

Study Initiation Request Form

Study Title: CMS Nursing Home Career Program Outreach Testing	
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	Audience Characteristics: Participants will be selected based on the following characteristics: <ul style="list-style-type: none"> • 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	