

# Formative Research and Materials Testing for Medicare Focus Group Guide

Items listed in this section would be used during qualitative data collection, during focus groups. These data collection efforts may take place in person, via the telephone, or on the internet.

## PRA Disclosure Statement

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is **0938-1247 (Expires 12/31/2020)**. The time required to complete this information collection is estimated to average **90 minutes** per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: CMS, 7500 Security Boulevard, Attn: PRA Reports Clearance Officer, Mail Stop C4-26-05, Baltimore, Maryland 21244-1850. **Please do not send applications, claims, payments, medical records or any documents containing sensitive information to the PRA Reports Clearance Office. Please note that any correspondence not pertaining to the information collection burden approved under the associated OMB control number listed on this form will not be reviewed, forwarded, or retained. If you have questions or concerns regarding where to submit your documents, please contact Allyssa Allen at (410) 786-8436 or Allyssa.Allen@cms.hhs.gov.**

## Awareness and Impact of Current Events

1. How many of you have heard about Medicare in the news? [AWG1]
  - a. Can you briefly tell me what news you've seen, read, or heard? [AWG2A]
  - b. How would you describe what you saw, read, or heard? Was it positive, negative, or neutral? [AWG4]
2. How would you describe the future of health care in this country? [ATG5]
  - a. Do you think things are becoming more positive, negative, or do you think things will stay about the same? [ATG5]

## Medicare Advertisements and Information

3. How many of you have recently seen any advertisements for Medicare? [AWG2]
  - a. Tell me about the ads you've seen. [AWG2A]
4. What have you recently heard about the Medicare? [AWG2]
5. What is your impression of Medicare? [PE2]

## Opinions on Medicare

6. Thinking about your health insurance coverage overall, including your primary health insurer and any other health insurance coverage that you have, how satisfied are you with it? Use a scale where 1 = not at all satisfied and 5 = very satisfied. [ISG1]
  - a. Why did you rate your satisfaction as you did? [ISG1]
7. What do you think is the best thing and worst thing about your health insurance? [PG10]

8. Do you have any concerns about your health insurance coverage? If so, what are those concerns? *[PG10]*
9. In your own words, how would you describe Medicare? *[K1]*
  - a. If you were talking with someone in their 40s or 50s, what would you tell them? *[K1]*
  - b. What would you say about Medicare to someone your own age? *[K1]*

## Healthcare Information

10. What is your preferred way of finding healthcare information and answering healthcare questions you have? *[ISG5]*
  - a. Online—what sites? *[ISG5]*
  - b. Telephone—who would you call? *[ISG5]*
  - c. Other? *[ISG5]*
11. Have you actually searched for any information like this recently? *[ISG1]*
  - a. What questions did you have and how did you go about getting it answered? *[ISG2]*

## Medicare & You Handbook [note: this is just an example of materials that may be tested, actual materials will be determined based on agency communication needs]

Now I'd like you to take a look at a draft of the 2017 Medicare & You Handbook that you will be receiving later this year. This version is under development, which is why we are talking to people like yourself to test it. The feedback we gather will be used to improve and enhance the Handbook that everyone receives.

For some of my questions, I'm going to ask you to look for a specific topic in the Handbook. For other questions, I'll direct you to a particular page and ask you to read a paragraph or two.

## Overall Reaction

Please take three or four minutes to browse through the Handbook. You can look at any topic or section you like. Then I will ask you about your initial impressions of the Handbook. *[OBSERVE NAVIGATION]*

12. As you are reading, please circle any words or phrases that you think may need to be changed in order to make the meaning more clear. This will help when we discuss your reactions to it. You will be able to refer to this page when we discuss them, so you can make notes on the page if you like. Take as much time as you need. *[ACT1]*
13. What was your initial impression of this Handbook? *[PG10]*
14. What sections or topics are most important to you? Why? *[PG10]*
15. (For those who received handbook in past) Does anything look different about this Handbook compared to what you have received in the past? *[PE2]*
16. (For those who received handbook in past) When you use the Handbook at home, do you do anything to make it easier or more useful? (Look for highlighting, taking notes, using stickers or Post-its to mark key areas, etc.) *[B1]*

## Cover Options

I'd like to show you some different options being considered for the cover of the Handbook. [ROTATE EXPOSURE. SHOW PAIRS TO OBTAIN PREFERENCE]

17. [REPEAT FOR EACH PAIR] Looking at these two options, which one do you like best? Why? [PR1]
18. Which one do you think would be most likely to encourage you to open it up and look inside? Why? [PE6]
19. Which one is most consistent with your impressions of Medicare? Which one do you most expect to come from Medicare? [PR1]
20. What visual pieces of the covers do you like the most? Which do you like the least? (shapes, people, DHHS logo, presentation of date, health related images) [PR1]
21. What information do you like to see on the cover? What information could be removed? (mention of CMS, official U.S. Government Handbook, bullets of information included with page number, Open Enrollment dates) [PE7]

## What's New and Important

Each year Medicare makes some changes to the Handbook. Please look through the Handbook to find a summary of what has changed this year. [OBSERVE NAVIGATION. IF NOT FOUND, DIRECT RESPONDENT TO PAGE 4]

22. How easy or difficult was it to locate the new material? [US1B]
23. What, if anything, could be done differently to make it easier to find this information? Did you see the mention of "What's New" on this cover? [US2D]
24. In your own words, what is changing in 2014? How clear or confusing are the descriptions of these changes on this page? [US2C]
25. How important are these changes to you? [PE8]
26. How interested are you in receiving an electronic version of the Handbook that would be emailed to you? Why? (If interested) Why would you want an electronic version? (Look for good for environment, less clutter for them, easier to navigate, saves Medicare money/that could be put toward your services) [SO11]
  - a. Would you want the hard copy version, the electronic version, or both? Why? [SO11]

## Wrap-Up and Closing

27. Those are all the questions I have for you. Do any of you have any final thoughts you would like to add? [G5]