### Study Initiation Request Form

| **Study Title:**Marketplace Open Enrollment Survey  |
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| **Description:** Online survey to assess Health Insurance Marketplace consumer awareness, knowledge, perceptions, expectations, and experiences with Marketplace Open Enrollment. |
| **Lead Researcher:** Matt W. Yuen, Ph.D.Centers for Medicare and Medicaid ServicesOffice of CommunicationsStrategic Marketing GroupDivision of Research410-786-1520Matthew.yuen@cms.hhs.gov | **Audience Characteristics:**All participants will be adults between 18 and 64 years of age who are:* Either currently uninsured or insured via a Marketplace health plan.
* Live in a state that uses the Federally Facilitated Marketplace (Healthcare.gov)
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| **Purpose of the Study:**The main goal is to examine awareness and knowledge of Marketplace Open Enrollment, and how this knowledge and awareness impacts Marketplace-related perceptions, expectations, and behaviors so that future outreach can be appropriately targeted | **Methods to be Used:**Data will be collected via an online survey which will take approximately 15 minutes to complete. |
| **Sample Size:**The total sample size for this research study will be 4,800 participants. | **Items to be Included:**DG1-12, ISG1, HSG 2 -3, AWG2, AWG 4.,AWG5, BG1, BG5, BG8, BG10, DMG1, DMG4, ING1-4, IUG4, PG5-6, KG7, ING5 |
| **Timeline:**Data collection will begin when OMB approval is received and will be ongoing until burden hours are reached | **Estimated Burden Hours:**4,800 participants x 15 minutes =1,200 hours |
| **For Information on this project please contact:**Matt W. Yuen, Ph.D.Office of CommunicationsDivision of Research410-786-1520Matthew.yuen@cms.hhs.gov |