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Sales Manager has comments relating to the long process for enrollment is now with the additional questions.

Specifically: "CMS' primary objective for the interviews is to identify the drivers of nonresponse to the race and ethnicity questions. Specifically, we aim to solicit detail on whether and what concerns drove individuals' nonresponse to these items, including (but not limited to (a) concerns about confidentiality of their data, (b) concerns about how their race and ethnicity data would be used, including concerns about whether disclosing such information could in any way affect eligibility for Medicare beneficiaries (which it would or not) or (c) concerns about response option (e.g., missing response options (e.g. missing response options for race or ethnicity groups in which they may identify" Sales Manager's response: When handling enrollments by phone and having to ask the new race, ethnicity questions, I got comments (even though I read the required language explaining it was optional to respond) including:

- Many just answered – stating their race.
- Some paused/sighed, then answered.
- Some asked why should it matter what race I am if I want to enroll?
- A few stated that they were a mix of nationalities, not exactly white, but not the other either.
- A few said “American”.

My concern is about the length of the enrollment application. It is getting so long with all of the required fields/questions. If there was another way to collect this information after they got enrolled, that may be better, especially if additional response options are considered being added.