

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

**Generic Information Collection (GenIC) #3: Medicare Open Enrollment Survey**

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

## **A. Background**

The Office of Communications/Strategic Marketing Group/Division of Research will be conducting a telephone survey of a total of 2,000 Medicare beneficiaries during the Open Enrollment (OE) season. Of these, 600 will be surveyed just prior to the OE campaign and 1,400 will be surveyed after the end of the Medicare open enrollment period. Approximately 600 of the post-campaign surveys will be conducted in Spanish. The purpose of the Open Enrollment (OE) pre and post campaign tracking surveys are to monitor the OE campaign before and after its origination and to compare results with previous years to identify long term trends. The survey is intended to monitor beneficiaries' awareness and knowledge of the Open Enrollment campaign OE. It will examine their knowledge and understanding of their ability to change plans and how the fall campaign is reaching beneficiaries in terms of paid versus earned media. In addition, the surveys may track general awareness of other current issues such as the Health Insurance Marketplace and basic demographics.

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

The data will be professionally collected using a telephone survey.

The interviews are expected to take an average of 20 minutes.

There will be no compensation provided for completing this survey.

Items will be drawn from the generic item pool and formatted for internet presentation. The survey will include: DG2,DG1,SG2,ING7, ING1, ING2, HSG1, DG11, SG6, ISG2, BG7, DMG1, DMG2, ISG1, ISG6, IWG9, IWG2, IWG7, KG7, AWG5, AW2, KG5, KG2, IUG18, ISG4, BG3, BG7, DMG4, IUG4, IUG6, IUG8, IUG17, HSG3, HSG2, BG2, DG6, DG5, DG3, DG4, SG3, DG10, SG5, ATG1, ING9, ING6, ING5, ISG5, IUG9, IUG14, IUG15, SO1.

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

None

## **D. Burden Hour Deduction**

2,000 participants x .2 hours = 400 hours

## **E. Timeline**

Annually from September- December