

Attachment 5.b. Interview Email Invitation

E-mail Subject: Interview Request re: [name of state program]

Dear [Dr. / Mr. / Ms. Last Name]:

I am writing to **request an appointment to interview you** about [name of state program]. [Name of state program] is one of 10 programs that are included in the Medicaid Incentives for Prevention of Chronic Diseases (MIPCD) demonstration being sponsored by the Centers for Medicare & Medicaid Services (CMS). We would like to interview you as part of an evaluation of the MIPCD demonstration that we are conducting for CMS. The team working on this evaluation consists of researchers from RTI International and the National Academy for State Health Policy (NASHP). We are evaluating effectiveness and sustainability of this initiative on reducing Medicaid and health care costs. These site visits are one aspect of our overall demonstration evaluation which includes stakeholder interviews, quantitative analyses using Medicaid claims and encounter data, and focus group discussions conducted with and a mail survey fielded among beneficiaries.

We will be visiting [name of state] from [date] to [date]. If you are available to speak with us for about [] minutes, **please let me know some dates and times that work well for you.** If you prefer to schedule our appointment via phone, please let me know the best number to reach you. We will plan to come to your office for the interview, unless you prefer an alternate meeting location.

Our evaluation team is interviewing a variety of people involved in [name of state program]. We are interested in your candid views about how implementation of this initiative is going, what populations are engaged in the program, what types of data collection processes the project has in place, and how the initiative's evaluation is progressing. [for management staff only: Also, following our interview, we may e-mail you a few detailed questions related to focus group discussion and beneficiary survey logistics, as well as administrative costs.]

[for educators, clinicians or recruiters: Finally, we are conducting a second round of stakeholder interviews focused on beneficiaries' satisfaction with the program so we may contact you for further information.]

If there is an additional person you work with that you recommend we interview, please let us know their name and position. If we are able to interview them, we will set up a separate interview with them. Additional information about our evaluation and our visit is included in the attached background document. If you have any questions, please feel free to contact any of the individuals listed in the document.

We look forward to speaking with you.

Thank you,

[RTI or NASHP scheduler's signature block, including full contact info]