

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

**Generic Information Collection (GenIC) #8:** Qualitative Testing of Creative Materials

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

## **A. Background**

The 2017 Open Enrollment period for Marketplace begins on November 1, 2016. To determine the best education and outreach methods to increase enrollment in the Marketplace, the Office of Communications and their research contractors will be conducting qualitative research to test creative concepts with key Marketplace audiences.

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

On March 23, 2010, the President signed into law the Patient Protection and Affordable Care Act (P.L. 111-148). On March 30, 2010, the Health Care and Education Reconciliation Act of 2010 (P.L. 111-152) was signed into law. The two laws are collectively referred to as the Affordable Care Act (ACA). The ACA established Affordable Insurance Exchanges (Exchanges) to provide individuals and small business employees with access to health insurance coverage beginning January 1, 2014. Due to the ACA, CMS is responsible for communicating and establishing outreach and education channels for the uninsured as well as those looking to re-enroll in plans – motivating them to purchase private insurance plans through the Health Insurance Marketplace at Healthcare.gov. The proposed data collection effort will provide experimental research to guide the outreach and education efforts of CMS.

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

No deviations are requested.

## **D. Burden Hour Deduction**

There will be up to 60 focus groups, with up to 10 participants per group. Therefore, up to 600 people will participate in this study. They will vary by age, race/ethnicity, highest level of education completed, and health insurance status. All participants will be eligible to purchase (or will have already purchased) health insurance through the HIM.

The data will be collected via focus groups conducted in various markets throughout the country. The focus groups are expected to take approximately 90 minutes. The total approved burden ceiling of the generic ICR is 21,488 hours. We are requesting a total deduction of 900 hours from the approved burden ceiling (600 participants x 1.50 hours = 900 hours).

Respondents will be offered a cash incentive consistent with that for similar consumer marketing research activities in this area for completing the focus group. This level of participant incentive is in keeping with that specified in the original Supporting Statement for this collection, i.e., *in accordance to OMB Circular A-21, section C, and subsection 3 "Reasonable Costs"*. A more detailed justification for providing incentives is appended to this application.

## **E. Timeline**

CMS hopes to begin this collection as soon as clearance can be obtained, sometime between the present – January 31, 2017.

The following attachments are provided for this information collection:

- Qualitative Testing of Creative Materials Focus Group Guide
- Justification for Providing Incentives for Participation in Marketing Research – Qualitative Studies