### Study Initiation Request Form

| **Study Title:**  Medicare Advantage Regional Outreach Experiment Survey | |
| --- | --- |
| **Description:**  CMS will be conducting quantitative research with Medicare beneficiaries in 40 markets (20 markets receiving Medicare Advantage [MA] digital and radio outreach messages and 20 similar markets who do not receive these messages) to gather data on how outreach messages impact MA-related knowledge, attitudes, and decision-making to inform development and refinement of future MA communication efforts. | |
| **Lead Researcher:**  Kisha I. Coa, Ph.D.  Centers for Medicare and Medicaid Services  Office of Communications  Strategic Marketing Group  Division of Research  410-786-6019  Kisha.Coa@cms.hhs.gov | **Audience Characteristics:**  Participants will be selected based on the following characteristics:   * Current Medicare beneficiaries * Between the ages of 65 and 75 * Reside in 1 of 40 MSAs * Primary or shared health insurance decision maker |
| **Purpose of the Study:**  This project is designed to measure the impact of targeted outreach messages on Medicare beneficiaries’ knowledge of and consideration of Medicare Advantage plans | **Methods to be Used:**  We will conduct a brief, one-time mixed-mode (online and telephone) survey with participants |
| **Sample Size:**  The total sample size for this research study will be 1,800 | **Items to be Included:**  DG12, DG2, DG1, DMG1, ING1, ING2, ING5, ING6, DMG4, DMG4A, PG6, AWG5, AWG2B, AWG2A, AWG5, KG7, PG9, BG1, ISG4, BG11, BG8, IUG4, HSG3, DG6, DG5, DG3, DG4, DG10 |
| **Timeline:**  Data collection will begin in December 2018 (or after OMB clearance) and continue until burden hours are reached | **Estimated Burden Hours:**  1,800 participants x 10 minutes = 300 hours |
| **For Information on this project please contact:**  Allyssa Allen, Ph.D.  Social Science Research Analyst  Office of Communications  (410)786-8436  [Allyssa.Allen@cms.hhs.gov](mailto:Allyssa.Allen@cms.hhs.gov) | |