

Study Initiation Request Form

<p>Study Title: Marketplace Consumer Persona Research</p>	
<p>Description: This study will provide information about characteristics and expectations of Marketplace insured and currently uninsured individuals to support the development of consumer personas that will help improve the Healthcare.gov customer experience. The overarching aim is to understand users' perspectives as CMS continues to work toward optimizing communication services that align with consumer expectations while improving efficiency. To accomplish these objectives, we will explore experiences and expectations about finding and enrolling in health insurance, digital behaviors, and other consumer characteristics.</p>	
<p>Lead Researcher: Clarese Astrin Centers for Medicare and Medicaid Services Office of Communications Strategic Marketing Group Division of Research 410-786-5424 clarese.astrin@cms.hhs.gov</p>	<p>Audience Characteristics: Participants will be selected based on the following characteristics:</p> <ul style="list-style-type: none"> • Insurance status (Marketplace insured and uninsured but eligible) • Age (between 19-64 years old) • Household income level (above FPL)
<p>Purpose of the Study: Examine key characteristics of consumers who are insured through the Marketplace and those who are currently uninsured with an aim to develop personas that can be used to improve the consumer experience on HealthCare.gov.</p>	<p>Methods to be Used: All participants will be given a pre-group homework assignment prior to attending the focus groups. There will be (16) in person focus groups. The focus groups will include 10 participants per group.</p>
<p>Sample Size: The total sample size for this research study will be 160.</p>	<p>Items to be Included: ACT1, ACT2, ACT2A, ACT2B, ATG2, ATG3, ATG5, AW1A, AW2C, AW3, BG1, BG5, BG7, B1, B2, DMG3, G1, G2, G5, G5A, ING8, ING10, ING3, NG4, ISG1, ISG2, K1D, K2, K3A, K3D, MTG3, MTG4, PE1, PE1B, PE2, PE2B, PE4, PE6, PE6A, PE8, PE11A, PE12, PE13A, PG3, PG5, PR1, PR2, PR4, PR5A, PR6, PR13A, SOI1A, SOI1C, SOI1D, SOI2, SOI2A, SOI2D, SOI3B, SOI4, SOI4A, SOI5, US1A, US1B, US2, US2G, US2H.</p>
<p>Timeline: We will begin upon approval of the OMB clearance. Data collection will continue for a period of 4 weeks.</p>	<p>Estimated Burden Hours: 400 hours</p>

Study Title:

Marketplace Consumer Persona Research

For Information on this project please contact:

Clarese Astrin, Director, Division of Research

Office of Communications

(410)-786-5424

Clarese.Astrin@cms.hhs.gov