

# Research to Enhance Targeting Information for Medicare Audiences

Client: Centers for Medicare & Medicaid Services

## Overview

The Centers for Medicare & Medicaid Services (CMS) relies on rigorous, rapid-cycle research to understand its target audiences and develop compelling communications that inspire beneficiaries to take action. Such research becomes essential as Medicare audiences continue to change, along with their information needs and preferences.

Insight is supporting CMS's Office of Communications in efforts to conduct stakeholder-focused research to gain critical insights into the communication needs of

Medicare audience segments. Audiences include current beneficiaries, coming-of-agers, caregivers, and other users of Medicare.gov. The insights will help CMS deliver the right information to the right person at the right time. Objectives of this work include the following:

- Conduct environmental scans, consumer surveys, secondary data analyses, and focus groups to better understand targeted audiences' knowledge, attitudes, beliefs, and behaviors toward service and communications personalization.
- Conduct studies to explore user communication preferences through consumer surveys, focus groups, and usability testing to inform updates to current website features and to ensure the usability of new or updated features and communication techniques.

## Products

Issue briefs; presentations; final report

