Application to Use Burden/Hours from Generic PRA Clearance:

Generic Social Marketing & Consumer Testing Research

(CMS-10604, OMB 0938-1297)

**Generic Information Collection (GenIC) #3:** LAN Registration Form 2016

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.

# B. Description of Information Collection

LAN registration information would allow the LAN to ask for more detailed participant identification information, such as stakeholder type (payer, provider, purchaser, etc.) and areas of interest, when signing up for the LAN and associated events (e.g., LAN Summits, webinars). A 100 percent response rate is assumed as participants must register to participate.

# C. Deviations from Generic Request

No deviations are requested.

# D. Burden Hour Deduction

We anticipate up to 3,000 respondents for 2016. Registration data will be collected via a web-based registration 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 360 hours from the approved burden ceiling (3,000 participants x 0.12 hours = 360 hours)

# E. Timeline

CMS hopes to deploy this collection as soon as possible.

The following attachment is provided for this information collection:

* [New LAN Registration Form](http://hcplan.wpengine.com/register/) (In Development)