

## Study Initiation Request Form

<p><b>Study Title:</b> Medicare Online Qualitative Panel Monthly Survey</p>	
<p><b>Description:</b> CMS will be conducting brief qualitative monthly surveys online with a panel of Medicare beneficiary audiences over the course of one year to examine topics of interest to CMS as it relates to understanding the needs of beneficiaries and their experiences with Medicare over time.</p>	
<p><b>Lead Researcher:</b>  Yewande A. Oladeinde Centers for Medicare and Medicaid Services Office of Communications Strategic Marketing Group Division of Research  410-786-2157 <a href="mailto:yewande.oladeinde@cms.hhs.gov">yewande.oladeinde@cms.hhs.gov</a></p>	<p><b>Audience Characteristics:</b> Participants will be selected based on the following characteristics:</p> <ul style="list-style-type: none"> <li>• Current Medicare beneficiaries</li> <li>• Individuals who will be getting Medicare within the next six months (Coming-Of-Agers)</li> </ul>
<p><b>Purpose of the Study:</b> The brief qualitative surveys used in this project are designed to engage panel members regularly on Medicare-related topics of interest that would help improve outreach and education, as well as the overall beneficiary experience.</p>	<p><b>Methods to be Used:</b> Brief surveys will be conducted online each month with approximately 500 participants per survey.</p>
<p><b>Sample Size:</b> The total sample size for this research study will be 500.</p>	<p><b>Items to be Included:</b> AWG2A, AWG2B, AWG2, AWG3, AWG4, ISG1, ISG4A, SOI1, SOI2C</p>
<p><b>Timeline:</b> This collection will begin as soon as clearance can be obtained and continue for a period of 12 months</p>	<p><b>Estimated Burden Hours:</b> 500 hours</p>
<p><b>For Information on this project please contact:</b> Yewande A. Oladeinde Social Science Research Analyst Office of Communications (410)786-2157 <a href="mailto:yewande.oladeinde@cms.hhs.gov">yewande.oladeinde@cms.hhs.gov</a></p>	