

CMS-10458

2013 Consumer Research Supporting Outreach for Health Insurance Marketplace Comment Crosswalk

Comment Type	Document	Section Edited	Type of Change	Rational
Substantive	CMS-10458	Demographics and Characteristics	Removed question from Demographics and Characteristics.	CMS will move the State of Residence question to earlier in the survey so that a lookup table can supply the appropriate names to the interviewer to clarify generic wording with specific program names.
Technical	CMS-10458	Health Insurance Marketplace Knowledge and Intent	Change language to make question less comprehensive.	CMS is revising the language in question BG8 from "...you and your family can explore every qualified health plan in your area " to "...you and your family can explore qualified health insurance plans in your area".
Technical	CMS-10458	Health Insurance Marketplace Knowledge and Intent	Change language to be consistent with current marketing message.	CMS is revising the language in question BG8 from "\$0 premium" to "free" to be more consistent with marketing message directed toward consumers.
Technical	CMS-10458	Screener	Include participants that are using a COBRA health insurance plan.	CMS will modify question ING2A in the screener to allow individuals who are currently covered under a COBRA health insurance plan, because individuals using COBRA may find that the new Health Insurance Marketplace will offer them new options.