### Study Initiation Request Form

| **Study Title:****Generic Information Collection (GenIC) #25:** Medicare Savings Program and Extra Help Awareness Survey  |
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| **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.  |
| **Lead Researcher:** Matthew YuenCenters for Medicare and Medicaid ServicesOffice of CommunicationsStrategic Marketing GroupDivision of Research(x1-5620)Matthew.yuen@cms.hhs.gov | **Audience Characteristics:**Participants will be selected based on the following characteristics:* 65 years of age older
* Enrolled in Medicare Parts A and B
* Incomes at or below 150% FPL
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| **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  | **Methods to be Used:**We will conduct two cross-sectional, mixed modality (online and telephone) surveys with participants. |
| **Sample Size:**The total sample size for this research study will be 2,000 participants. | **Items to be Included:**DG1, DG2, DG3, DG4, DG5, DG6, DG10, DG12, AWG5, AWG2, BG1, BG8, DG6, DG10, KG4, KG7, ING1, ING2, PG1 |
| **Timeline:**Data collection will begin in October 2023 (or after OMB clearance) and continue until burden hours are reached | **Estimated Burden Hours:**2,000 participants x 10 minutes =333 hours |
| **For Information on this project please contact:**Matthew YuenDivision of ResearchOffice of Communications(x6-5620)Matthew.yuen@cms.hhs.gov |