

## Study Initiation Request Form

<p><b>Study Title:</b> Marketplace Open Enrollment Survey</p>	
<p><b>Description:</b> Online survey to assess Health Insurance Marketplace consumer awareness, knowledge, perceptions, expectations, and experiences with Marketplace Open Enrollment.</p>	
<p><b>Lead Researcher:</b>  Matt W. Yuen, Ph.D. Centers for Medicare and Medicaid Services Office of Communications Strategic Marketing Group Division of Research  410-786-1520 <a href="mailto:Matthew.yuen@cms.hhs.gov">Matthew.yuen@cms.hhs.gov</a></p>	<p><b>Audience Characteristics:</b> All participants will be adults between 18 and 64 years of age who are:</p> <ul style="list-style-type: none"> <li>• Either currently uninsured or insured via a Marketplace health plan.</li> <li>• Live in a state that uses the Federally Facilitated Marketplace (Healthcare.gov)</li> </ul>
<p><b>Purpose of the Study:</b> 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</p>	<p><b>Methods to be Used:</b> Data will be collected via an online survey which will take approximately 15 minutes to complete.</p>
<p><b>Sample Size:</b> The total sample size for this research study will be 4,800 participants.</p>	<p><b>Items to be Included:</b> DG1-12, ISG1, HSG 2 -3, AWG2, AWG 4.,AWG5, BG1, BG5, BG8, BG10, DMG1, DMG4, ING1-4, IUG4, PG5-6, KG7, ING5</p>
<p><b>Timeline:</b> Data collection will begin when OMB approval is received and will be ongoing until burden hours are reached</p>	<p><b>Estimated Burden Hours:</b> 4,800 participants x 15 minutes =1,200 hours</p>
<p><b>For Information on this project please contact:</b> Matt W. Yuen, Ph.D. Office of Communications Division of Research 410-786-1520 <a href="mailto:Matthew.yuen@cms.hhs.gov">Matthew.yuen@cms.hhs.gov</a></p>	