

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	