

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

**Generic Information Collection (GenIC) #18:** Medicare Advantage Regional Outreach Experiment  
Survey

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

## **A. Background**

Medicare Advantage (MA) plans give beneficiaries the flexibility to get their Medicare coverage through plans from private insurers that follow rules set by Medicare. There are different types of MA plans, including health maintenance organization (HMO) plans, preferred provider organization (PPO) plans, private fee-for-service (FFS) plans, HMO point-of-service plans, and medical savings account plans, so beneficiaries can select the plan to best fits their needs.

CMS is implementing a targeted digital and radio outreach campaign during the 2018 Medicare Open Enrollment (OE) period in 20 select treatment markets with average MA penetration and a variety of MA plans to choose from. CMS has also identified 20 control markets with similar characteristics to the treatment markets for comparison. The purpose of this campaign is to see if targeted MA messaging influences: (1) beneficiaries knowledge of MA as an option to get their Medicare, (2) beneficiaries understanding of the potential benefits of an MA plan, (3) the number of beneficiaries who considered MA plans during OE; and (4) enrollment in MA plans.

The campaign messages will emphasize the following benefits of MA:

- With Medicare Advantage, you can choose the coverage that's right for you. Pick from a variety of plans to get the benefits that matter to you.
- Get more benefits for your money. Medicare Advantage plans include extra benefits like hearing, vision, and dental coverage.
- 4 out of 5 people pay a premium of less than \$50 per month for their Medicare Advantage health and prescription drug plan.

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

A one-time survey will be administered to Medicare beneficiaries in the 20 treatment markets where the CMS digital and radio marketing campaign will be taking place and the 20 control markets that have similar characteristics to the treatment markets but will not receive the CMS digital and radio marketing campaign (a total of 40 markets). This research seeks to assess the extent to which digital and radio outreach messages impact Medicare beneficiaries' MA-related knowledge, attitudes and behaviors to inform development of and revisions to CMS's communication messages and strategies to promote MA awareness and consideration.

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

No deviations are requested.

## **D. Burden Hour Deduction**

This one-time mixed modality survey will be administered to 1,600 participants – 800 participants in campaign markets and 800 participants in control markets. This N was selected to allow for robust group and subgroup comparisons within and across the treatment and control markets. All participants will be current Medicare beneficiaries between the ages of 65 years and 75 years old, half who reside in markets where a targeted MA-specific outreach campaign will be implemented and half who reside in similar markets where the campaign will not run. Individuals who are 65 to 75 years old have been

identified as the main target audience for the CMS marketing campaign because of their likelihood to 1) use the Internet and have potential to be exposed to the Medicare digital marketing campaign and 2) consider changing their health plan options.

The data will be collected online (50% of participants) and by telephone (50% of participants). The survey is expected to take approximately 10 minutes. The total approved burden ceiling of the generic ICR is 21,488 hours. We are requesting a total deduction of 267 hours from the approved burden ceiling (1,600 participants x 10 minutes = 267 hours).

#### **E. Timeline**

CMS hopes to begin fielding this survey on December 8, 2018, the day after Medicare OE ends and continue data collection until burden hours are reached, or for a total of four weeks, whichever comes first.

The following attachments are provided for this information collection:

- Medicare Advantage Experiment Survey (Online Version)
- Medicare Advantage Experiment Survey (Telephone Version)