

GHS Beneficiary Focus Group Recruitment Script

Hello [*Mr. / Ms. Last Name*].

My name is _____. I am calling from a research organization called RTI International. RTI International is involved in a research study to evaluate care provided to Medicare beneficiaries. Your name and phone number were given to us by the staff at Gundersen Health System as a person who receives care from them through the Advanced Disease Coordination program. Is this a good time to speak to you?

We would like to invite you to take part in a study. The study will help researchers learn how to improve health care for patients. Gundersen Health System is taking part of a federal initiative called the Medicare Health Care Quality (MHCQ) Demonstration through its Advanced Disease Coordination program. The initiative was created to help improve the care that Gundersen Health System gives to its patients.

The Centers for Medicare and Medicaid Services (CMS) is the federal agency that pays for the MHCQ Demonstration. CMS wants to learn whether patient care is improved because of the MHCQ Demonstration. That is why CMS is working with researchers from RTI International to conduct small group discussions called “focus groups.” The focus groups will let us hear from Medicare patients.

The focus group will take about two hours of your time. If you participate in the focus group discussion we will give you a \$50 gift card as a thank you for your participation.

Would you be willing to be in a focus group?

If yes, continue.

If no: Thank you so much for your time. Have a nice day.

Thank you so much. The focus group that will meet at [INSERT LOCATION] on [INSERT DATE AND TIME]. Would you be able to join us?

If no, suggest other location/date/time options.

If yes, continue.

Great, we look forward to meeting you then. I would like to leave you my name and phone number if you have any questions or can't meet us at that time.

[Provide contact information.]

Again, thank you so much and have a nice day.