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Office of Management and Budget (OMB)

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Centers for Medicare & Medicaid Services (CMS)

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Subject: Non-Substantive Change Request – Evaluating Coverage to Care in Communities
(CMS-10632; OMB 0938-1342)

This memo requests approval of non-substantive changes to the approved information collection for the Evaluating Coverage to Care in Communities project (CMS-10632; OMB 0938-1342). We seek permission to collect data in nine additional cities.

Background

Achieving better health and reducing health care costs requires individuals to take an active role in their health care and utilize primary and preventive care services. CMS OMH launched C2C in June 2014 to address these needs. The major goals of C2C are to help consumers (a) understand the meaning of health insurance coverage, (b) establish care with a primary care provider, (c) know when and where to seek health care services, and (d) recognize that the keys to optimal health lie in prevention and partnering with a provider. In addition, C2C aims to give providers and other stakeholders tools to promote consumer engagement and improve access to health care. To accomplish these goals, C2C offers a variety of consumer-oriented health and health insurance educational materials that have various distribution channels, including print and digital materials. In September 2022, OMB approved a request for this project to survey 400 healthcare consumers and 60 healthcare partners who use educational materials to connect individuals with healthcare to examine C2C utilization and informational needs. The approved package was to conduct these surveys only in four greater metropolitan areas where the saturation of C2C materials is known to be high (Chicago, Houston, Washington DC, and Phoenix). Initial efforts to obtain these desired sample sizes of 400 consumers and 60 healthcare partners have proven challenging using only these four greater metropolitan areas (205 consumer and 32 partner surveys obtained to date).

Overview of Requested Changes

We would like to propose adding 9 additional greater metropolitan areas with a high saturation of C2C materials to achieve our targeted sample sizes. This in no way would affect the approved (a) number of respondents, (b) burden hours, (c) anticipated wage hours, and (d) cost to the government. These cities reflect the top 12 cities for C2C material saturation: Houston, San Antonio, New York, Tampa, Atlanta, Washington DC, Chicago, Mission, St. Louis, Philadelphia, Phoenix, Jacksonville, and Miami. It should be noted that Jacksonville and Miami were tied for 12th place.

Time Sensitivities

The contract year for this project ends on August 31, 2023, and we are hoping for approval within 1-3 months in order to allow the contractor to complete fielding these surveys prior to the end of the contract period.