

Study Initiation Request Form

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| <p>Study Title: Generic Information Collection (GenIC) #25: Medicare Savings Program and Extra Help Awareness Survey</p> | |
| <p>Description: CMS will be conducting quantitative research with the administration of two national surveys. The national surveys will target consumers who are most likely to be eligible for Medicare Savings and/or Extra Help programs. The surveys are designed to gather data on how outreach messages impact the target audiences' awareness, knowledge, attitudes, and decision-making to inform development and refinement of future Medicare Savings Program and Extra Help outreach efforts.</p> | |
| <p>Lead Researcher: Matthew Yuen Centers for Medicare and Medicaid Services Office of Communications Strategic Marketing Group Division of Research (x1-5620) Matthew.yuen@cms.hhs.gov</p> | <p>Audience Characteristics: Participants will be selected based on the following characteristics:</p> <ul style="list-style-type: none"> • 65 years of age older • Enrolled in Medicare Parts A and B • Incomes at or below 150% FPL |
| <p>Purpose of the Study: This project is designed to measure the impact of targeted outreach messages on consumers' knowledge of and consideration of Medicare Savings Programs and Extra Help</p> | <p>Methods to be Used: We will conduct two cross-sectional, mixed modality (online and telephone) surveys with participants.</p> |
| <p>Sample Size: The total sample size for this research study will be 2,000 participants.</p> | <p>Items to be Included: DG1, DG2, DG3, DG4, DG5, DG6, DG10, DG12, AWG5, AWG2, BG1, BG8, DG6, DG10, KG4, KG7, ING1, ING2, PG1</p> |
| <p>Timeline: Data collection will begin in October 2023 (or after OMB clearance) and continue until burden hours are reached</p> | <p>Estimated Burden Hours: 2,000 participants x 10 minutes =333 hours</p> |
| <p>For Information on this project please contact: Matthew Yuen Division of Research Office of Communications (x6-5620) Matthew.yuen@cms.hhs.gov</p> | |