

## Study Initiation Request Form

<p><b>Study Title:</b>  <b>Generic Information Collection (GenIC) #25: Medicare Savings Program and Extra Help Awareness Survey</b></p>	
<p><b>Description:</b>          CMS will be conducting quantitative research with the administration of two national surveys. The national surveys will target consumers who are most likely to be eligible for Medicare Savings and/or Extra Help programs. The surveys are designed to gather data on how outreach messages impact the target audiences' awareness, knowledge, attitudes, and decision-making to inform development and refinement of future Medicare Savings Program and Extra Help outreach efforts.</p>	
<p><b>Lead Researcher:</b>           Matthew Yuen          Centers for Medicare and Medicaid Services          Office of Communications          Strategic Marketing Group          Division of Research           (x1-5620)  <a href="mailto:Matthew.yuen@cms.hhs.gov">Matthew.yuen@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>• 65 years of age older</li> <li>• Enrolled in Medicare Parts A and B</li> <li>• Incomes at or below 150% FPL</li> </ul>
<p><b>Purpose of the Study:</b>          This project is designed to measure the impact of targeted outreach messages on consumers' knowledge of and consideration of Medicare Savings Programs and Extra Help</p>	<p><b>Methods to be Used:</b>          We will conduct two cross-sectional, mixed modality (online and telephone) surveys with participants.</p>
<p><b>Sample Size:</b>          The total sample size for this research study will be 2,000 participants.</p>	<p><b>Items to be Included:</b>          DG1, DG2, DG3, DG4, DG5, DG6, DG10, DG12, AWG5, AWG2, BG1, BG8, DG6, DG10, KG4, KG7, ING1, ING2, PG1</p>
<p><b>Timeline:</b>          Data collection will begin in October 2023 (or after OMB clearance) and continue until burden hours are reached</p>	<p><b>Estimated Burden Hours:</b>          2,000 participants x 10 minutes =333 hours</p>
<p><b>For Information on this project please contact:</b>          Matthew Yuen          Division of Research          Office of Communications           (x6-5620)  <a href="mailto:Matthew.yuen@cms.hhs.gov">Matthew.yuen@cms.hhs.gov</a></p>	