

Instrument 1: Cognitive Interview Protocol - English

PARTICIPANT NUMERIC IDENTIFIER: _____

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MATERIALS NEEDED FOR INTERVIEW

- ☐ INTERVIEWER PROTOCOL BOOKLET (THIS BOOKLET)
- ☐ ZOOM ROOM
- ☐ CONSENT SCRIPT
- ☐ PENS AND PENCILS

STEP 1: INFORMED CONSENT

ANSWER ANY QUESTIONS THE BENEFICIARY MAY HAVE AND HAVE THE RESPONDENT VERBALLY CONSENT.

☐ NOTE VERBAL CONSENT COLLECTED

☐ IF THE RESPONDENT HAS CONSENTED TO RECORDING, START RECORDING.

STEP 2: INTERVIEW

Now I would like to talk with you about some of the survey questions you just answered. [For Audio-only] Are you able to look at the form that was sent as an attachment in an email?

COGNITIVE INTERVIEW SURVEY ITEMS AND PROBES

For audio-only interviews, interviewer will describe the content of the form as part of the introduction. For video interviews, the interviewer will share screen a copy of blank enrollment form.

Completing the Medicare Part C or D Enrollment Form

These first questions are about when you completed the Medicare [Part C, Part D] Enrollment Form.

For Audio-only interviews: Let me tell you about what the form asked. Some of our questions today will ask you about specific items on the enrollment form.

For Video interviews: Let's review the sections of the form that you can see and what they asked. Some of our questions today will ask you about specific items on the form.

The Medicare Part C or D Enrollment Form that you completed when choosing your health plan had three pages. The first page provided you with instructions and information on where you could get help. The second and third pages were the actual enrollment form. Section 1 on page 2 indicated that all the information was required. The form asked you to provide information on the plan you wanted to join, your name, birthdate, gender, phone number, and address. It also asked you for your Medicare number and any other insurance that you may have for prescription drug coverage. Then, the enrollment form asked you to read some important information about your coverage from the plan you were choosing and to sign and date the form.

1. We are interested in learning about how you completed the form when you decided to join a Medicare [Advantage, Prescription Drug] plan. Thinking about your time before joining Medicare, can you tell me about your experiences completing similar health plan or health insurance forms?
 - a. How did you feel about completing these types of forms?
 - b. Did you usually complete paper forms or were they mostly electronic?
2. This year when enrolling in a Medicare plan, where did you get information on the health plan you were choosing?

Probes:

 - a. Medicare.gov or the internet
 - b. Insurance brokers
 - c. Family or friends
 - d. Called the health plan
 - e. State Health Insurance Assistance Program (SHIP Program)
 - f. Other organizations that help seniors
3. Did you understand the instructions in the form? Were there any parts that you found confusing?
4. Did you ask anyone to help you complete the form and if so, can you describe how they helped you or what you did together?

Probes:

- a. Completed it with a family member
- b. Completed it with an insurance broker

- c. Completed it with a SHIP volunteer
- d. Other

Completing the Option Section 2 of the Medicare Part C and D Enrollment Form

As I mentioned [for video: showed you] when we started our interview, there is a Section 2 of the enrollment form that is optional. Section 2 contains 7 optional items that ask for your race and ethnicity and language preference and also ask for the name of your primary care doctor or if you want materials on your benefits mailed to you. Some people like you chose not to complete Section 2, so we want to hear what you thought and think about these items.

- 5. Let's turn to the second page of the form. Do you remember reading the second page of the form, what did you think?
- 6. The first instruction says, "Answering these questions is your choice. You can't be denied coverage because you don't fill them out." What did you think about/do you think about when you read that?

For interviewees who had assistance completing the enrollment form

- 7. Do you recall if the person helping you with the form told you about Section 2 or these items?

Probes:

- a. What did they tell you about completing them?
- b. Did you ask them to share them/read them to you?
- 8. Do you recall whether you asked for information in a language other than English or to get materials in the mail? Why?

I am particularly interested in the first two optional items on the enrollment form, the ones about your ethnicity and your race.

The first question is: **Are you Hispanic, Latino/a, or Spanish origin? Select all that apply.**

[Show Section 2 for video interviews] And, the response options are

- ☐ No, not of Hispanic, Latino/a, or Spanish origin
- ☐ Yes, Mexican, Mexican American, Chicano/a
- ☐ Yes, Puerto Rican
- ☐ Yes, Cuban
- ☐ Yes, another Hispanic, Latino/a, or Spanish origin
- ☐ **I choose not to answer.**

- 9. When you saw that question, what did you think about when I asked it? What are you thinking now?
 - a. *If NO, participant didn't see the question, can you tell me what you think of this question? Skip to Q#20*
- 10. How did you decide whether or not to answer it? What were you thinking about?
- 11. What concerns, if any, did you have about the available answers for that question?
 - a. Probe: Did you think there are enough options? Do you understand the differences between the different options?

12. Have you seen that question on other forms, can you tell me about how you decided to answer it then?
13. How could CMS change this question so people with Medicare would be more likely to answer it?
 - a. Probes: Is it the wording? Is it the location on the form? Is it that you would prefer to be asked about your ethnicity and/or race in some other way, not on an enrollment form?

The second question is: **What's your race? Select all that apply.** And the response options are:

- ☐ American Indian or Alaska Native
- ☐ Asian Indian
- ☐ Black or African American
- ☐ Chinese
- ☐ Filipino Guamanian or Chamorro
- ☐ Japanese
- ☐ Korean
- ☐ Native Hawaiian
- ☐ Other Asian
- ☐ Other Pacific Islander
- ☐ Samoan
- ☐ Vietnamese
- ☐ White

I choose not to answer.

14. When you saw that question, what did you think about when I asked it? What are you thinking now?
 - a. *If NO, participant didn't see the question*, can you tell me what you think of this question? Skip to Q#20
15. How did you decide whether or not to answer it? What were you thinking about?
16. What concerns if any did you have about the available answers for that question?
 - a. Probe: Did you think there are enough options? Do you understand the differences between the different options?
17. If you had to select an answer, what options would you select?
18. Have you seen that question on other forms, can you tell me about how you decided to answer it then?
19. How could CMS change this question so people with Medicare would be more likely to answer it?
 - a. Probes: Is it the wording? Is it the location on the form? Is it that you would prefer to be asked about your ethnicity and/or race in some other way, not on an enrollment form?

Now, thinking about the two questions we discussed above, I have a few more questions for you.

20. What concerns do you have when you are asked questions about your ethnicity or your race on a Medicare enrollment form?

Probes:

- a. Confidentiality, privacy
- b. How the government uses that information
- c. Eligibility for Medicare, Denial of benefits
- d. No concerns, really

20a. Do you have the same concerns for other forms that ask about your race or ethnicity?

For participant s who don't recall seeing the items, ask Q21 and Q22

21. You told me that you don't think you saw the questions about your ethnicity or your race, if you had seen the question, do you think you would have answered it?

a. Why?

22. Do you think it is important for Medicare to have information on race and ethnicity?

a. Why?

Conclusion

For all participants

23. Is there anything else about your experience completing the enrollment form that we have not discussed that you would like to share with me?

Thank you for your participation. As a token of our appreciation, we would like to send you a \$75 gift card. Can you please provide the email address or mailing address you would like us to send it to?

Email address:

Mailing address:

GENERAL PROBES: Suggested general neutral probing for issues that arise.

- How did you decide on that answer?
- Can you tell me more about that?
- Can you give me an example of that?
- Tell me what you are thinking.
- What did you think about when I asked that question?
- What did you think about in deciding on your answer?
- What doctors did you include when you answered this question?
- What does [QUESTION/TERM] mean to you?