

Supporting Statement – Part B

Collections of Information Employing Statistical Methods InsureKidsNow.gov

1 . Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.

In the 2025 calendar year 99 surveys were completed using the online survey tool through the Insure Kids Now website. The logic for a survey prompt will require the user to visit at least 2 pages, there is a ‘quarantine period’ of 7 days to minimize oversampling, and there will be an embedded window appearance and a sampling rate of up to 50%. No personal information will be requested or collected. Users have the opportunity to self-identify their role and the purpose for their visit to the site as well as their trust in Medicaid and their satisfaction with their experience. Based on 2025 data, we show that approximately 90% of users identify as Individuals, beneficiaries, or parents while the other 10% identify as policy professionals.

Data Collection under OMB 0190-0008
CY 2025
99 Responses

<i>Category of Respondent</i>	<i>No. of Respondents</i>	<i>Participation Time (per survey)</i>	<i>Burden Hours</i>
<i>Consumers</i>	<i>89</i>	<i>2 minutes</i>	<i>2.96 hours</i>
<i>Professionals</i>	<i>10</i>	<i>2 minutes</i>	<i>.33 hours</i>
<i>Totals</i>	<i>99</i>	<i>2 minutes</i>	<i>3.29 hours</i>

2. Describe the procedures for the collection of information including:

- Statistical methodology for stratification and sample selection,
- Estimation procedure,
- Degree of accuracy needed for the purpose described in the justification,

- Unusual problems requiring specialized sampling procedures, and
- Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

The logic for a survey prompt will require the user to visit at least 2 pages, there is a 'quarantine period' of 7 days to minimize oversampling, and there will be an embedded window appearance and a sampling rate of up to 50%. There are no other definitions for sampling or survey prompts and participation is voluntary. Estimated time for completion is approximately a maximum of 2 minutes. No further accuracy is required for submission of responses but all questions must be completed prior to submission. No unusual problems require specialized sampling procedures. Data collection is on-going and data can be viewed at any time. There is no additional burden to users.

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield 'reliable' data that can be generalized to the universe studied.

The prompt logic and required completion prior to submission are designed to maximize response rates and accuracy while minimizing the burden to users. The findings of our current survey show a high completion rate from "Consumers" who are usually looking for Medicaid dental services or information specific to their circumstances and "Policy Professionals" who use the site for program and operational purposes. The survey recognizes the variety and needs of our users by making non-substantive wording changes appropriate to their identities and focusing questions on essential aspects of their experience while minimizing the number of questions overall. These non-substantive changes will facilitate a reduced burden on the user while ensuring quality data.

4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.

The online survey will be tested both in practice and in code prior to publication. This will confirm the utility of the survey as well as its function on the site.

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

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