

Study Initiation Request Form

<p>Study Title: Marketplace Open Enrollment Survey</p>	
<p>Description: Online survey to assess Health Insurance Marketplace consumer awareness, knowledge, perceptions, expectations, and experiences with Marketplace Open Enrollment.</p>	
<p>Lead Researcher:</p> <p>Matt W. Yuen, Ph.D. Centers for Medicare and Medicaid Services Office of Communications Strategic Marketing Group Division of Research</p> <p>410-786-1520 Matthew.yuen@cms.hhs.gov</p>	<p>Audience Characteristics: All participants will be adults between 18 and 64 years of age who are:</p> <ul style="list-style-type: none"> • Either currently uninsured or insured via a Marketplace health plan. • Live in a state that uses the Federally Facilitated Marketplace (Healthcare.gov)
<p>Purpose of the Study: The main goal is to examine awareness and knowledge of Marketplace Open Enrollment, and how this knowledge and awareness impacts Marketplace-related perceptions, expectations, and behaviors so that future outreach can be appropriately targeted</p>	<p>Methods to be Used: Data will be collected via an online survey which will take approximately 15 minutes to complete.</p>
<p>Sample Size: The total sample size for this research study will be 4,800 participants.</p>	<p>Items to be Included: DG1-12, ISG1, HSG 2 -3, AWG2, AWG 4.,AWG5, BG1, BG5, BG8, BG10, DMG1, DMG4, ING1-4, IUG4, PG5-6, KG7, ING5</p>
<p>Timeline: Data collection will begin when OMB approval is received and will be ongoing until burden hours are reached</p>	<p>Estimated Burden Hours: 4,800 participants x 15 minutes =1,200 hours</p>
<p>For Information on this project please contact: Matt W. Yuen, Ph.D. Office of Communications Division of Research 410-786-1520 Matthew.yuen@cms.hhs.gov</p>	