

Application to Use Burden/Hours from Generic PRA Clearance:  
Generic Social Marketing & Consumer Testing Research  
(CMS-10437, OMB 0938-1247)

**Generic Information Collection (GenIC) #27:** Qualitative Testing of Message Concepts for Nursing Home  
Career Outreach

Office of Communications (OC)  
Centers for Medicare & Medicaid Services (CMS)

## **A. Background**

To determine the best education and outreach methods to inform individuals about a new CMS program designed to encourage uptake of nursing home careers through provision of monetary incentives, the Office of Communications and their research contractors will be conducting qualitative research to test creative message concepts with key Medicare audiences.

## **B. Description of Information Collection**

In February 2022, the White House published a Fact Sheet, "[Improving Safety and Quality of Care in the Nation's Nursing Homes](#)," that included new actions to be initiated to increase staffing in nursing homes. Specifically, it stated that CMS would, "establish a Minimum Nursing Home Staffing Requirement," to ensure that all nursing home residents are provided safe, quality care. It also included a plan to launch a national campaign designed to help with recruitment, retention, and transitions into long-term care nursing careers.

CMS will be developing outreach and educational materials in support of a national campaign aimed at increasing the availability of nurses (e.g., RNs, licensed practical nurses (LPNs), and certified nurse aides (CNAs)) to work in the nursing home environment. For the context, nursing homes are defined as Medicare and/or Medicaid certified Skilled Nursing Facilities (SNFs) and/or Nursing Facilities (NFs), which are listed on the [Medicare.gov Care Compare website](#) under "Nursing Homes including Rehab Services."

The outreach and educational materials will be designed to raise awareness of programs that incentivize people to become nursing staff in nursing homes. Research will be needed to develop messages and message concepts to promote awareness of the program and to motivate eligible individuals to explore their options and enroll in the program.

## **C. Deviations from Generic Request**

No deviations are requested.

## **D. Burden Hour Deduction**

Focus groups, will include up to 9 participants per group. It is expected that there will be up to 30 focus groups conducted, and 30 in-depth individual interviews conducted for this project.

The data will be collected via focus groups and in-depth interviews conducted in various markets throughout the country and online. The sessions are expected to take approximately 90 minutes. The total approved burden ceiling of the generic ICR is 26,588 hours. We are requesting a total deduction of 450 hours from the approved burden ceiling (300 participants x 1.50 hours = 450 hours).

Respondents will be offered a cash incentive consistent with the government-wide incentive rate of \$75 for a 90-minute session. This level of participant incentive is in keeping with that specified in the original Supporting Statement for this collection, i.e., *in accordance to OMB Circular A-21, section C, and subsection 3 "Reasonable Costs"*.

**E. Timeline**

CMS hopes to begin this collection in April of 2024 or as soon as clearance can be obtained and continue data collection until burden hours are reached.

The following attachments are provided for this information collection:

- Cover Page: Attachment 1.docx
- Signature Page: Attachment 2.docx
- Discussion Guide: Attachment 3.docx
- Supporting Statement: Attachment 4.docx