



Person-Centered Enrollment Strategies Focus Groups Frequently Asked Questions

Project Background

The purpose of our project is to identify successful strategies to support enrollment in integrated health plans serving consumers who qualify for both Medicare and Medicaid. We are interested in understanding policies that have worked well and as well as challenges that may have made it less likely for consumers to enroll in integrated products or to stay enrolled.

How will the focus group be conducted?

Due to the COVID-19 pandemic, we are conducting focus groups virtually. Participants are encouraged to log into Zoom, a videoconferencing platform. If you do not have access to a computer with a webcam, we are also offering a phone-based option. Regardless of how you are able to participate, Community Catalyst will provide technical support to ensure you're fully prepared to join the focus group.

Will I be compensated?

All participants will receive a \$125 Visa gift card for their time, which can be used like cash.

Will this be recorded?

We will be recording the conversation so that we can be sure we have accurately captured what you say. The recording will remain internal to the project team and will not be shared with anyone else. The recording will be transcribed.

Will this be confidential?

Yes. When we report our findings, we will not report back individual names or any other information that someone could use to identify you. Focus groups participants agree to not share any information shared by others during the conversation.

How will my health information be protected?

We will not have access to any of your health records. Any health information you mention in the focus group will remain confidential. We will be conducting the focus group over Zoom, which is HIPAA compliant.

Why do you want to hear from me?

You’ve all been invited to participate today because you are enrolled in an integrated program for both your Medicare and Medicaid services. We want to understand what hear about what your experience has been enrolling in your current health plan and how that has shaped your experiences with Medicare and Medicaid insurance.

What are you doing with this information?

We are using your insights to provide decision makers with the consumer perspective programs that integrated both Medicare and Medicaid insurance. We want to learn about your experiences to design health care that better serves your needs and includes a consumer voice.

Why is this information important?

Policymakers often don’t hear from health care consumers. Your perspective is vital to create health insurance that fully meets your needs with as few barriers as possible.

What if I don’t remember enrolling in a plan?

It’s okay if you don’t remember all the details about enrolling in your health plan. Anything you remember (positive or negative) is valuable to us.

Am I supposed to be giving feedback on my experience with the current plan that I’m enrolled in?

Yes, we would like to know about your experience enrolling in your current health insurance.

If you would like more information about the project and participating in a focus group, please reach out to:

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