

# ***NYC Department of Health and Mental Hygiene***

*Online Panel Management System*

**O R C** MACRO<sup>SM</sup>



**Macro International Inc.**  
An Opinion Research Corporation Company



# Meet the Presenters

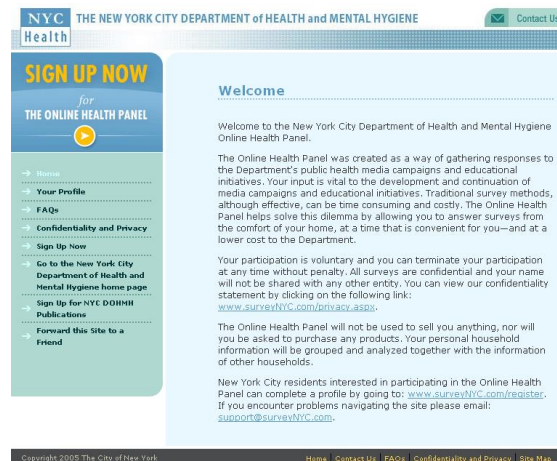
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- Kevin M. Kelly, *Vice President for Information Technology*  
Mr. Kelly oversees IT and project management operations for the Social & Health Services (SHS) division of ORC Macro, overseeing the division's web developers, programmers, marketers, network administrators, and help desk analysts. His responsibilities include systems design and integration, quality assurance, work-flow management, staffing, and business development, among others.
- Steve Young, *eMarketing Manager*  
As eMarketing manager, Mr. Young manages SHS's online marketing team which implements strategic marketing plans for various clients' Web sites. With more than 10 years of experience in traditional and online marketing practices, Mr. Young has been responsible for branding and outreach efforts for numerous companies in the technology industry.

# Our Challenge

The New York City Department of Health and Mental Hygiene (NYCDHMH) contracted with ORC Macro to develop a Web-based survey system to empanel New York City residents about the NYCDHMH products and services. The project's tasks included:

- Development of a Web site to help recruit panelists.
- Online outreach activities to drive visitors to the Web site.
- Implementation of Web-based survey tool.
- Access to Web-based survey from the panel Web site.





# Our Solution

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ORC Macro used a commercial off-the-shelf survey product as the foundation of this project. However, NYCDHMH required certain features from the Web-based system that was not offered by the COTS product that we used. Working closely with staff from the NYCDHMH, ORC Macro developers and programmers designed custom functionality that allows the new survey system to:

- Segment the list of panelists based on NYCDHMH surveying needs.
- Provide added demographic data needed by the NYCDHMH.
- Manipulate the survey answering system to allow multiple answers.
- Create and download email outreach lists on the fly.
- Require additional data from panelists on the user's dashboard.



# Major System Capabilities

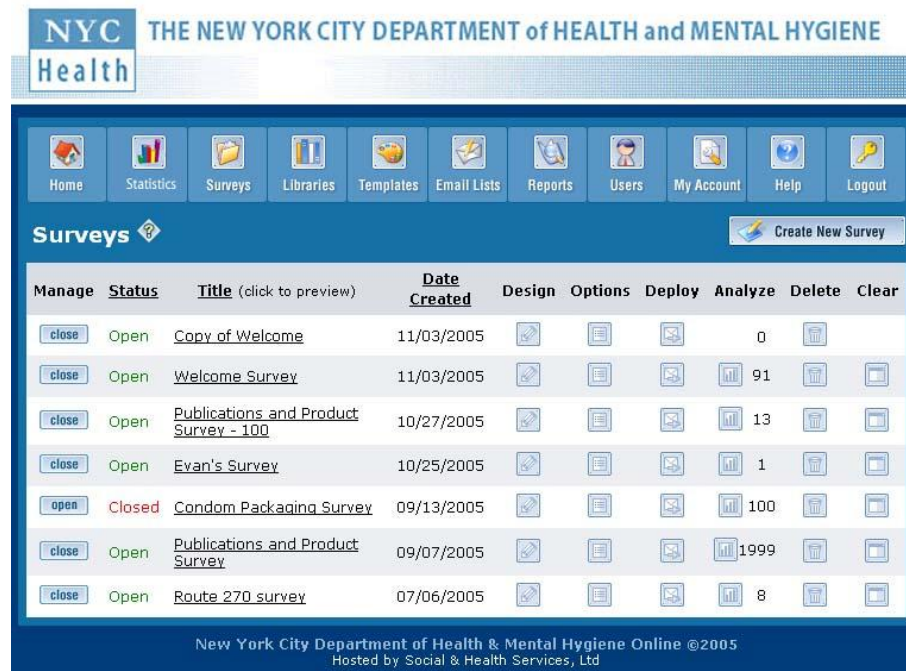
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The system is designed to be a self-service tool, and contains the following features:

- Survey creation and management tools.
- Statistics and reporting.
- Outreach list creation.
- Demographics quick view.
- User panel data customization.

# Survey Creation and Management

- Create and edit surveys with graphical tools.
- Create and apply design templates to speed formatting.
- Administer surveys from central dashboard.



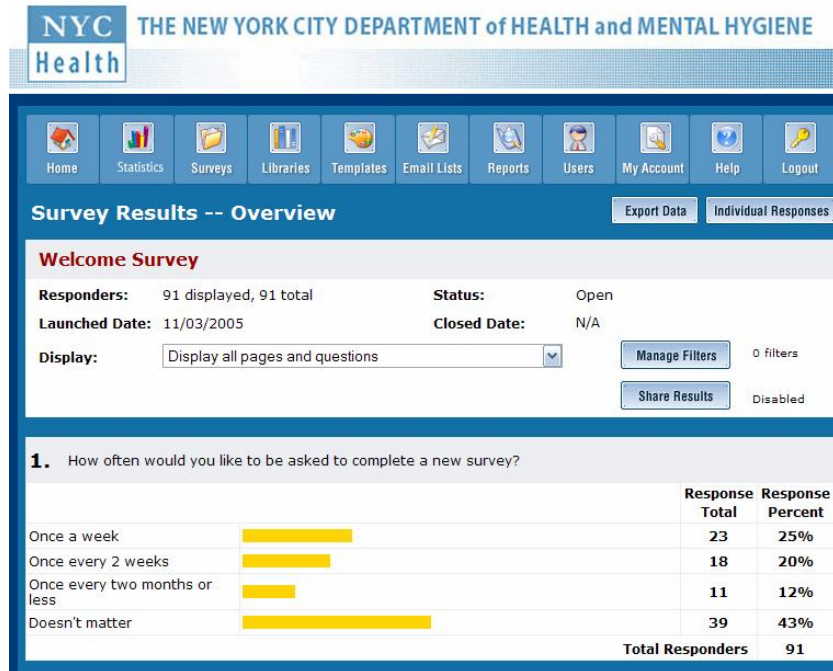
The screenshot displays the 'NYC Health' dashboard for the New York City Department of Health and Mental Hygiene. The interface includes a navigation menu with icons for Home, Statistics, Surveys, Libraries, Templates, Email Lists, Reports, Users, My Account, Help, and Logout. The main section is titled 'Surveys' and features a 'Create New Survey' button. Below this is a table listing various surveys with columns for Manage, Status, Title, Date Created, Design, Options, Deploy, Analyze, Delete, and Clear. The table contains eight rows of survey data.

Manage	Status	Title (click to preview)	Date Created	Design	Options	Deploy	Analyze	Delete	Clear
<a href="#">close</a>	Open	<a href="#">Copy of Welcome</a>	11/03/2005				0		
<a href="#">close</a>	Open	<a href="#">Welcome Survey</a>	11/03/2005				91		
<a href="#">close</a>	Open	<a href="#">Publications and Product Survey - 100</a>	10/27/2005				13		
<a href="#">close</a>	Open	<a href="#">Evan's Survey</a>	10/25/2005				1		
<a href="#">open</a>	Closed	<a href="#">Condom Packaging Survey</a>	09/13/2005				100		
<a href="#">close</a>	Open	<a href="#">Publications and Product Survey</a>	09/07/2005				1999		
<a href="#">close</a>	Open	<a href="#">Route 270 survey</a>	07/06/2005				8		

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# Statistics and Reporting

- Real-time results for each active survey.
- Quick view of demographic data.
- Demographic-based data filtering.
- Export and download comma-separated data files.



# Outreach List Creation

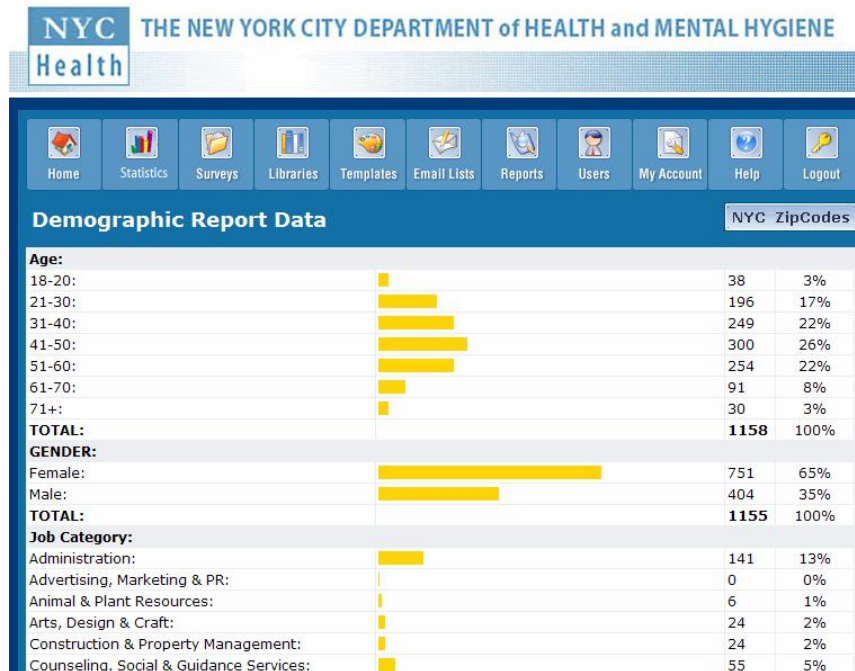
- System allows user to automatically deploy new surveys or send messages to all panelists.
- With customization users can download and create email lists based on their needs.

The screenshot shows the 'Create Email List' page in the NYC Health system. At the top, the header reads 'NYC Health THE NEW YORK CITY DEPARTMENT of HEALTH and MENTAL HYGIENE'. Below the header is a navigation bar with icons for Home, Statistics, Surveys, Libraries, Templates, Email Lists, Reports, Users, My Account, Help, and Logout. The main content area is titled 'Create Email List' and contains a section for 'New Email List Options'. This section includes a 'Name:' text input field, two radio button options: 'From Scratch -- Create a new email list from scratch' (which is selected) and 'From Existing Email List -- Copy an existing email list'. Under the 'From Existing Email List' option, there is an 'Email List:' dropdown menu currently set to '-- Please Select --'. Below this, there are two more radio button options: 'Copy all email addresses' (selected) and 'Copy email addresses that match:'. The 'Copy email addresses that match' option has three sub-fields: 'Active:' with a dropdown set to '-- All --', 'Email Address:' with a text input field, and 'Current Position:' with a text input field.



# Demographics Quick View

- We designed a way for users to quickly view all demographics.
- With customization users can download and create email lists based on their needs.



# User Panel Data Customization

- Collect as much or as little data from panelists as needed.
- Create additional data requirements based on reporting needs.

The screenshot shows the user interface for the NYC Health department's survey system. At the top, there is a header with the NYC Health logo and the text "THE NEW YORK CITY DEPARTMENT of HEALTH and MENTAL HYGIENE". Below the header is a navigation bar with icons for Home, Statistics, Surveys, Libraries, Templates, Email Lists, Reports, Users, My Account, Help, and Logout. The main content area is titled "Edit Account Information" and includes a URL "www.surveyNYC.com". A message states: "Update your account information using the form below. All fields marked with an asterisk (\*) are required." The form is titled "Required Account Information" and contains the following fields:

Username:	kkelly
Password:*	••••••••
Re-enter Password:*	••••••••
First Name:*	Kevin
Last Name:*	Kelly
Email Address:*	kkelly@shs.net
Re-enter Email Address:*	kkelly@shs.net
Zip Code:*	20850



Questions?

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