

## Study Initiation Request Form

<b>Study Title:</b> Formative Research and Materials Testing for Medicare	
<b>Description:</b> 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.	
<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 <a href="mailto:Allyssa.Allen@cms.hhs.gov">Allyssa.Allen@cms.hhs.gov</a>	<b>Audience Characteristics:</b> Participants will be selected based on the following characteristics: <ul style="list-style-type: none"><li>• Medicare beneficiaries</li></ul>
<b>Purpose of the Study:</b> This project is designed to provide qualitative information to help improve outreach and education, as well as the beneficiary experience Medicare.	<b>Methods to be Used:</b> There will be 60 focus groups conducted in various markets, with up to 10 participants per group.
<b>Sample Size:</b> The total sample size for this research study will be 600.	<b>Items to be Included:</b> AWG1, AWG2, AWG2A, AWG4, ATG5, PE2, PE6, PE7, PE8, SOI1, ISG1, ISG2, ISG5, PG10, PE2, B1, K1, ACT1, P41, US1B, US2D, US2C, G5
<b>Timeline:</b> This collection will begin as soon as clearance can be obtained and continue until burden hours are reached	<b>Estimated Burden Hours:</b> 900 hours
<b>For Information on this project please contact:</b> Clarese Astrin, Director, Division of Research Office of Communications 410-786-5424 <a href="mailto:Clarese.Astrin@cms.hhs.gov">Clarese.Astrin@cms.hhs.gov</a>	