### Study Initiation Request Form

| **Study Title:**  CMS Nursing Home Career Program Outreach Testing | |
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| **Description:**  CMS will be conducting qualitative research with consumers to assess usability and content available through online mediums such as medicare.gov, healthcare.gov, and mobile applications. Research will be conducted using in-development materials such as prototypes and/or published materials that are available to the public | |
| **Lead Researcher:**  Dianne Rucinski  Centers for Medicare and Medicaid Services  Office of Communications  Strategic Marketing Group  Division of Research  667-290-9866  [Dianne.Rucinski@cms.hhs.gov](mailto:Dianne.Rucinski@cms.hhs.gov) | **Audience Characteristics:**  Participants will be selected based on the following characteristics:   * Currently in or considering a nursing profession as a CNA, LPN, LVN, or RN * Not currently working in a nursing home |
| **Purpose of the Study:**  This project is designed to examine ways to promote a CMS program that will provide monetary incentives to individuals who go into nursing home careers. | **Methods to be Used:**  90-minute focus groups and in-depth interviews |
| **Sample Size:**  The total sample size for this research study will be 300. | **Items to be Included:**  AW1, AW1A, AW1B, AW1C, AW1D, AW1E, AW2B, AW2C, AW3, B1, G5, G51, K2, PE1B, PE1C, PE2, PE2A, PE3A, PE6, PE6A, PE7, PE8, PE10, PE10A, PE10C, PE11, PE11A, PE11B, PE11C, PE12, PE12A, PE13, PE13A, PE13B, PR1, PR1B, PR6, PR7, PR7A, SOI3, SOI3A, SOI3C, SOI5 |
| **Timeline:**  Research will begin April 2024 (or after OMB clearance) and continue until burden hours are reached | **Estimated Burden Hours:**  450 hours |
| **For Information on this project please contact:**  Dianne Rucinski, Social Science Research Analyst  Office of Communications  667-290-9866  [Dianne.Rucinski@cms.hhs.gov](mailto:Dianne.Rucinski@cms.hhs.gov) | |