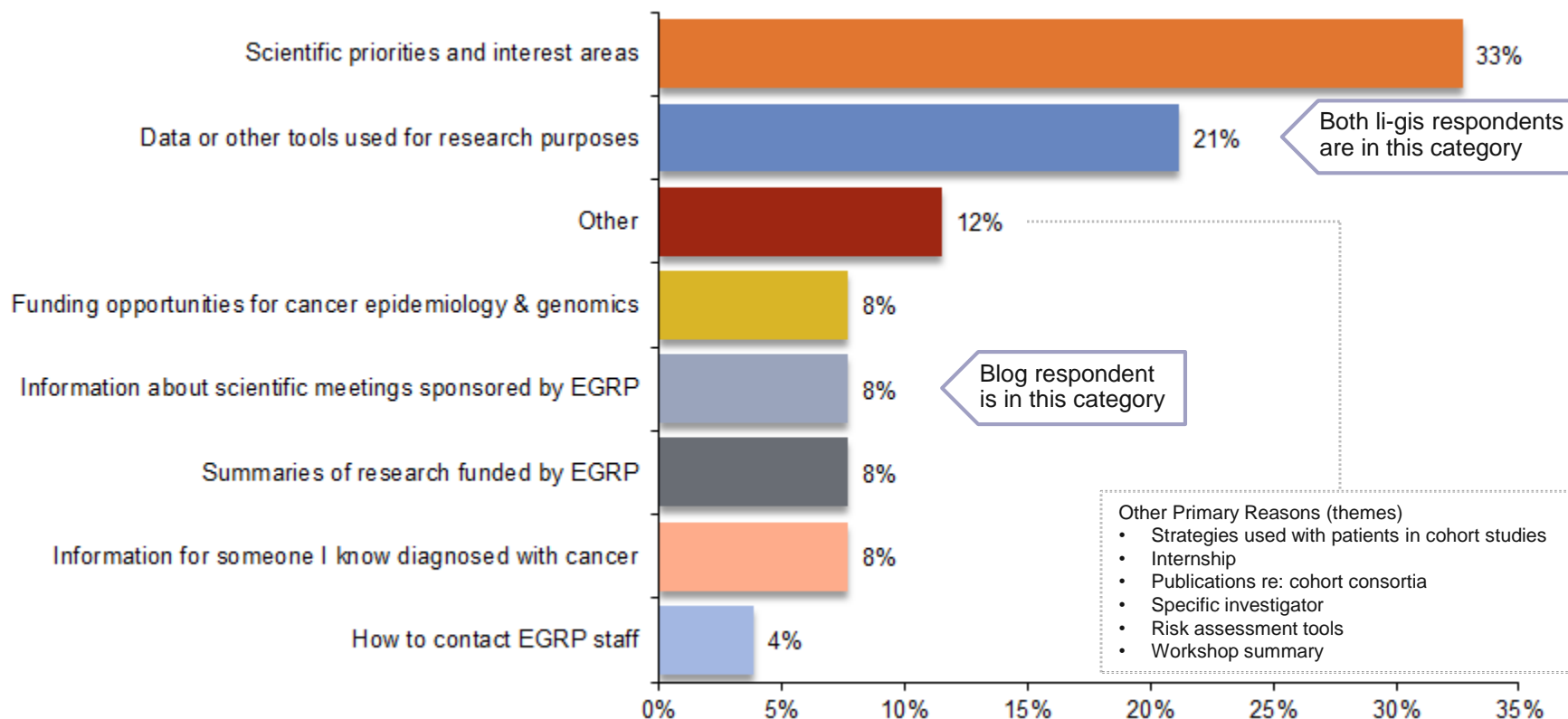
Two-thirds of visitors are new to the site(s).

How frequently do you visit the EGRP website?



Over half of respondents visit for scientific interests or research tools.

What is your primary reason for visiting the EGRP website today? To find information about...



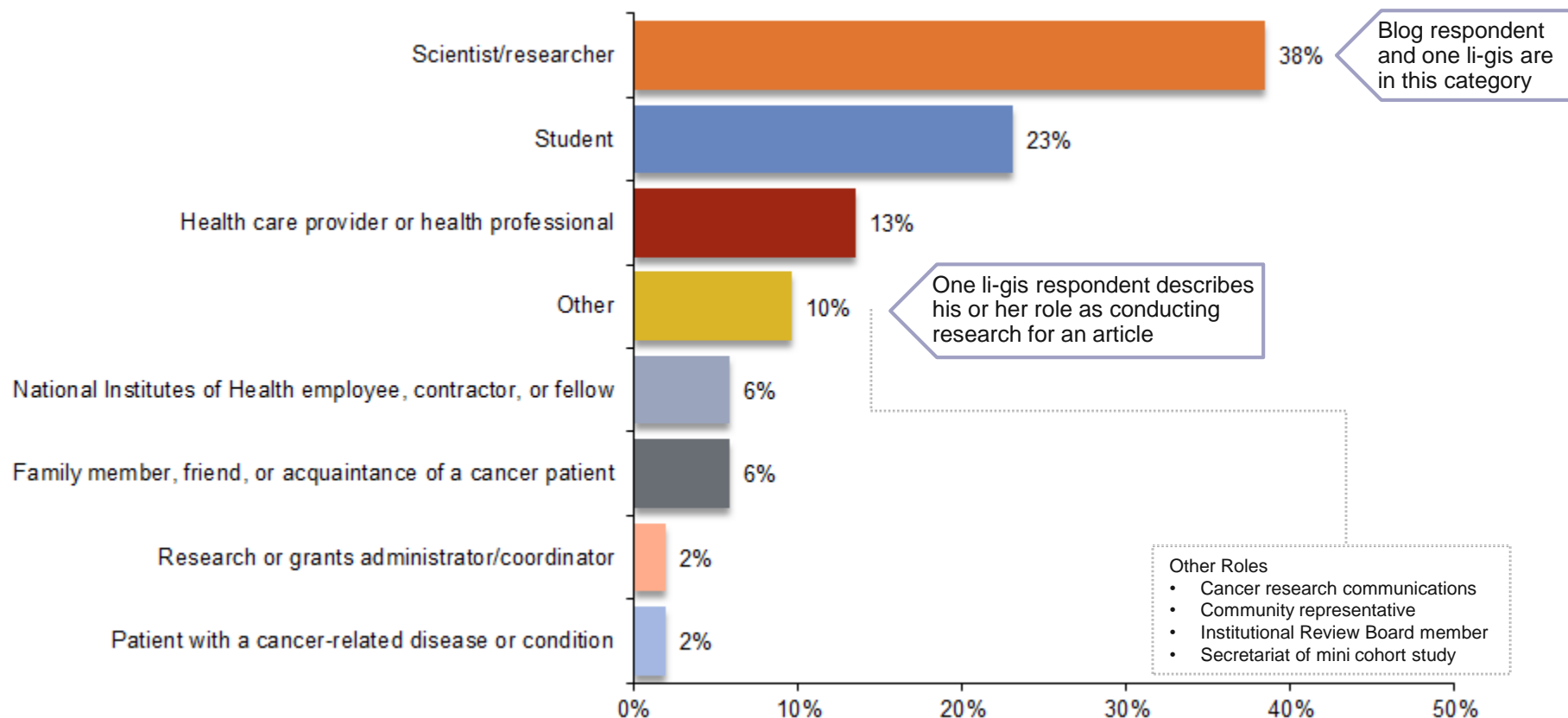
What research areas or topics are you particularly interested in?

(Among: Scientific priorities and interest areas, Data or other tools used for research purposes, Funding opportunities for cancer epidemiology & genomics, Information about scientific meetings sponsored by EGRP, and Summaries of research funded by EGRP)

- > Anything to do with Hodgkin lymphoma, especially aspects of incidence, survival and treatment effects to do with Epstein-Barr virus.
- > At the moment I am interested in endometrial cancer.
- > Brain tumors, skin tumors
- > cancer epidemiology
- > cancer genome
- > Cancer survival and host genetics
- > Cohort registry
- > Colon cancer
- > colorectal cancer
- > colorectal cancer
- > CRTA Fellowships
- > Disparities
- > epi spatial clustering
- > epidemiology
- > Epidemiology
- > epidemiology of cancer types in developing world
- > epidemiology, biostatistics, cancer, genetics
- > Epigenetics
- > general cancer epidemiology, risk management of oncology drugs
- > Genetic Association Mechanisms in Oncology (GAME-ON)
- > Genetics, Drug Development, Etc. I am the type of person that could get interested and learn anything!
- > Infection control in oncology patients
- > Logistics of carrying out multi-site studies.
- > metabolomics research tools for rare diseases including rare cancers
- > Mutational landscape of Pancreatic carcinoma
- > Non-Hodgkin lymphoma
- > Pancreatic cancer, genomics, 3D cell culture
- > pharmacoepidemiology
- > prostate, cervix, and breast cancer
- > reoccurrence
- > research highlights
- > risk calculators

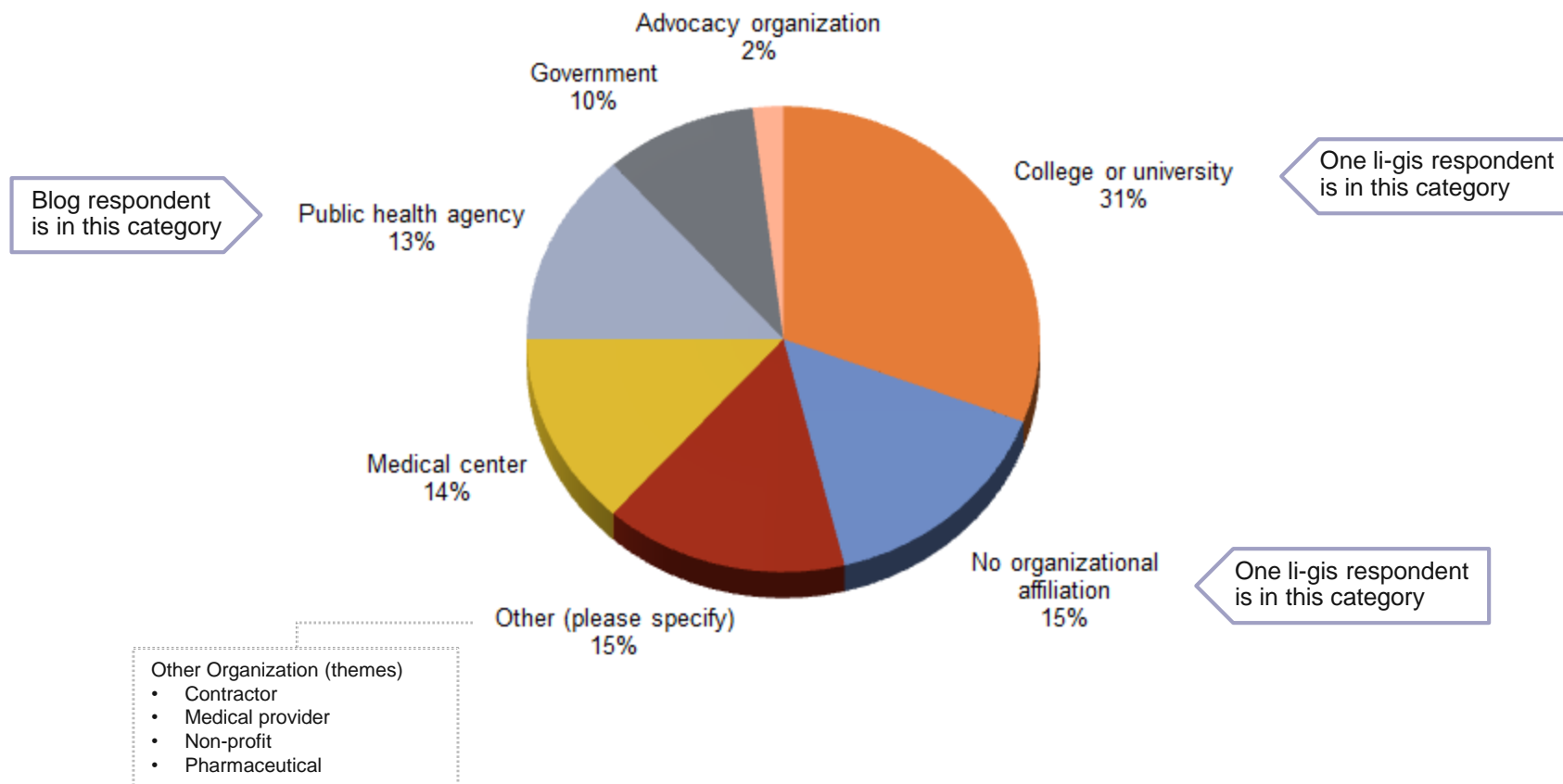
Over half of respondents are either scientists or students.

In what role are you visiting the EGRP website today?



University is the most common organizational affiliation.

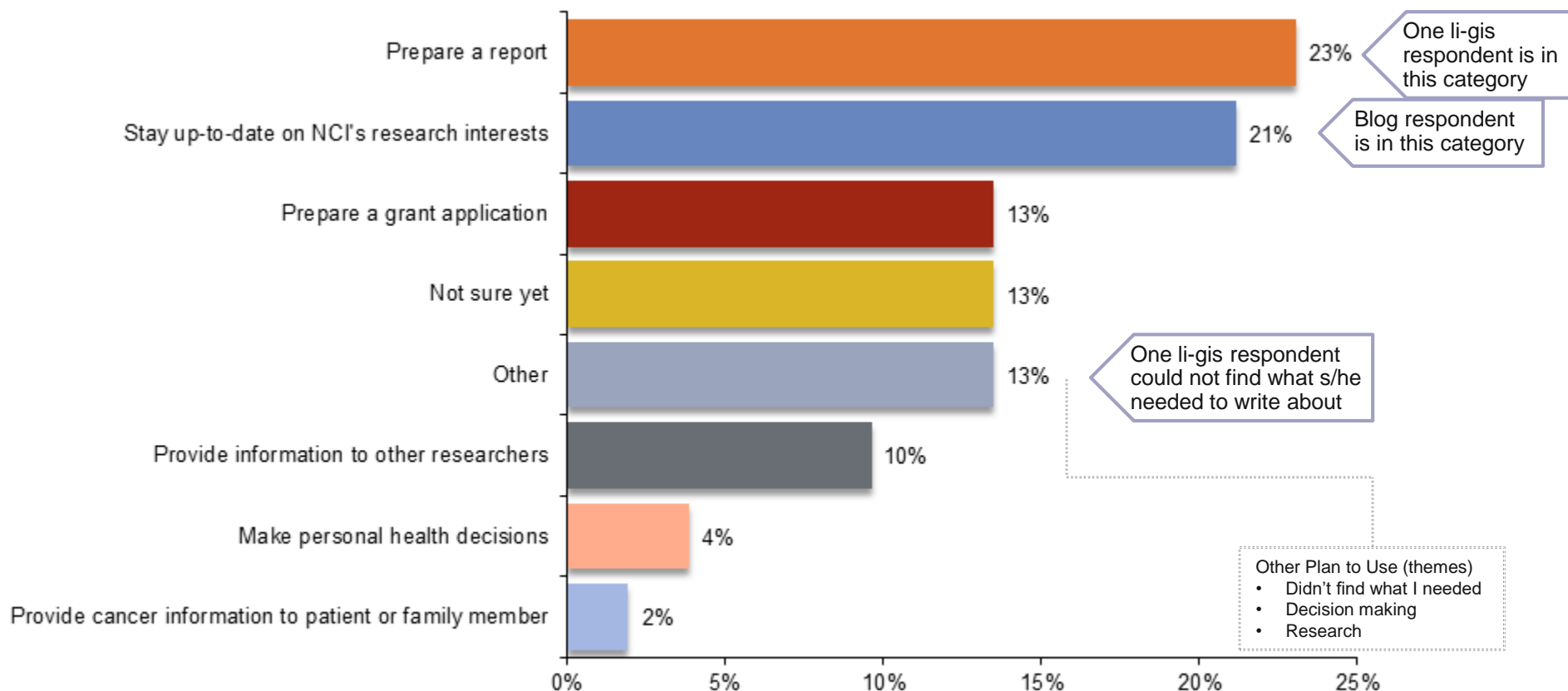
Which best describes your organization?



N: 52 Note that due to sample size, distributions should be treated as descriptive

Report preparation and staying up-to-date are the most common uses of the sites' information.

How do you plan to use the information you found on the EGRP website today?



What additional information would you like to see included on the EGRP website?

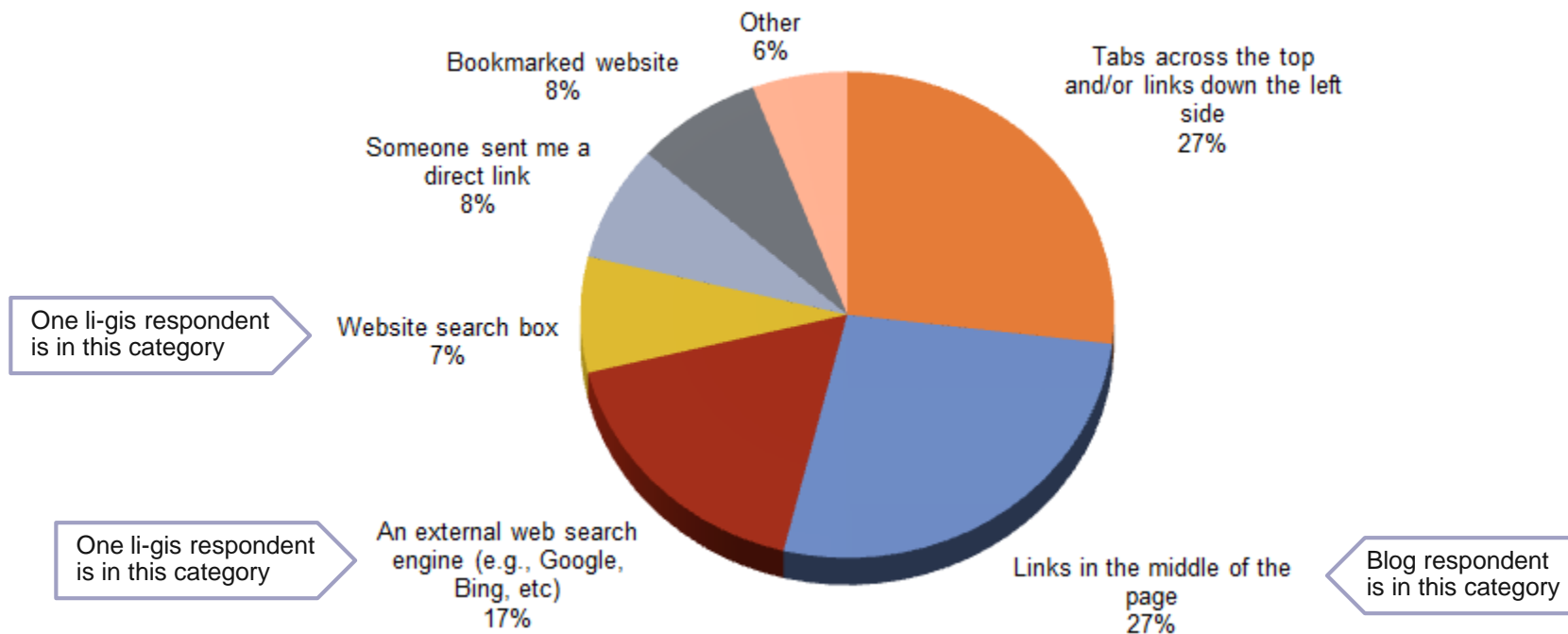
- > Epigenetic data of cancer.
- > I am in Australia. I have lost 2 sons 21&45 years of age to lung cancer. I am seeking to test 3 siblings for susceptibility. Andrew and David were active farm boys. Andrew was a non smoker. David was a light smoker. They always had a good diet and were tall and strong. Please who can we contact?
- > I did not read enough on the subjects as I am more interested in kidney cancer and MS.
- > more on cancer databases
- > More software/data tools
- > National postings for internships and fellowships in the field of Pharmacoepidemiology and Pharmacogenomics.

If you could make any other improvements to this EGRP website, what would they be?

- > Better descriptions.
- > Experiment matrix like ENCODE server.
- > I did a quick viewing of information at hand so do not have any suggestions.
- > I think it is fine with the picture of participants in the last INTERLYMPH meeting, but maybe you could also add the names and affiliations of all these people.
- > I think perhaps my computer is set up so that I could not get the correct view of your website.
- > larger font size, more graphics/visuals

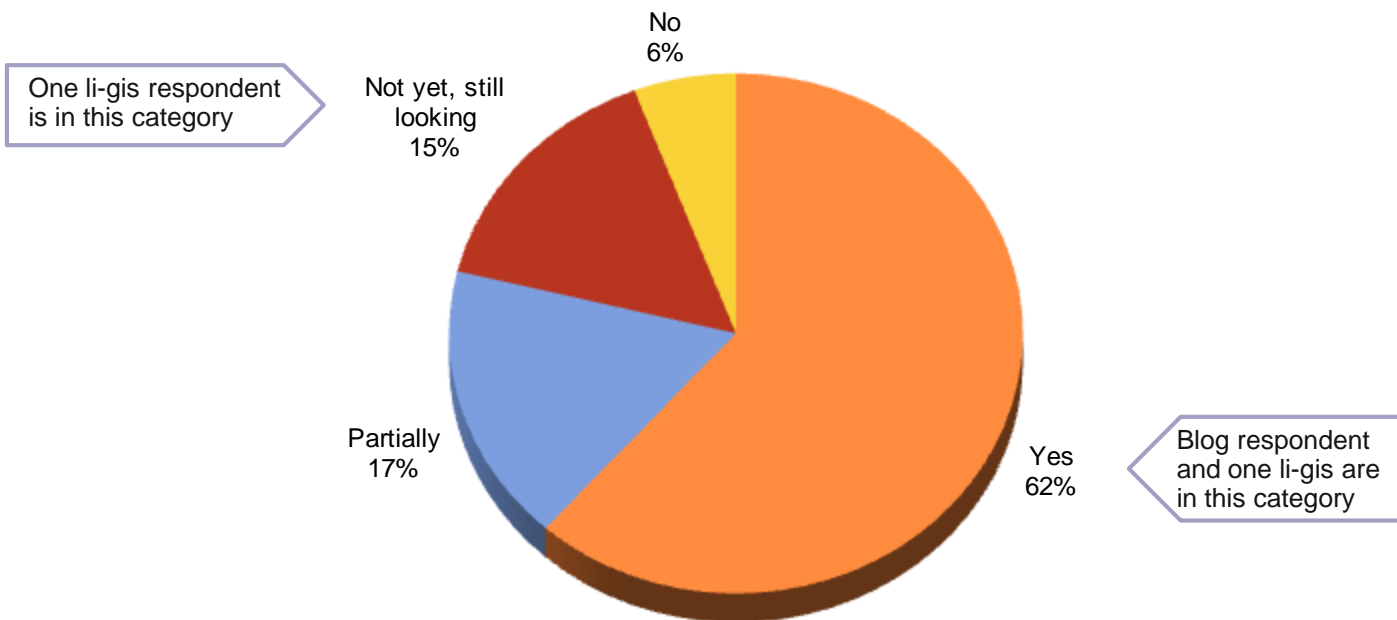
Top and left navigation, along with center-well links, are the most common approaches to looking for information.

While you were on the EGRP website today, how did you primarily look for information?

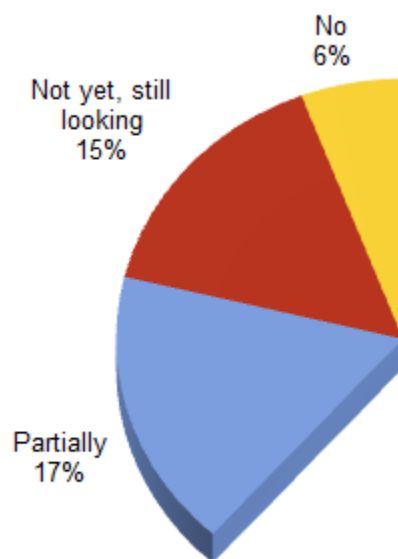


Over one-third of visitors do not successfully find all of the information they are looking for on the EGRP website(s).

Did you find the information you were looking for today on the EGRP website?

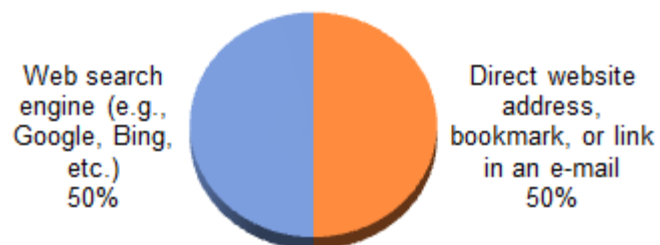


If you were unable to find the information that you were looking for, please describe specifically what you were trying to find.

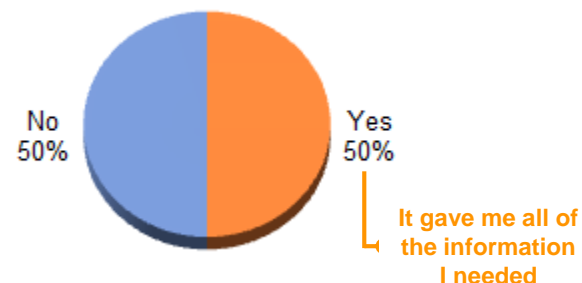


- > australian registry data
- > Cancer clusters in the area of Hayes Hill Dr.
- > Current or at least within the last five years human studies on epigenetics
- > Description of the major projects.
- > did not find an appropriate grant opportunity for my research topic - infection control in cancer pts.
- > I am looking for whole genome sequencing data of pancreatic adenocarcinoma. I found only one dataset, so I am still looking.
- > I would like precise information concerning the location of current internships and fellowships in the field of Pharmacoepidemiology and Pharmacogenomics.
- > on line risk calculators
- > Research on kidney cancer
- > strategy on follow up patient
- > survey samples
- > Timeliness of lung cancer care from diagnosis to treatment

How did you access the LI GIS web pages?



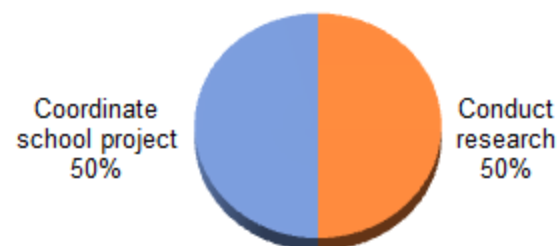
Did you use the interactive maps on the LI GIS web pages (li-gis.cancer.gov)?



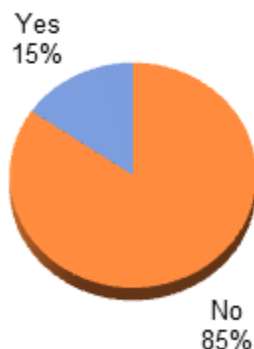
Was the information on the LI GIS web pages what you expected to find?



How will you use the information found on the LI GIS web pages?

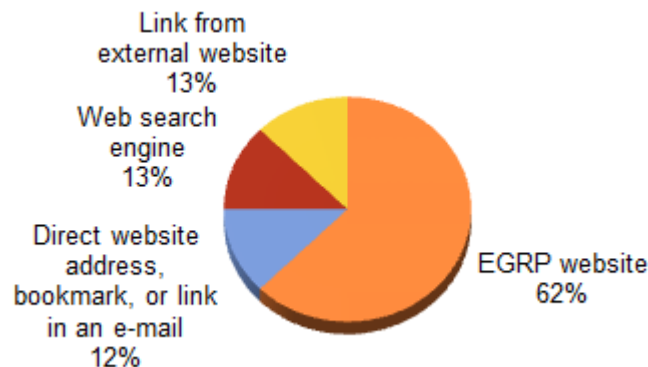


Did you view the Cancer Epidemiology Matters Blog (blog-epi.grants.cancer.gov) today?



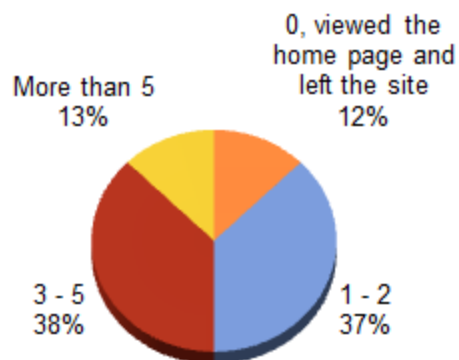
N: 52

How did you access the Cancer Epidemiology Matters Blog?



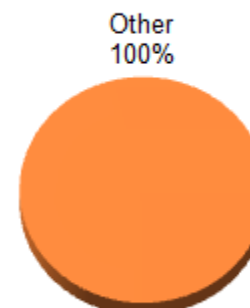
N: 8

During your visit, approximately how many blog posts did you view or read?



N: 8

What was your primary reason for leaving the Cancer Epidemiology Matters Blog?



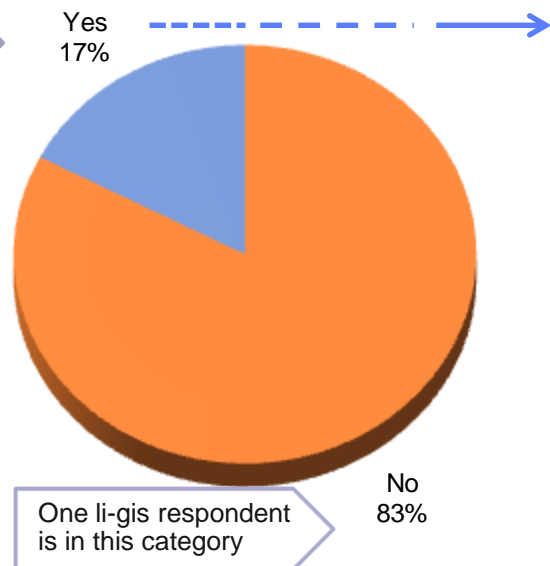
N: 1



Most visitors do not read or participate in any other research-related blogs, online discussions, or electronic forums.

Do you read or participate in any other research-related blogs, online discussions, or electronic forums?

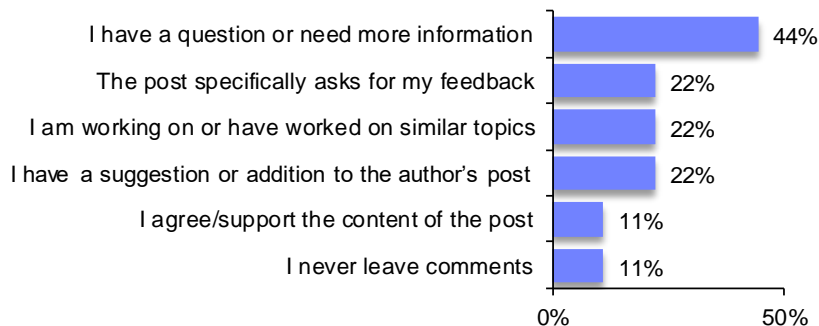
Blog respondent and one li-gis are in this category



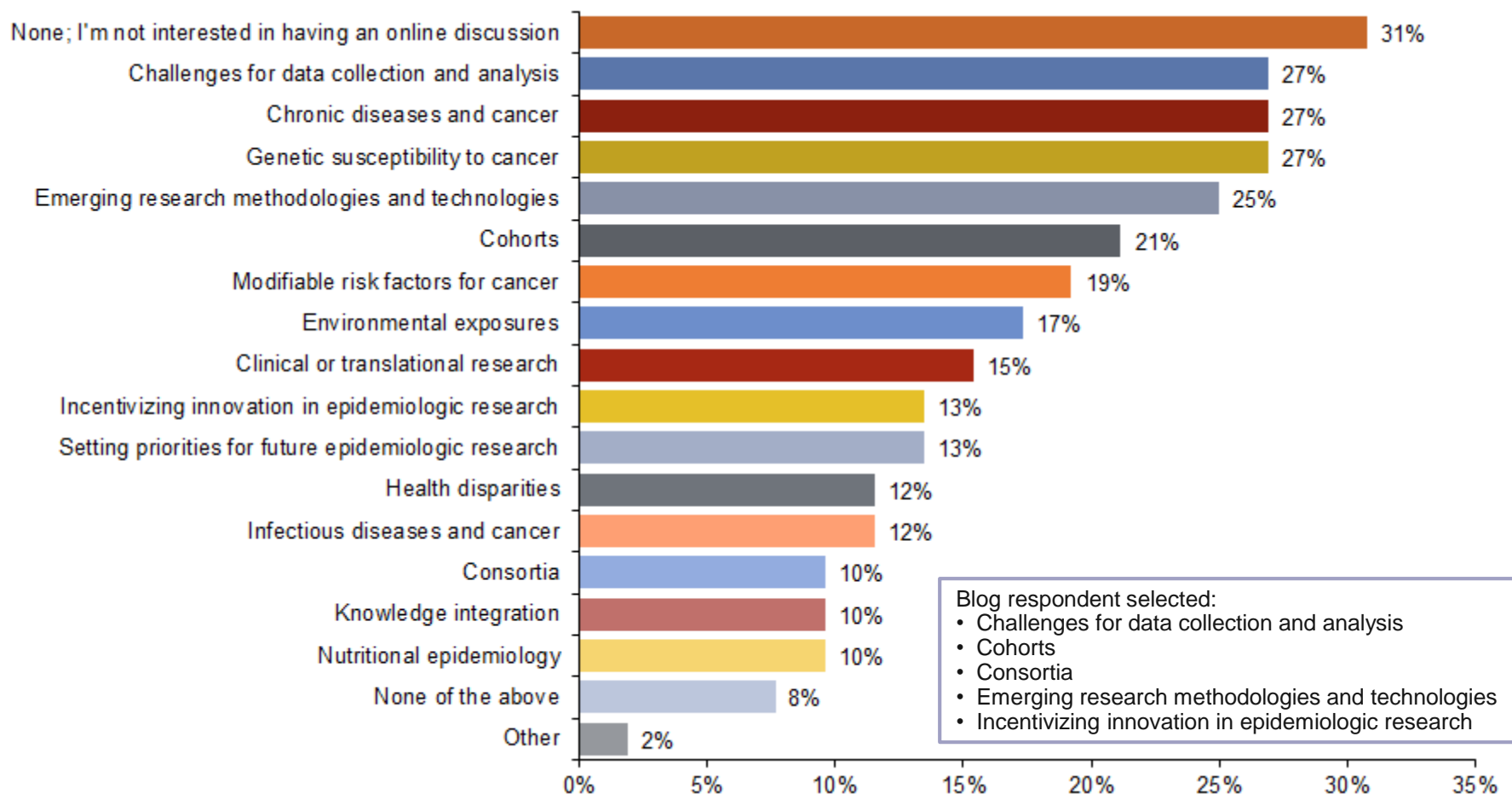
Specifically, which research-related blogs, online discussions, or electronic forums do you read or participate in?

- Journal of Epidemiology
- International Genetic Epidemiology Society
- My research group wiki
- NIH Directors blog, NHLBI blog
- www.inca.gov.br
- on LinkedIn
- various linked-in
- Another person's story.

What makes you more inclined to participate in online discussions, electronic forums, or blogs? (check all that apply)



Which of the following would you be interested in reading more about or participating in an online discussion? (check all that apply)?



N: 52 Note that due to sample size, distributions should be treated as descriptive

**How frequently do you visit the EGRP website? By
In what role are you visiting the EGRP website today?**

	This is my first visit	Less often than monthly	Monthly or more often
Scientist/researcher	55%	35%	10%
Student	58%	8%	33%
Health care provider or health professional	86%	14%	0%
Other	80%	0%	20%
National Institutes of Health employee, contractor, or fellow	33%	0%	67%
Family member, friend, or acquaintance of a cancer patient	100%	0%	0%

Did you find the information you were looking for today on the EGRP website? By
In what role are you visiting the EGRP website today?

	Yes	Partially	Not yet, still looking	No
Scientist/researcher	80%	15%	0%	5%
Student	42%	33%	25%	0%
Health care provider or health professional	43%	29%	14%	14%
Other	60%	0%	40%	0%
National Institutes of Health employee, contractor, or fellow	100%	0%	0%	0%
Family member, friend, or acquaintance of a cancer patient	33%	0%	33%	33%

Segment Results

Did You Find By Visit Reason

January 14, 2013 – January 13, 2014

**Did you find the information you were looking for today on the EGRP website? By
What is your primary reason for visiting the EGRP website today? To find information about...**

	Yes	Partially	Not yet, still looking	No
Scientific priorities and interest areas	71%	6%	18%	6%
Data or other tools used for research purposes	55%	27%	18%	0%
Other	33%	33%	17%	17%
Funding opportunities for cancer epidemiology & genomics	75%	0%	25%	0%
Information about scientific meetings sponsored by EGRP	50%	50%	0%	0%
Summaries of research funded by EGRP	100%	0%	0%	0%
Information for someone I know diagnosed with cancer	50%	0%	25%	25%

N: 52 Note that due to sample size, distributions should be treated as descriptive

Segment Results

Did You Find By Visit Frequency

January 14, 2013 – January 13, 2014

Did you find the information you were looking for today on the EGRP website? By
How frequently do you visit the EGRP website?

	Yes	Partially	Not yet, still looking	No
This is my first visit	53%	18%	21%	9%
Less often than monthly	78%	22%	0%	0%
Monthly or more often	78%	11%	11%	0%

N: 52 Note that due to sample size, distributions should be treated as descriptive

- > Data collection has averaged approximately one response per week. Most responses come from the epi.grants site.
- > Opportunity areas for improving the visitor experience are: how well the EGRP website layout helps the visitor find what he or she is looking for, the visual appeal of the sites, and the balance of graphics and text on the sites.
- > While sample sizes are low, the early indication is that the LI-GIS site does not satisfy visitors at a level consistent with the epi.grants and blog sites. More work should be done to identify the gaps in the experience with LI-GIS.
- > EGRP falls short on the metric of being the visitor's primary resource for cancer epidemiology and genomics information, compared to how the sites rate on the likelihood to return and to recommend. This gap warrants further investigation.
- > The majority of visitors are new to EGRP. Thus, the sites should strive to minimize any need for a learning curve and instead offer the most efficient and intuitive experience possible.
- > Data and other research tools, and information to support scientific priorities and interests, are the most-sought content on the site.
- > Scientist and student are the most common visitor roles, and university is the most common organization. Visitors most often plan to use the sites' information to prepare a report and to stay up-to-date on NCI's research interests.
- > Within the sites, the most common ways to look for information are using the top and left navigation or the links within the page. Next most often, visitors use an external search engine.

- > More than one-third of visitors are not finding all of the information they seek on the EGRP websites.
- > Most visitors who view the blog arrive at it through the EGRP website. Few visitors overall read or participate in any other research-related blogs, online discussions, or electronic forums. Of those who would be interested in reading more about or participating in an online discussion, top topics are the challenges in data collection and analysis, chronic diseases and cancer, and genetic susceptibility to cancer.
- > Health care providers and family and friends of patients are most commonly visiting EGRP for the first time. NIH affiliates and students are the most frequent visitors.
- > Health care providers and family and friends of patients report the highest rates of not finding the information they seek from EGRP. NIH affiliates and scientists report the highest rates of visit success.
- > Research summaries, funding opportunities, and scientific priorities and interests are the information most successfully located. Information for someone diagnosed with cancer is associated with the highest rates of not finding what is needed.
- > First time visitors report the highest rates of failure to find what they seek on the websites.

Appendix

Appendix

Model Questions

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Likelihood to Return (1=Very Unlikely, 10=Very Likely)
1 Content - Accuracy	Please rate your perception of the accuracy of information on the EGRP website.	15 Satisfaction - Overall	What is your overall satisfaction with this EGRP website? (1=Very Dissatisfied, 10=Very Satisfied)	18 Return	How likely are you to return to the EGRP website if you need cancer epidemiology and genomics information in the future?
2 Content - Quality	Please rate the quality of information on the EGRP website.	16 Satisfaction - Expectations	How well does the EGRP website meet your expectations ? (1= Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3 Content - Depth	Please rate the depth of information on the EGRP website.	17 Satisfaction - Ideal	How does the EGRP website compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	19 Recommend	How likely are you to recommend the EGRP website to someone else if he or she needs cancer epidemiology and genomics information?
4 Content - Currency	Please rate your perception of how current the information is on the EGRP website.			20 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely)
	Functionality (1=Poor, 10=Excellent, Don't Know)				How likely are you to use the EGRP website as your primary resource for cancer epidemiology and genomics information?
5 Functionality - Usefulness	Please rate the usefulness of the features (search tools, interactive tables and maps, etc.) provided on the EGRP website.				
6 Functionality - Convenient	Please rate the convenient placement of the features (search tools, interactive tables and maps, etc.) on the EGRP website.				
7 Functionality - Variety	Please rate the variety of features (search tools, interactive tables and maps, etc.) on the EGRP website.				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
8 Look and Feel - Appeal	Please rate the visual appeal of the EGRP website.				
9 Look and Feel - Balance	Please rate the balance of graphics and text on the EGRP website.				
10 Look and Feel - Readability	Please rate the readability of the pages on the EGRP website.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
11 Navigation - Organized	Please rate how well the EGRP website is organized .				
12 Navigation - Options	Please rate the options available for navigating the EGRP website.				
13 Navigation - Layout	Please rate how well the EGRP website layout helps you find what you are looking for .				
14 Navigation - Clicks	Please rate the number of clicks to get where you want on the EGRP website .				

Appendix

Custom Questions

Skip To	Question Text	Answer Choices (limited to 50 characters)	Skip From
	How frequently do you visit the EGRP website?	Monthly or more often Less often than monthly This is my first visit	
	What is your primary reason for visiting the EGRP website today? To find information about...	Scientific priorities and interest areas Funding opportunities for cancer epidemiology & genomics Grant writing tips, policies, etc. Information about scientific meetings sponsored by EGRP Data or other tools used for research purposes Summaries of research funded by EGRP How to contact EGRP staff Information for someone I know diagnosed with cancer Other	A A A A A A A B
B	Please explain your primary reason for visiting the EGRP website.	open	
A	What research areas or topics are you particularly interested in?	open	
	In what role are you visiting the EGRP website today?	Scientist/researcher Research or grants administrator/coordinator Health care provider or health professional Educator Student National Institutes of Health employee, contractor, or fellow Patient with a cancer-related disease or condition Family member, friend, or acquaintance of a cancer patient General health consumer Other	C
C	Please explain your role.	open	
	Which best describes your organization?	No organizational affiliation College or university Medical center Government Public health agency Advocacy organization Other (please specify)	D
D	Please describe your organization.	open	
	How do you plan to use the information you found on the EGRP website today?	Stay up-to-date on NCI's research interests Prepare a grant application Prepare a report Provide information to other researchers Provide information to students Provide cancer information to patient or family member Prepare a press release or news article Make personal health decisions Not sure yet Other	E
E	Please explain how you will use the information found on the EGRP website.	open	

	While you were on the EGRP website today, how did you primarily look for information?	Tabs across the top and/or links down the left side Links in the middle of the page Website search box An external web search engine (e.g., Google, Bing, etc) Someone sent me a direct link Bookmarked website Other	F
F	What other way(s) did you look for information on the EGRP website?	open	
	Did you find the information you were looking for today on the EGRP website?	Yes Partially Not yet, still looking No	G G G G
G	If you were unable to find the information that you were looking for, please describe specifically what you were trying to find.	open	
	Did you view the Geographic Information System for Breast Cancer Studies on Long Island (LI GIS) web pages today (li-gis.cancer.gov)?	Yes No	H
H	How did you access the LI GIS web pages?	EGRP website Direct website address, bookmark, or link in an e-mail Web search engine (e.g., Google, Bing, etc.) Link from external website (other than search engine)	
H	Did you use the interactive maps on the LI GIS web pages (li-gis.cancer.gov)?	Yes No	J
J	What was your experience with the LI GIS interactive maps?	It gave me all of the information I needed It gave me some information but not everything I needed It gave me no information I needed Unsure of how to use the map feature to get information I did not use the map feature	
H	Was the information on the LI GIS web pages what you expected to find?	Yes No	K L
K	How will you use the information found on the LI GIS web pages?	Conduct research Coordinate school project Reference for educational purposes Help an individual with cancer Other	M
M	Please explain how you will use information found on the LI GIS web pages.	open	
L	What information did you expect to find on the LI GIS web page?	open	

Appendix

Custom Questions (continued)

	Did you view the Cancer Epidemiology Matters Blog (blog-epi.grants.cancer.gov) today?	Yes No	N
N	How did you access the Cancer Epidemiology Matters Blog?	EGRP website Direct website address, bookmark, or link in an e-mail Web search engine (e.g., Google, Bing, etc.) Link from external website (other than search engine)	
N	During your visit, approximately how many blog posts did you view or read?	0, viewed the home page and left the site 1 - 2 3 - 5 More than 5	P
P	What was your primary reason for leaving the Cancer Epidemiology Matters Blog?	Not interested in the topics discussed Not interested in blogs in general Too busy to read Other	Q
Q	Please explain your primary reason for leaving the blog.	open	
	Do you read or participate in any other research-related blogs, online discussions, or electronic forums?	Yes No	R
R	Specifically, which research-related blogs, online discussions, or electronic forums do you read or participate in?	open	
R	What makes you more inclined to participate in online discussions, electronic forums, or blogs? (check all that apply)	The post specifically asks for my feedback I agree/support the content of the post I am working on or have worked on similar topics I have a suggestion or addition to the author's post I have a question or need more information I prefer to leave my anonymous feedback I never leave comments	

	Which of the following would you be interested in reading more about or participating in an online discussion? (check all that apply)	None; I'm not interested in having an online discussion Challenges for data collection and analysis Chronic diseases and cancer Clinical or translational research Cohorts Consortia Emerging research methodologies and technologies Environmental exposures Genetic susceptibility to cancer Health disparities Incentivizing innovation in epidemiologic research Infectious diseases and cancer Knowledge integration Modifiable risk factors for cancer Nutritional epidemiology Setting priorities for future epidemiologic research Other None of the above	T
T	Please describe any other topics that you would be interested in reading more about or participating in an online discussion.		
	What additional information would you like to see included on the EGRP website?	open	
	If you could make any other improvements to this EGRP website, what would they be?	open	

Key Features

Access an at-a-glance snapshot of your Satisfaction, model scores and trend lines using a free iPhone / iPad or Android application.

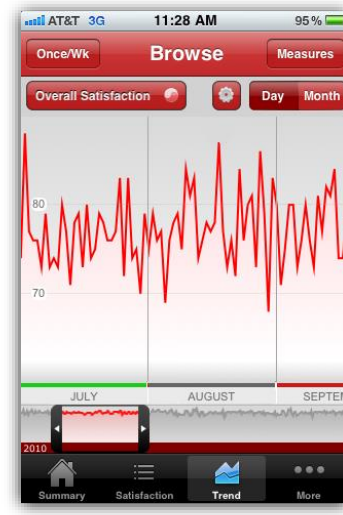
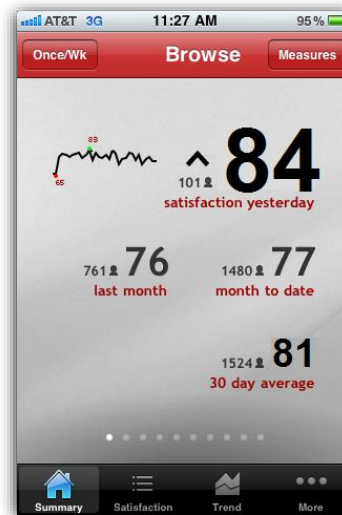
Data updated nightly

Anytime, Anywhere Access

Free Applications

Supports iPhone 3, 3GS & 4
iOS 4

Android 2.0 and up



The ForeSee® CXASM Methodology: The ForeSee CXA methodology is an advanced statistical engine proven by years of research that measures the customer experience and utilizes cause-and-effect modeling to radically change the way that organizations make strategic investments and decisions for better bottom-line results. Backed by three decades of rigorous scientific research, ForeSee CXA methodology has a rich heritage of highly diagnostic performance measurements coupled with sensitive improvement prescriptions and powerful prognostic capabilities.

Custom Questions: Each Customer Satisfaction Survey includes two different types of questions: model questions and custom questions. Custom questions are unique to each survey and can take a variety of different forms, including radio buttons, drop-down menus, check boxes, and open-ended text. The custom question responses are not used to derive the results using the ForeSee CXA methodology; so custom question results are reported separately in the Online Reporting Facility. Custom questions provide an excellent opportunity for data segment analysis.

Elements: An element is a measure of the customer's experience with a defined and manageable property of a website (e.g., Look and Feel, Navigation, etc.). It is composed of several survey items that provide performance ratings about various aspects of the customer's experience with the website property being measured. The separate ratings are combined as part of the modeling process into a summary score reflecting the overall experience of the customer with the website property.

Random Sampling: We use a Sampling Percentage to determine the proportion of site visitors that will receive a survey invitation on your site. We try to attain a good balance between collecting enough information to provide you with in-depth analysis, while remaining unobtrusive to your site visitors.

Impact: Impact is the numeric representation of the cause-and-effect relationship between an element (e.g., Site Navigation) and customer satisfaction or customer satisfaction and a future behavior (e.g., Likelihood to Purchase). An *impact* represents the increase in customer satisfaction resulting from a 5-point increase in an element score. For example, if the impact of Site Navigation is 1.2, then a 5-point increase in Site Navigation's score would lead to an increase in customer satisfaction by 1.2 points.

Loyalty Factor: The Loyalty Factor is a number that establishes how many pages with survey code a site visitor must visit before they are eligible to receive a survey. Loyalty Factors are utilized to ensure that respondents have experienced enough of a site before completing the Customer Satisfaction Survey.

Model Questions: In order to utilize the ForeSee CXA methodology to calculate Satisfaction and Future Behavior scores and impacts, ForeSee asks standard model questions. These model questions are targeted toward the key Elements (i.e., "main areas") of the site that drive customer satisfaction (e.g., Functionality, Navigation, Product Browsing, etc.), Overall Satisfaction, and Future Behaviors such as Likelihood to Recommend or Likelihood to Purchase.

Future Behaviors: Future Behaviors are the things you want your customers to do more of as a result of visiting your website, such as recommend your site to others or complete a purchase. The cause-and-effect ForeSee CXA methodology enables us to quantify the impact that improving satisfaction with your site would have on increasing future behaviors such as site visitors' likelihood to recommend your site.

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