

## Study Initiation Request Form

<p><b>Study Title:</b> Qualitative Testing of Creative Materials</p>	
<p><b>Description:</b> To determine the best education and outreach methods to inform beneficiaries and providers of key changes to Medicare that will affect them, the Office of Communications and their research contractors will be conducting qualitative research to test creative concepts with key Medicare audiences.</p>	
<p><b>Lead Researcher:</b>  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><b>Audience Characteristics:</b> Participants will be selected based on the following characteristics, depending on the target audience of the creative materials being tested:</p> <ul style="list-style-type: none"> <li>• Medicare beneficiaries</li> <li>• Providers</li> <li>• Practice management staff</li> </ul>
<p><b>Purpose of the Study:</b> This project is designed to determine the best education and outreach methods to increase enrollment in the Marketplace.</p>	<p><b>Methods to be Used:</b> There will be 100 focus groups conducted in various markets, with up to 10 participants per group.</p>
<p><b>Sample Size:</b> The total sample size for this research study will be 1000.</p>	<p><b>Items to be Included:</b> AW1, BG1, ING1, ING4, ISG1, PE1, PE1A, PE1B, PE2, PE6, PE6B, PE7, PE8, PE8A, PE8B, PE12, PE13, PE13A, PE15, PR1, PR1B, PR4, PR6, AW2, K1B, K1C, B1, AWG2, AWG2A, ATG5, SOI1A, SOI2, SOI5, G5</p>
<p><b>Timeline:</b> Data collection will begin in August 2017 (or after OMB clearance) and continue until burden hours are reached</p>	<p><b>Estimated Burden Hours:</b> 1500 hours</p>
<p><b>For Information on this project please contact:</b> 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>	