



New Study on Potential Impacts of One Big Beautiful Bill Act on Medicaid

Effective Date: Immediately

Health Plans Affected: Priority Partners

Type of Change: New Research Study

Explanation of Change:

Maryland Medicaid members are being invited to participate in a new study on the potential impact of the One Big Beautiful Bill Act (OBBBA) on the Medicaid ACA Expansion audience.

- **Purpose:** Explore the target audience's language and attitudes surrounding the changes to help guide future message development.
- **Mode of study:** 30-minute online one-on-one discussions conducted via Zoom.
- **Incentive:** Participants will receive a \$50 gift card for participating in the study.

Maryland MCOs are assisting with recruiting efforts by distributing approved communications to members via text message, Facebook and flyers. These announcements will include a link to an online pre-screener. After pre-screening, participants who meet the criteria will be further screened and invited.

Priority Partners encourages provider offices to make Medicaid members aware of this study and direct them to the pre-screening form:



www.surveymonkey.com/r/6RJC6DK

The [approved flyer is available here](#) for printing and handing out.

The study is being conducted by Beacon Research, in partnership with GKV and the Maryland Managed Care Organization Association (MMCOA).