

### Study Initiation Request Form

<b>Study Title:</b> Medicare Beneficiary Consumer Survey	
<b>Description:</b> Mixed mode survey to assess Medicare beneficiary perceptions and experiences related to their Medicare and health insurance decisions.	
<b>Lead Researcher:</b> 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	<b>Audience Characteristics:</b> All respondents are Medicare beneficiaries. Some may also have Medicaid. Respondents will be screened to ensure they do not [or did not] work CMS, (formerly known as the Health Care Financing Administration).
<b>Purpose of the Study:</b> The main goal of the survey will be to characterize individuals that participate in Medicare, their knowledge and awareness of key benefits, and their use of various consumer tools that Medicare has provided to support their informed decision making. This data will help to identify areas for continuous quality improvement in our information dissemination and communication activities.	<b>Methods to be Used:</b> Mixed mode Internet and Telephone Survey  Interviews to average 15 minutes  No compensation will be provided
<b>Sample Size:</b> The total sample size per fielding of the survey is 1,200. The survey will be fielded 4 times, for a total sample size of 4,800.	<b>Items to be Included:</b> SG1, ING1, DG2, HSG1, ING2, ING9, ING6, ING7a,b,c, BP1, ISG1a, BG10a, ISG3a, ISG3b, ISG1b, AWG7a, BG10b, ISG1c, AWG7b, BG10c, ISG1d, AWG7c, AWG7d, BG10d, ISG1e, AWG7e, BG10e, ISG1f, ISG2, ISG6, PG9, PG7, PG6, BG3, KG7,HSG3, HSG2, IUG4, IUG21, AWG7f, ISG1g, AWG7g, BG10f, BG10g, ISG1g, BG8a, BG8a, AWG7h, BG10h, AWG2a, BG10i, BG10j, PG8, DG12, DG13, DG1, DG5, DG3, DG4, DG6, DG10
<b>Timeline:</b> Data collection will begin when OMB approval is received and will be ongoing until burden hours are reached.	<b>Estimated Burden Hours:</b> 4,800 x.25 = 1,200 hours
<b>For Information on this project please contact:</b> Allyssa Allen Office of Communications 410-786- 8436 Allyssa.allen@cms.hhs.gov	