

Application to Use Burden/Hours from Generic PRA Clearance:  
Generic Social Marketing & Consumer Testing Research  
(CMS-10607, OMB 0938-1297)

**Generic Information Collection (GenIC) #5: Webinar Registration (LAN Learnings)**

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. These stakeholders have the opportunity to participate in workshops or learning sessions on increasing adoption of alternative payment models and other care delivery models.

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

The Webinar Registration form for LAN Learnings is used to collect information on Webinar participants and provide them with information on the session. The form is posted on the LAN website and only those who seeking to register for a webinar complete the form. The registration form is the same as the registration form for the other proposed webinar efforts (i.e., LAN Updates (*GenIC6*); LAN Listening (*GenIC7*)). The LAN Learnings webinar is expected to have a higher number of registrations than the other webinars.

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

No deviations are requested.

## **D. Burden Hour Deduction**

We anticipate up to 12,000 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 600 hours from the approved burden ceiling (12,000 participants x 0.05 hours = 600 hours).

## **E. Timeline**

CMS plans to hold webinars monthly (12 per year).

The following attachment is provided for this information collection:

- ReadyTalk (Webinar) Registration Form