

Application to Use Burden/Hours from Generic PRA Clearance:  
Generic Social Marketing & Consumer Testing Research  
(CMS-10713, OMB 0938-1297)

**Generic Information Collection (GenIC) #3: LAN Summit – Total Event Evaluations**

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

## **A. Background**

All alternative payment models and payment reforms that seek to deliver better care at lower cost share a common pathway for success: providers, payers, and others in the health care system must make fundamental changes in their day-to-day operations that improve quality and reduce the cost of health care. Making operational changes will be viable and attractive only if new alternative payment models and payment reforms are broadly adopted by a critical mass of payers. When providers encounter new payment strategies for one payer but not others, the incentives to change are weak. When payers align their efforts, the incentives to change are stronger and the obstacles to change are reduced.

The Health Care Payment Learning and Action Network brings together private payers, providers, employers, state partners, consumer groups, individual consumers, and many others to accelerate the transition to alternative payment models. The LAN Summit is a semi-annual event which brings together these stakeholders.

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

LAN event evaluation forms provide insight into participants' feedback on the entire LAN Summit and informs future Summit planning efforts. A 20 percent response rate from 800 attendees is assumed based on previous data.

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

No deviations are requested.

## **D. Burden Hour Deduction**

We anticipate up to 1,133 individual evaluations for 2022. Based on past experience, we expect about 30% of attendees to complete a summit evaluation ( $3778 \times 0.3 = 1133$ ) for a total of 1,133 separate submissions. Data will be collected via the web as the Summit is virtual. No incentives will be offered to participants. The total approved burden ceiling of the generic ICR is 10,001 hours. We are requesting a total deduction of 567 hours from the approved burden ceiling ( $1,133 \text{ evaluation forms} \times 0.5 \text{ hours} = 567 \text{ hours}$ ).

## **E. Timeline**

CMS plans to hold a Summit event in November 2022 and May 2023.