

# Citizen Service Award Case Study: National Cancer Institute

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NCI

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## National Cancer Institute

- The National Cancer Institute (NCI) is part of the National Institutes of Health and the US Department of Health and Human Services
- Established through the National Cancer Institute Act of 1937
- Nation's principal agency for cancer research and coordinates the National Cancer program

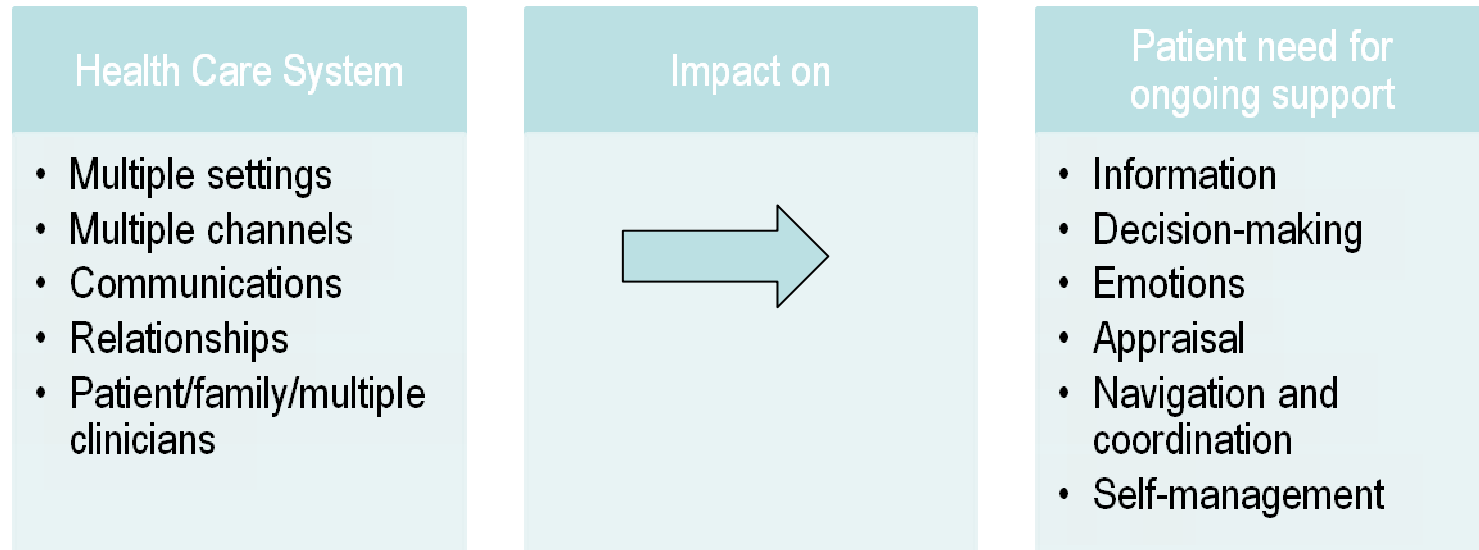
## National Cancer Institute

- NCI's FY 08 budget: \$4.79 billion
- Funds support research in Bethesda, MD and in laboratories and medical centers throughout the U.S. and other countries
- Cancer research program investigates the causes, prevention, detection, diagnosis and treatment of cancer and clinical trials

## Burden of Cancer

- Nearly 1.5 million Americans are expected to be diagnosed with cancer this year
- Over 10 million Americans are cancer survivors
- Burden is disproportional in minority and medically underserved communities

# Patient Centered Care



## Need for Cancer Information and Support

Service that provides comprehensive, accurate and reliable information about cancer and cancer control to anyone who asks, free of charge.

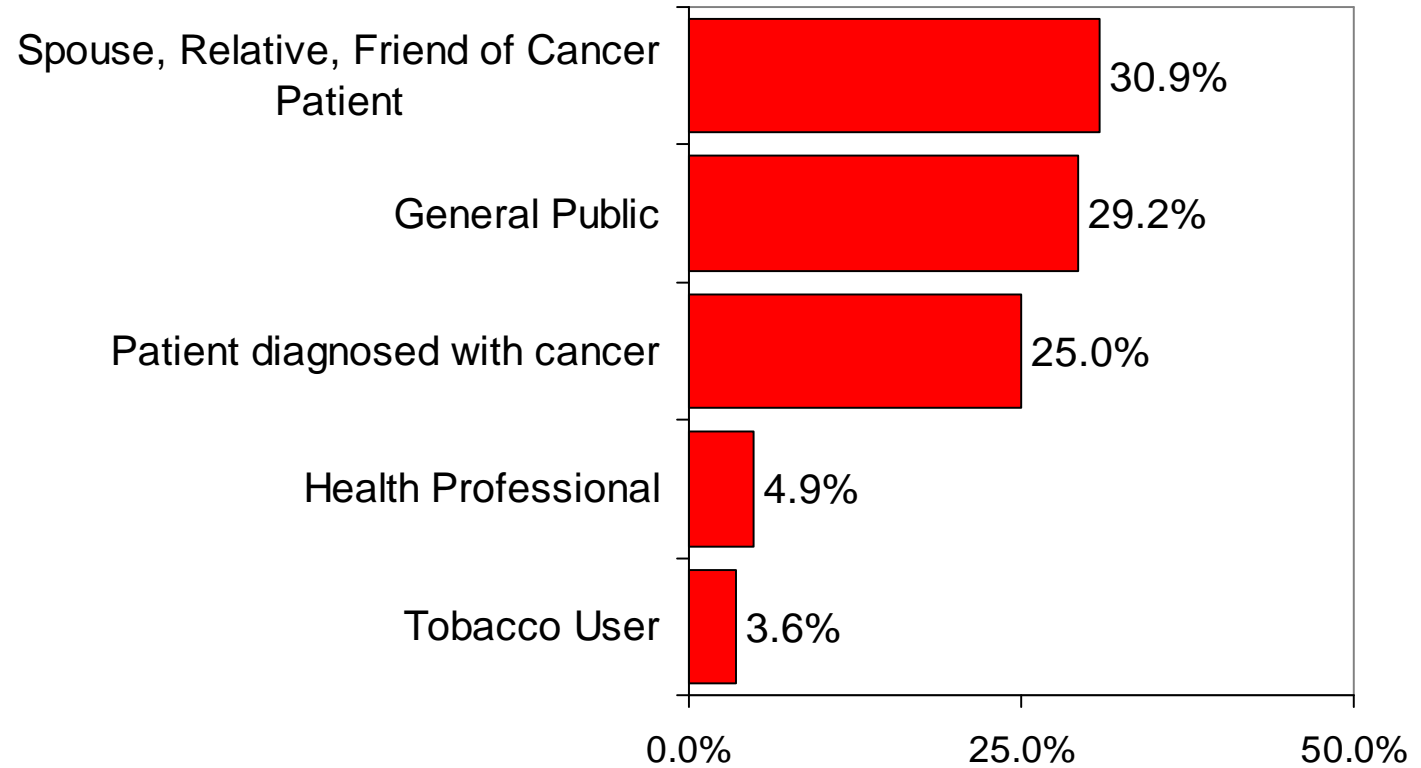
## NCI's Cancer Information Service

- Established in 1975
- Serves the entire U.S., Puerto Rico, U.S. Virgin Islands, and the U.S. associated Pacific Territories
- 5 year competitive contracts
- Awarded to cancer centers or academic institutions
- 15 contracts (three of which operate a contact center)

## CIS Services

- One-on-one personalized information to the public, patients, family members and friends, and health professionals
- Qualified, trained information specialists
- Accurate, up-to-date cancer information (prevention, early detection, treatment, clinical trials)
- Information through multiple access points (mail, telephone, Internet, or face-to-face)
- Referral to other national organizations that offer services to cancer patients

# Three Contact Centers: Who Contacts Us?



## Points of Access

### Information by telephone

- **1-800-4-CANCER**
  - Cancer Information Service
  - English and Spanish
  - Publications Ordering Service
- TTY 1-800-332-8615
- **1-877-44U-QUIT** (NCI's Smoking Quit Line)

## Points of Access

### Online assistance

- Live Help via [www.cancer.gov](http://www.cancer.gov)
- E-mail via [www.cancer.gov](http://www.cancer.gov)

“Contact Us” E-mail box  
([cancer.govstaff@mail.nih.gov](mailto:cancer.govstaff@mail.nih.gov))

# NCI's Web site – www.cancer.gov

The screenshot shows the National Cancer Institute website in a web browser. The browser's address bar displays <http://www.cancer.gov/>. The website header features the NCI logo and the text "National Cancer Institute U.S. National Institutes of Health | www.cancer.gov". A search bar is located in the top right corner. Below the header is a navigation menu with links for "NCI Home", "Cancer Topics", "Clinical Trials", "Cancer Statistics", "Research & Funding", "News", and "About NCI".

The main content area is divided into several sections:

- Quick Links:** A list of links including "Director's Corner", "Dictionary of Cancer Terms", "NCI Drug Dictionary", "Funding Opportunities", "NCI Publications", "Advisory Boards and Groups", "NIH Calendar of Events", and "Español".
- NCI Challenge Goal 2015:** A banner with the text "Eliminating the Suffering and Death Due to Cancer" and a "Learn more" link.
- Types of Cancer:** A section with two columns of links. The first column lists "Common Cancer Types" such as Bladder Cancer, Breast Cancer, Colon and Rectal Cancer, Endometrial Cancer, Kidney (Renal Cell) Cancer, Leukemia, Lung Cancer, Melanoma, and Non-Hodgkin's Lymphoma. The second column lists "All Cancer Types" including Pancreatic Cancer, Prostate Cancer, Skin Cancer (Non-melanoma), and Thyroid Cancer.
- NCI Cancer Bulletin:** A section with the text "Get the latest news from NCI" and links for "View Bulletin" and "Subscribe".
- NCI Participation in Roadmap Trans-NIH Strategic Initiatives:** A section with the text "Request for Information" and a date range "Oct 20 - Nov 17".

At the bottom of the page, there are additional links for "Clinical Trials" and "Cancer Topics".

## Technology

- Main phone switch – Avaya S8700, advanced call routing, Intuity Audix voicemail, Call Management System (CMS)
- NICE – call recording and quality management
- Intranet – information resources, program policies, applications, contact record system
- Genesys – workforce management system, routing and tracking of LiveHelp (web chat)

## Operating Efficiencies: 2005 Contract Awards

- Reduced the number of contact centers from 14 to 3
- Reduce duplication of management staff
- Implemented new technology that created a virtual contact center
- Provide clients next available agent

## Fiscal Accountability/Efficiencies

- From 1998 to 2007 contact center costs increased less than \$500K
- Improved performance
- Added two new points of access
  - LiveHelp (online chat)
  - Email
- February 2007 – new Spanish Email channel

# Cancer Information Service User Survey 2003

- Measuring satisfaction with services
- Contract awarded
- 2003 survey of CIS users
  - N = 2,485
  - Very satisfied (60%)
  - Satisfied (35%)

## 2007 American Customer Satisfaction Index

- The gold standard for measuring customer satisfaction both online and offline
- Supported by rigorous academic research
- Benchmarked against
  - Government agencies with similar services
  - Entire federal sector

## 2007 American Customer Satisfaction Index

- Leading score of 86 (out of 100) among federal agencies in the category “Information Providers/Technical Assistance/Supply”
- Aggregate federal score all agencies: 67.8
- Private sector aggregate score: 75%

## Ensuring the Quality and Accuracy of Information Delivered

- CIS monitors quality of performance through NCI's National Quality Assurance Program
- Regular, random quality assurance on all access points
- Web-based application randomly records calls/reports outcomes
- Contractor accesses recordings – coaching, training, improvement of staff performance
- NCI posts NQAP quality reports for each contact center

## Improving Citizen Awareness of Services - Katrina Project

- Collaboration with the American Society of Clinical Oncology
- Provide an ASCO message board and CIS point of contact for displaced cancer patients
- Proactive disaster preparedness campaign:
  - Wallet card
  - Proactive alert
  - “Real-time” urgent services

## Improving Citizen Awareness of Services – DHHS QUIT-NOW Project

- Collaborated with CDC to develop a national network of tobacco cessation services (2004)
- Establish 1-800-QUIT-NOW national access number (CIS telecomm platform)
- Establish quitlines in all 50 states (2005)
- Increase access to state-based quitline services

## Conclusion - GSA Award

The USA Services Citizen Service Award was created to recognize federal agencies for excellence in customer service. The winners demonstrated increased service performance, accomplishments in creativity with public outreach, realized cost savings, and/or innovative recruitment and training methods.

Thank you

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