### Study Initiation Request Form

| **Study Title:**  Formative Research and Materials Testing for Medicare | |
| --- | --- |
| **Description:**  To understand Medicare beneficiaries’ expectations for, experiences with, and communication needs related to the Medicare, the Office of Communications will be collaborating with a research contractor to conduct formative research that will assess the current communication context, as well as test materials intended to inform beneficiaries about key issues related to their Medicare coverage. | |
| **Lead Researcher:**  Allyssa Allen, Ph.D.  Centers for Medicare and Medicaid Services  Office of Communications  Strategic Marketing Group  Division of Research  410-786-8436  Allyssa.Allen@cms.hhs.gov | **Audience Characteristics:**  Participants will be selected based on the following characteristics:   * Medicare beneficiaries |
| **Purpose of the Study:**  This project is designed to provide qualitative information to help improve outreach and education, as well as the beneficiary experience Medicare. | **Methods to be Used:**  There will be 60 focus groups conducted in various markets, with up to 10 participants per group. |
| **Sample Size:**  The total sample size for this research study will be 600. | **Items to be Included:**  AWG1, AWG2, AWG2A, AWG4, ATG5, PE2, PE6, PE7, PE8, SOI1, ISG1, ISG2, ISG5, PG10, PE2, B1, K1, ACT1, P41, US1B, US2D, US2C, G5 |
| **Timeline:**  This collection will begin as soon as clearance can be obtained and continue until burden hours are reached | **Estimated Burden Hours:**  900 hours |
| **For Information on this project please contact:**  Clarese Astrin, Director, Division of Research  Office of Communications  410-786-5424  [Clarese.Astrin@cms.hhs.gov](mailto:Frank.funderburk@cms.hhs.gov) | |