

Qualitative Testing of Creative Materials for Medicare Focus Group Guide

The items listed below provide an example of the types of questions that would be included in a focus group guide used in this study, though actual questions may vary based on the concept or creative being tested and the audience it will be tested with (beneficiaries or providers).

PRA Disclosure Statement

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Concept Presentation

Moderator: "I am about to show you some advertising concepts. These concepts are not the final advertisements, so I ask that you consider the information and concept in the advertisement, not the pictures or voices."

Moderator shows concept. For example:

CMS Guard Your Card/New Card

5.23.17 Concept 1: "Bodyguards"

(football guardsmen)

VO: They guard the end zone.

(bodyguards near limo)

VO: The stars.

(sentries in towers)

VO: Fort Knox.

But who's guarding your Medicare card?

(senior lady with tight grip on her purse, possibly with mirrored aviators)

LADY: I'm ready.

(two senior pals in tough guy guard poses)

MEN: Willing.

(senior lady in stylish black leather jacket notices stranger lurking)

WOMAN: And able. Are you?

LADY: It just takes a few simple steps, like only give your card number to your doctor or other Medicare providers.

(the lurker moves closer and she quickly stashes her card)

WOMAN: Protect it like you would your credit or Social Security card.

(Supers: url, logos, etc. here)

VO: Visit [medicare.gov/fraud](https://www.medicare.gov/fraud) for other ways to Guard your Card.

MEN: And starting next year, Medicare will be sending you a new, more secure card with a new number.

WOMAN: Stay sharp, people.

Super/End Card: New Medicare cards starting in April 2018.

Concept Rating Questionnaire [completed after presentation of concept]

Please rate how much you agree or disagree with the following statements regarding the ad you just reviewed. Use a scale of 1 to 10, with 1 being "strongly disagree" and 10 being "strongly agree".

1. The concept would make me want to take the action recommended in the concept (for example: visit [Medicare.gov/Fraud](https://www.medicare.gov/fraud) to get more information). [PE6]
2. The concept would get my attention. [AW2]
3. The concept talks about things that are important to me. [PE8]
4. The concept has information I find believable. [PE15]
5. Write a sentence describing what you think about this concept. [PR4]

Concept Discussion

6. Overall, what do you like about this concept? [PR4]

- a. Were there particular things that made it stand out or made it unique? Things like images, scenes, words, etc. [AW2]
7. What did you dislike about the concept? [PE2]
 - b. Was there anything confusing, negative, or inappropriate? [K1B/K1C]
8. After seeing this ad, what's would you do (if anything)? [PE12]
9. Do you think you'd remember this concept if you saw it on TV? What makes it memorable? How does this concept compare to others you are seeing on TV? [PE2]
10. What does this concept make you think about? What's the main reason for that? [PE13]
11. How believable is this ad? What don't you believe in the ad? [PE15]
12. How important does this concept make the ad topic (for example, fraud prevention) seem? What part of the concept makes the ad topic seem important? What part makes it seem important? [PE2/PE15]
13. What would make this concept more believable? [PE15B]
14. How does this concept make you feel? What's the main reason for that? [PE13/PE13A]
15. What in this concept captures your attention? What sticks with you the most? [AW2]
16. What in this concept feels relevant to you personally? What doesn't feel relevant to you? [PE8/PE8A]
17. What, if anything, does this concept make you want to do? [PE6]
18. What specifically about this concept would make you want to take the action recommended? Is there anything that doesn't make you want to do this? [PE6]
19. How can we improve this ad? What is missing? What would absolutely make you take the action? [PE7/PE6B]
20. In real life, do you think you would have watched this concept all the way through? If not, where would you have stopped watching? [B1]

Process is repeated with up to four more concepts.

Compare & Contrast

21. Which concept do you like best? [PR1]
22. What do you like about it? [PR6]
23. Were there particular things that made it stand out or made it unique? [PR1B]
24. Is there anything you would change about it [PR6]
25. Which concept do you like least [PR1]
26. What do you dislike about it? [PR6]
27. Were there any things that you liked about it? [PR6]
28. Was there anything confusing, negative, or inappropriate? [K1B/K1C]

Language and Delivery Preferences

29. How easy were the concepts presented to you to understand? [PE1]
 - c. What could make it easier for people to understand this information? [PE1A]
 - d. What was a particularly difficult concept? [PE1B]
30. Many/Some of the concepts used the term [specific term]—what do you think that term means? [PE8B]

31. The concepts shown to you today used different kinds of communication strategies, including **<examples: comedic, inspirational, testimonial>**. Which strategy did you like best? [PR1]
- e. What do you like about it? [PR6]
 - f. What do you dislike about it? [PR6]
 - g. Was there anything confusing, negative, or inappropriate about any of the strategies? [K1B/K1C]

Medicare Advertisements and Information

32. How many of you have recently seen any advertisements for Medicare? [AWG2]
- a. Tell me about the ads you've seen. [AWG2A]
33. What have you recently heard about Medicare? [AWG2]
34. What is your impression of Medicare? [PE2]

Awareness and Understanding of Medicare.gov

35. What, if anything, have you recently heard about Medicare.gov? [AW1]
36. How many of you have visited Medicare.gov? [BG1]
- a. What was your experience like on the site? [PE2]
37. For those who have heard of the site, but have not visited, why didn't you go there? [B2]
- a. What would get you to go visit the website? [PE6B]

Wrap-Up and Closing

38. Those are all the questions I have for you. Do any of you have any final thoughts you would like to add? [G5]