

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.

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 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).

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