

Application to Use Burden/Hours from Generic PRA Clearance:  
Generic Social Marketing & Consumer Testing Research  
(CMS-10603, OMB 0938-1297)

**Generic Information Collection (GenIC) #2: LAN Summit Abstract Submission Form**

Office of Communications (OC)  
Centers for Medicare & Medicaid Services (CMS)

## **A. Background**

All alternative payment models and payment reforms that seek to deliver better care at lower cost share a common pathway for success: providers, payers, and others in the health care system must make fundamental changes in their day-to-day operations that improve quality and reduce the cost of health care. Making operational changes will be viable and attractive only if new alternative payment models and payment reforms are broadly adopted by a critical mass of payers. When providers encounter new payment strategies for one payer but not others, the incentives to change are weak. When payers align their efforts, the incentives to change are stronger and the obstacles to change are reduced.

The Health Care Payment Learning and Action Network will bring together private payers, providers, employers, state partners, consumer groups, individual consumers, and many others to accelerate the transition to alternative payment models. The LAN Summit is a semi-annual event which brings together these stakeholders.

## **B. Description of Information Collection**

The Abstract Submission form provides Summit planners with information on potential session content. This information is used to inform the agenda for the Summit. A 100 percent response rate is assumed.

## **C. Deviations from Generic Request**

No deviations are requested.

## **D. Burden Hour Deduction**

We anticipate up to 250 respondents for 2016. Data will be collected via a web-based form. No incentives will be offered to participants. The total approved burden ceiling of the generic ICR is 49,400 hours. We are requesting a total deduction of 21 hours from the approved burden ceiling (250 participants x 0.083 hours = 21 hours).

## **E. Timeline**

CMS plans to hold a Summit event in April 2016 and another Summit in the fall of 2016.

The following attachment is provided for this information collection:

- LAN Summit Abstract Submission Form