

ADRC Focus Group Recruitment

The Wisconsin Department of Health Services (DHS) has hired the marketing agency CMRignite to develop a marketing and outreach campaign that will build awareness of ADRC resources and services. As part of this work, CMRignite is conducting focus groups and an online survey to hear directly from Wisconsinites about how to best share information and resources and promote ADRCs.

In February 2023, DHS sent informational letters to 300 ADRC customers who had contact with an ADRC in 2022. Customers who are interested in participating in the focus group or completing the survey can contact CMRignite by phone or text at 312-471-9202 or email at interviews@cmrignite.com to find out if they qualify.

Participating in the focus group and/or completing the survey is voluntary. Customers do not need to join a focus group or complete the survey to receive services from the ADRC or a long-term care program (Family Care; Family Care Partnership; Program for All-Inclusive Care [PACE]; or Include, Respect, I Self-Direct [IRIS]).