

Supporting Statement – Part B
CMS-10555

Small Business Health Options Program (SHOP) Effective Date and Termination Notice Requirements

Collections of Information Employing Statistical Methods

1. Three different satisfaction surveys are being created – one for each specific consumer type for the SHOP Marketplace. We anticipate 300 agents/brokers, 140 employer groups, and 2,000 employees will complete the survey.

Type of Respondents	Number of Respondents	Annual Burden Hours
Insurance Sales Agent/Broker	300	300
Employers	140	140
Employees	2,000	2,000
Total		2,440

2. The surveys will be completed twice annually – once at initial enrollment and once during the plan year. Each time a consumer responds to the survey, we anticipate it will take 30 minutes. We expect to use an online survey instrument such as Survey Monkey to design and implement the surveys. A link will be provided to agents/brokers, employers, and employees twice annually prompting them to complete the survey instrument.

The surveys are intended to gauge the extent to which information and education around health insurance benefits, options, and other related information is being received in a way that encourages informed choices. Therefore, all survey responses will be considered equally for the purpose of the goals of legislation related to health literacy, cultural sensitivity, and effective use of Exchange program benefits.

We do not anticipate any unusual problems requiring specialized sampling procedures.

3. For non-responses, we plan to send email reminders to consumers reiterating the importance of the surveys to enhance and improve a consumer’s experience in applying for coverage through the SHOP, including ongoing customer service.

4. The three surveys went through cognitive testing. The objective of the cognitive testing was to pre-test the three online survey questionnaires for clarity and ease of use. A total of 15 30-45 minute web assisted telephone in-depth interviews (IDIs) were conducted in July 2015. Participants were recruited from states with Federally-facilitated Marketplaces and State-partnership Marketplaces. Survey questions were displayed and shared with participants on their computer screens. Participants reviewed each survey question one-at-a-time and then discussed

them briefly. Participants were queried about what they thought the question was asking, what kinds of answers CMS might be looking for, whether anything was confusing or unclear about the question as well as the response categories, and a few probes specific to each question. The interviews concluded with an opportunity for participants to make any additional comments they thought relevant about their survey experience.

Based on the results of cognitive testing, the three survey instruments were revised and underwent additional plain-language review.

5. Alan Newman Research conducted the cognitive testing with the assistance of the CMS Office of Communications. National Government Services will assist with design, collection, and analysis of survey results for the agency.