

Survey Testing Recruitment Scripts

Healthy Indiana Plan (HIP) 2.0 Beneficiary Surveys: Beneficiary Feedback

Social & Scientific Systems, Inc., through our partner market research firm, will recruit up to 36 participants in the State of Indiana to test draft versions of the HIP 2.0 beneficiary survey. SSS and its partner will conduct individual debriefings with participants to help inform the continued development of all survey instruments.

The scripts below outline examples of scripts to be used during the recruitment and debriefing scheduling process.

Email Recruitment Script

Dear <Participant>,

My name is <NAME> from <ORG>. We would like you to help us test a survey questionnaire for the Centers for Medicare & Medicaid Services (CMS). The survey is about the Healthy Indiana Plan, also called HIP 2.0.

We would like you to help us make sure the survey questions are clear and easy to answer. The testing will take up to 60 minutes of your time, and will take place in our offices in [Fort Wayne OR Indianapolis]. We are offering you a **\$25 VISA gift card** for your help in this study.

Please reply to this email or call this number <INSERT NUMBER> to set up a time to participate in the study at one of our local offices.

Thank you in advance for your help with this important study.

Phone Recruitment Script

Hello <Participant>,

My name is <NAME> from <ORG>. We would like you to help us test a survey questionnaire for the Centers for Medicare & Medicaid Services (CMS). The survey is about the Healthy Indiana Plan, also called HIP 2.0.

We would like you to help us make sure the survey questions are clear and easy to answer. The testing will take up to 60 minutes of your time, and will take place in our offices in [Fort Wayne OR Indianapolis]. We are offering you a **\$25 VISA gift card** for your help in this study.

Would you be willing to participate in our study? Your participation and feedback would be greatly appreciated.

<If Participant seems interested, proceed with the eligibility screening, schedule a time for the debriefing at one of the local offices, and provide them with all necessary information.>

Thank you in advance for your help with this important study.

<If Participant seems uninterested/unwilling, thank them for their time and end the follow-up call.

Phone Follow-Up Recruitment and Scheduling Script

Recruiter: Hello, my name is <NAME> from <ORG>. I am calling to follow up on the email you received previously about helping test a questionnaire for the Healthy Indiana Plan (HIP) 2.0. Do you recall getting the email?

IF PARTICIPANT ANSWER IS: NO → Reiterate information provided in email script.

IF PARTICIPANT ANSWER IS: YES → Great! Would you be willing to participate in our study? Your participation and feedback would be greatly appreciated.

<If Participant seems interested, proceed with the eligibility screening, schedule a time for the debriefing at one of the local offices, and provide them with all necessary information.

Thank you in advance for your help with this important study.

<If Participant seems uninterested/unwilling, thank them for their time and end the follow-up call.