

Study Initiation Request Form

<p>Study Title: Medicare Advantage Regional Outreach Experiment Survey</p>	
<p>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.</p>	
<p>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</p>	<p>Audience Characteristics: Participants will be selected based on the following characteristics:</p> <ul style="list-style-type: none"> • Current Medicare beneficiaries • Between the ages of 65 and 75 • Reside in 1 of 40 MSAs • Primary or shared health insurance decision maker
<p>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</p>	<p>Methods to be Used: We will conduct a brief, one-time mixed-mode (online and telephone) survey with participants</p>
<p>Sample Size: The total sample size for this research study will be 1,800</p>	<p>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</p>
<p>Timeline: Data collection will begin in December 2018 (or after OMB clearance) and continue until burden hours are reached</p>	<p>Estimated Burden Hours: 1,800 participants x 10 minutes = 300 hours</p>
<p>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</p>	