## **Study Initiation Request Form**

Qualitative Testing of Creative Materials         Description:         To determine the best education and outreach methods to inform beneficiaries and providers of key changes to Medicare that will affect them, the Office of Communications and their research contractors will be conducting qualitative research to test creative concepts with key Medicare audiences.         Lead Researcher:       Audience Characteristics:         Allyssa Allen, Ph.D.       Participants will be selected based on the following characteristics, depending on the target audience of the creative materials being tested:         Office of Communications       • Medicare beneficiaries         Strategic Marketing Group       • Providers         Division of Research       • Providers         410-786-8436       • Providers         Allyssa.Allen@cms.hhs.gov       Methods to be Used:         This project is designed to determine the best education and outreach methods to increase enrollment in the Marketplace.       Methods to be Used:         The total sample size for this research study will be to 00 focus groups conducted in various markets, with up to 10 participants per group.         Timeline:       Data collection will begin in August 2017 (or after OMB clearance) and continue until burden hours are reached         For Information on this project please contact:       List Murch Hours:         Allysas Allen, Ph.D.       Estimated Burden Hours:         Centers for Medicare and Medicaid Services       Office of Communic	Study Title:	
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410-786-8436		
	Division of Research	
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	Allyssa.Allen@cms.hhs.gov	