### Study Initiation Request Form

| **Study Title:**Medicare Advantage Regional Outreach Experiment Survey  |
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| **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 ServicesOffice of CommunicationsStrategic Marketing GroupDivision of Research410-786-6019Kisha.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
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| **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 AnalystOffice of Communications(410)786-8436Allyssa.Allen@cms.hhs.gov |