

Application to Use Burden/Hours from Generic PRA Clearance:  
Generic Social Marketing & Consumer Testing Research  
(CMS-10644, OMB 0938-1297)

**Generic Information Collection (GenIC) #14: LAN Forum Registration 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 Forum is a virtual webcast event which brings together these stakeholders.

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

LAN Forum registration information provides needed contact information to inform planned attendance for the Forum. A 100 percent response rate is assumed as participants must register to participate in the virtual event.

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

No deviations are requested.

## **D. Burden Hour Deduction**

We anticipate up to 2,500 respondents to register for 2017. 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 83 hours from the approved burden ceiling (2,500 participants x 0.033 hours = 83 hours).

## **E. Timeline**

CMS plans to hold a Forum event in May 2017.

The following attachment is provided for this information collection:

- LAN Forum Registration Form