

Qualtrics, LLC provides an online survey software platform that is a scalable solution for the diverse survey requirements of the Monterey County Health Department (MCHD). The diversity in the context of this agile solution enables the Health Department program staff the ability to customize and develop surveys that are meaningful and enable strategic planning to include but not exclusive to: Health strategic and intervention initiatives, satisfaction with services received, planning for program design or expansion, and input on decision making. This is on a large scale using the survey input from staff, clients, patients, and the community agencies that collaborate with the county in the provision of services to the residents and aligned with enabling MCHD to maintain the national public health accreditation standards.

Accomplishing this on a large scale requires the use of an online survey platform that can solicit an unlimited number of surveys for an unlimited number of questions asked and responses received through email delivery but factors in security management within the solution for those that build surveys and collect the data. To enable compliance and maintain privacy for the survey respondents, the solution includes an embedded ExpertReview - Compliance Assist which is a proprietary feature within the application that identifies sensitive data that will not be viewable in the data collection, warn survey respondents before they try to submit sensitive information, and MCHD will be able to set the threshold to redact sensitive information to maintain respondent privacy. Considering the capabilities of this solution that meets the functional requirements while maintaining security and privacy, it is the recommendation of the Director of Health to approve the recommended action.

This work supports the Monterey County Health Department 2018-2022 strategic plan initiatives: 1) Empower the community to improve health through programs, policies, and activities; and 2) Enhance community health and safety by emphasizing prevention. It also supports one of the ten essential public health services, specifically: 9) Evaluate effectiveness, accessibility, and quality of personal and population-based health services.

OTHER AGENCY INVOLVEMENT:

County Counsel, Information Technology and Auditor-Controller have reviewed and approved this Master Service Agreement as to legal form, technology form and fiscal provisions respectively. Risk Management cannot approve due to the non-standard terms.

FINANCING:

Funding for this agreement is included in Health Department's Administration Bureau Unit 8438, Appropriation Unit HEA014 Fiscal Year's 2018-19 budget and will be included in Fiscal Year's 2019-20 and Fiscal Year's 2020-21's requested budgets.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Check the related Board of Supervisors Strategic Initiatives:

Economic Development:

- Through collaboration, strengthen economic development to ensure a diversified and healthy economy.

Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

Health & Human Services:

- Improve health and quality of life through County supported policies, programs, and services; promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.

Infrastructure:

- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

Public Safety:

- Create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general.

Prepared by: Sarah House, Departmental Information Systems Manager, x4531

Approved by: Elsa M Jimenez, MPH, Director of Health, x4526

Attachment:

Agreement is on file with the Clerk of the Board