

This project uses Medicare beneficiary knowledge data from the MCBS Access and Use files collected before and after the implementation of the National Medicare Education Program to measure progress toward achieving CMS's education campaign goals. The results include an analysis of trends over time in beneficiary education campaign-related outcomes of improving beneficiary access to and awareness of information, as well as increasing beneficiary understanding and use of that information.

Evaluation Highlights:

Based upon the data available through multiple years of the MCBS, the study found that the education campaign has been achieving its goals.

Findings from the 1999 and 2000 MCBS include:

- In 1999, over half (58%) of non-institutionalized Medicare beneficiaries remembered receiving a copy of the Medicare & You (M&Y) Handbook. By 2000, approximately three quarters (71%) remembered receiving the Handbook. These persons are using the Handbook as a reference document.
- In 1999, less than half (47%) of non-institutionalized beneficiaries were aware of the toll-free number. While the percentage of beneficiaries aware of the number increased to 57% in 2000, the percentage calling the line remained constant (28-29%).
- In both years, a small percentage (10-11%) used the Medicare.gov website.

Findings from the comparison of the 1995 and 1998 through 2000 MCBS showed:

- There was a significant increase in the percentage of beneficiaries seeking information about five Medicare topics between the 1998 and 2000 MCBS (the year before the first national distribution of the M&Y Handbook and the year after the second national distribution).
- Between 1998 and 2000, beneficiaries increasingly found the Handbook easy to understand. Beneficiary actual and perceived knowledge increased over the period as well.
- More than 90% of beneficiaries were satisfied with the availability of information throughout the six-year period.

Full Report:

(See downloads area below for more information: Full Report - Analysis of Medicare Beneficiary Knowledge Data Using the Medicare Current Beneficiary Survey (MCBS) Phase 3.2, Final Report; Berkman, N. D., Bann, C., Kuo, M., Anderson, W., Bonito, A.).