

Study Initiation Request Form

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| <p>Study Title: Formative Research and Materials Testing for Medicare</p> | |
| <p>Description: To understand Medicare beneficiaries' expectations for, experiences with, and communication needs related to the Medicare, the Office of Communications will be collaborating with a research contractor to conduct formative research that will assess the current communication context, as well as test materials intended to inform beneficiaries about key issues related to their Medicare coverage.</p> | |
| <p>Lead Researcher: Allyssa Allen, Ph.D. Centers for Medicare and Medicaid Services Office of Communications Strategic Marketing Group Division of Research 410-786-8436 Allyssa.Allen@cms.hhs.gov</p> | <p>Audience Characteristics: Participants will be selected based on the following characteristics:</p> <ul style="list-style-type: none"> • Medicare beneficiaries |
| <p>Purpose of the Study: This project is designed to provide qualitative information to help improve outreach and education, as well as the beneficiary experience Medicare.</p> | <p>Methods to be Used: There will be 60 focus groups conducted in various markets, with up to 10 participants per group.</p> |
| <p>Sample Size: The total sample size for this research study will be 600.</p> | <p>Items to be Included: AWG1, AWG2, AWG2A, AWG4, ATG5, PE2, PE6, PE7, PE8, SOI1, ISG1, ISG2, ISG5, PG10, PE2, B1, K1, ACT1, P41, US1B, US2D, US2C, G5</p> |
| <p>Timeline: This collection will begin as soon as clearance can be obtained and continue until burden hours are reached</p> | <p>Estimated Burden Hours: 900 hours</p> |
| <p>For Information on this project please contact: Clarese Astrin, Director, Division of Research Office of Communications 410-786-5424 Clarese.Astrin@cms.hhs.gov</p> | |