

Application to Use Burden/Hours from Generic PRA Clearance:
Generic Social Marketing & Consumer Testing Research
(CMS-10437, OMB 0938-1247)

Generic Information Collection (GenIC) #: Medicare Telehealth Beneficiary Survey

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

A. Background

CMS has an agency wide objective to improve the nation's health and quality of life. In an effort to achieve this goal CMS has established a number of strategic priorities for 2020. One of those priorities is to improve access to care and to further that priority CMS has made an effort to promote and ensure the adoption of telehealth services. Medicare has temporarily expanded its coverage of telehealth services to respond to COVID-19. Medicare beneficiaries can temporarily use telehealth services for common office visits, mental health counseling and preventive health screenings. This will help ensure Medicare beneficiaries are able to visit with their healthcare providers from their homes, without having to go to a doctor's office or hospital, which may put themselves and others at risk.

B. Description of Information Collection

A one-time survey will be administered to Medicare beneficiaries. This research seeks to assess and explore experiences, expectations, behavioral intent, and knowledge of telehealth services.

The results of this survey will be used to assist with development and refinement of outreach and communications strategies, materials, and campaigns about the availability and utility of telehealth services for Medicare beneficiaries.

We note that the data from this collection will not be generalizable and that all limitations will be explicitly discussed in any publication or use of the data

C. Deviations from Generic Request

No deviations are requested.

D. Burden Hour Deduction

This one-time survey will be administered to 1,000 participants (100% online). All participants will be current Medicare beneficiaries between the ages of 65 years and 80 years old, and reside in the United States. The objective of this research is to explore experiences, expectations, and knowledge of telehealth services among Medicare beneficiaries to help inform the development and refinement of outreach and communications messages, materials, and about the availability and utility of telehealth services for Medicare beneficiaries. This research would also be used to help identify potential barriers and facilitators to adopting telehealth, this would help the agency develop tailored messages for our target audiences. Recruitment will be conducted through a panel compilation vendor called Lucid. Lucid is a recruitment firm that identifies potential survey respondents by using Ads and promotions across various digital and social networks. Lucid will identify online panel members that are Medicare beneficiaries and have them answer screening questions to determine if either qualify to complete the survey or be disqualified from continuing through the survey.

The vendor will utilize online research panels to obtain a sample for the survey. An online research panel is a pre-recruited group of individuals that have agreed to participate in studies such as online surveys. The panel will contain groups of people with similar demographics and in this case, they will target individuals who are 65 years old or older for invitation to participate. Potential participants will be identified and will receive direct links to participate in the survey. The panel used for this study will consist of pre-screened and properly profiled individuals, as well as the screening questions included in

the beginning of the survey, to meet our established criteria of being at least 65 years old, enrolled in Medicare, and residing in the United States. Data collection will be implemented using Qualtrics data collection software, and the CMS contractor and CMS team will proof the data collection programming prior to implementation. Once the survey is in the field, the CMS contractor will receive daily dispensation reports with demographics data for completions, so that the survey sample can be consistently monitored.

The survey screener consists of seven (7) questions and takes approximately two (2) minutes to complete. A total of 1800 potential respondents will be contacted to screen for this survey, to obtain the N of 1000 for survey completion. There will be no monetary incentive for survey participation. Lucid employs a points-driven incentive system, in which panel participants accumulate points for panel activity and survey participation. These points can be exchanged for rewards.

The data will be collected via online survey. The survey is expected to take approximately 10 minutes. The total approved burden ceiling of the generic ICR is 26,588 hours. We are requesting a total deduction of 166 hours from the approved burden ceiling (1,000 x 10 minutes = 166 hours).

Respondent	Number of Respondents	Number of Responses per Respondent	Average Burden per Response (hours)	Total Burden (hours)
Medicare Beneficiaries	1000	1	0.16	166

E. Timeline

CMS will deploy this collection as soon as OMB approval is obtained and continue data collection until burden hours are reached.

The following attachments are provided for this information collection:

- Medicare Telehealth Beneficiary Survey