

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

**Generic Information Collection (GenIC) #23:** OE Marketplace Customer Service Survey

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

## **A. Background**

Each year, CMS conducts outreach efforts to inform individuals who are eligible to enroll or re-enroll in the Health Insurance Marketplace about the annual Marketplace Open Enrollment (OE) period. The Office of Communications/Strategic Marketing Group/Division of Research will be conducting a survey of uninsured and Marketplace insured individuals in states that use the Federally Facilitated Marketplace. Survey respondents will be generally representative of the diverse population of audiences/customers that are served by the Health Insurance Marketplace. The survey will measure consumer awareness, perceptions, experiences, expectations, and behaviors around Marketplace Open Enrollment. The survey is designed and organized into several sections: screening questions; health insurance status; health status and health insurance perceptions; awareness, knowledge, and attitudes about Health Insurance Marketplace; health insurance satisfaction; and demographics. The time to complete the survey is expected to be approximately 15 minutes. The main goal of the survey will be to characterize individuals who are eligible to use the Health Insurance Marketplace, their knowledge and awareness of the Marketplace and Open Enrollment outreach, and their behaviors and intent to enroll or re-enroll in health insurance through the Marketplace. This data will help to identify areas for continuous quality improvement in our information dissemination and communication activities. Results of the survey will be shared with CMS stakeholders and used to improve communication-related activities around Marketplace Open Enrollment.

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

This survey will be conducted on an ongoing basis. For each fielding of the survey, data will be professionally collected online data collection methodology with an N=800 per fielding (400 uninsured and 400 Marketplace insured). Eligible participants will be invited to participate and will have the opportunity to opt-out. All participants will be adults between the ages of 18 years and 64 years old

Individual respondents are expected to spend an average of fifteen (15) minutes completing the survey.

No incentives will be offered for completing the survey.

Items will be drawn from the generic item pool and formatted for internet presentation. The survey will include: DG1-12, ISG1, HSG 2 -3, AWG2, AWG 4.,AWG5, BG1, BG5, BG8, BG10, DMG1, DMG4, ING1-4, IUG4, PG5-6, KG7, ING5

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

No deviations are requested.

## **D. Burden Hour Deduction**

The survey will be administered to a total of 4,800 participants, and will take 15 minutes per participant to complete. This will require a total of 1,200 burden hours (4,800 x 0.25 = 1,200 hours).

## **E. Timeline**

Data collection will begin when OMB approval is received and will be ongoing until burden hours are reached.

The following attachments are provided for this information collection:

- List out the names of each document you are submitting with the package for example:
  - o Marketplace OE Survey Study Initiation Request
  - o Marketplace OE Survey Instrument