### 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 Yuen  Centers for Medicare and Medicaid Services  Office of Communications  Strategic Marketing Group  Division 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 |
| **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 Yuen  Division of Research  Office of Communications  (x6-5620)  Matthew.yuen@cms.hhs.gov | |