

# Improving Medicare Access and Affordability for Low-Income Beneficiaries

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# Today's Agenda

- Introductions
- MIPPA Legislation & CBA Resources
- I&R Network Survey Results
- Partner & Outreach Activity
- Promising Practices

# Meet Your Colleagues



- A little about you:
  - Name
  - Your job
  - Your organization
  - Where you're from
  
- Some MIPPA work you/your organization completed that was successful
  - New partner
  - Event or publicity/outreach



# Medicare Improvements for Patients and Providers Act (MIPPA) Successes & Legislation

# MIPPA Background



## *Medicare Improvements for Patients and Providers Act (MIPPA) enacted by Congress in 2008*

- Funding for State Health Insurance Assistance Programs (**SHIPs**), Area Agencies on Aging (**AAAs**), and Aging and Disability Resource Centers (**ADRCs**):
  1. Application assistance with Low Income Subsidy (LIS/Extra Help) and Medicare Savings Programs (MSP)
  2. Assist rural residents to enroll in Part D
- Created a Technical Assistance Center
  - Grant currently awarded to NCOA Center for Benefits Access (CBA)

# MIPPA Background



## ■ *Affordable Care Act of 2010* added education requirements about **Medicare Preventive Services**

- "Welcome to Medicare" preventive visit
- Yearly "Wellness" visit
- Abdominal aortic aneurysm screening
- Alcohol misuse screening and counseling
- Bone mass measurement
- Breast cancer screening (mammogram)
- Cardiovascular disease (CVD) Risk Reduction Visit
- Cardiovascular disease screenings
- Cervical and vaginal cancer screening
- Colorectal cancer screenings
  - Screening fecal occult blood test
  - Screening flexible sigmoidoscopy
  - Screening colonoscopy
  - Screening barium enema
  - Multi-target stool DNA test **NEW!**
- Depression screening
- Diabetes screenings
- Diabetes self-management training
- Flu shots (Vaccine)
- Glaucoma tests
- Hepatitis B shots (Vaccine)
- Hepatitis C screening test **NEW!**
- HIV screening
- Lung Cancer Screening **NEW!**
- Medical nutrition therapy services
- Obesity screening and counseling
- Pneumococcal shots **UPDATE**
- Prostate cancer screening
- Sexually-transmitted infections screening and counseling
- Tobacco use cessation counseling

# MIPPA Background



- One year funding gap Oct. 2012 – Sept. 2013
- *American Taxpayer Relief Act in 2013*
- In 2014, budget appropriation passed by Congress, but amended by SGR (“doc fix”) law on April 1, 2014
- *Protecting Access to Medicare Act of 2014*
- Medicare Access and CHIP Reauthorization Act of 2015 (MACRA) provides **funding through Sept. 2018**

# National MIPPA Successes



## Value of benefits applications submitted by MIPPA grantees

	2009	2010	2011	2012*	2013	2014	Total	Value of Benefits
<b>MSP</b>	31,594	84,559	108,998	99,232	24,179	107,146	455,708	<b>\$661,488,341</b>
<b>LIS</b>	46,028	112,975	115,011	73,004	22,444	94,526	463,988	<b>\$1,855,952,000</b>
<b>Total</b>	<b>77,622</b>	<b>197,534</b>	<b>224,009</b>	<b>172,236</b>	<b>46,623</b>	<b>201,672</b>	<b>919,696</b>	<b>\$2,517,440,341</b>

MSP = Medicare Savings Programs

LIS = Part D Low Income Subsidy

\*States experienced a one-year gap in funding in FY13



# NCOA Public Policy & Action

Use our advocacy tools to make your voice heard!



## Advocacy Basics

Get started with advocacy with basic tips and rules governing nonprofit activities

Effective Advocacy at Home

Go

Nonprofit Advocacy Rules & Regulations

Go

10 Tips to Harness the Power of Stories

Go

## Meeting with Congress

Use our tips for engaging elected officials in meetings and town hall discussions.

9 Tips for Town Hall Meetings

Go

Thank You Letter Examples to Members of Congress

Go

Top 10 Tips for a Successful Visit to a Member of Congress

Go

## Communicating with Congress

Use our resources to help you contact your members of Congress and organize successful events with them.

How to Get an Elected Official to Attend Your Event

Go

How to Write to Congress

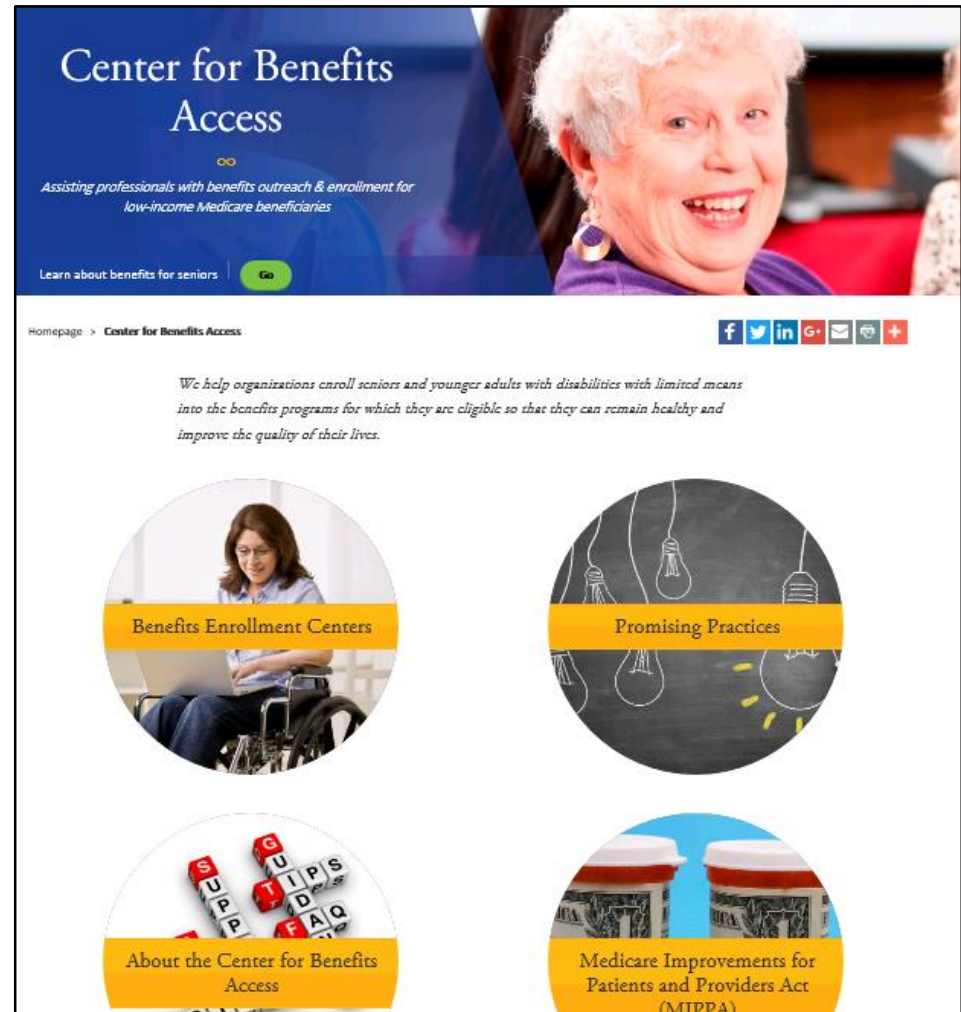
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# Center for Benefits Access



[CenterforBenefits.org](http://CenterforBenefits.org)

Helps community-based organizations find and enroll seniors and younger adults with disabilities with limited means into benefits programs for which they are eligible



# Center for Benefits Access- TA



Provide **training and technical assistance** (e.g., monthly webinars, conferences, and individualized support) and data collection analysis.

## Find Recent Center for Benefits Webinars

Posted on September 5th, 2015

Looking for recent webinars from the Center for Benefits Access? Check below for webinar slides and recordings from the past few months.

All of the Center's previous webinars can be found archived in our [Resource Library](#), as well as online at our [Vimeo channel](#).

### Recent webinars

- February 2016: Helping Your Clients with MAGI Medicaid Transition to Medicare – [Download the webinar slides](#) and [Read the follow-up Q&A](#)

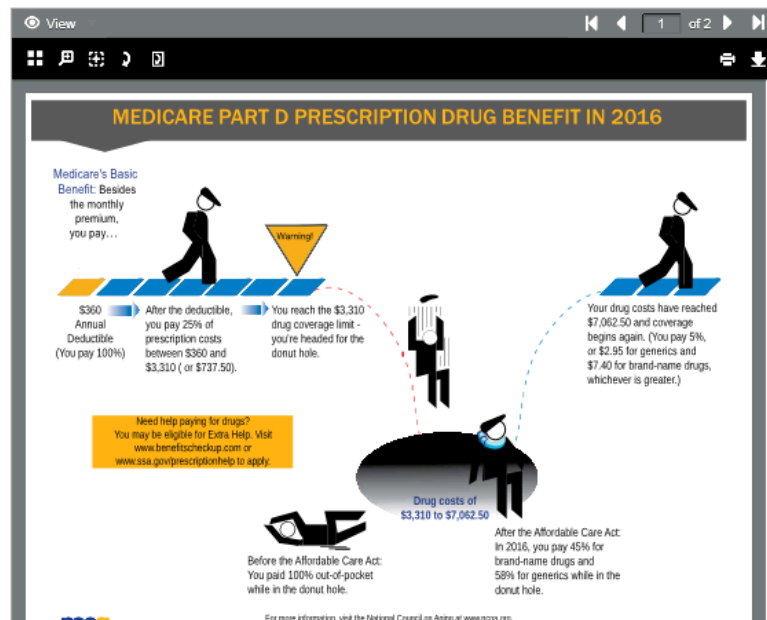


National Council on Aging

Develop timely **publications**, including online bi-monthly newsletter (*Benefits Alert*), issue briefs, case studies, promising practices, etc.

## Donut Hole: The Medicare Part D Coverage Gap Illustrated

This illustration explains how the Part D coverage gap (“donut hole”) affects the costs your clients will pay for their prescription drugs in 2016.



# Other Outreach Tools



- *You Gave, Now Save*: guide to benefits created with n4a, available at [www.ncoa.org/yougavenowsave](http://www.ncoa.org/yougavenowsave)
- Outreach materials designed for Tribal elders available at: <http://www.ncoa.org/enhance-economic-security/center-for-benefits/mippa/mippa-native-americans.html>

## Share our PSA

Want to educate low-income Medicare beneficiaries in your community about Extra Help? Feel free to share this public service announcement.



<https://www.ncoa.org/economic-security/benefits/prescriptions/lis-extrahelp/>

# Center for Benefits Access- Resource Library



[www.ncoa.org/resources](http://www.ncoa.org/resources)

Search by keyword, topic, audience, type

   a A


-  [Economic Security](#)
- [Healthy Aging](#)
- [Public Policy & Action](#)
- [News](#)
- [Get Involved](#)
- [Resources](#)**

- [Professionals](#)
- [Older Adults & Caregivers](#)
- [Advocates](#)

[Homepage](#) >



## Resources

**Filter by Topic** **Filter by Audience** **Filter By Type**

All Topics ▼ All Audiences ▼ All Types ▼

All NCOA Only Resources



# Sample Outreach Materials



- Select “Outreach Materials” under Resource Type in library
- Can also specify topic (e.g., Medicare, SNAP, etc.)



# Center for Benefits Access- Peer Learning



Facilitate **peer learning** among AAA, ADRC and SHIP networks with Crossroads Online MIPPA Community and bi-monthly State MIPPA webinars

## Bi-Monthly State MIPPA webinar

- Who? Anyone connected to MIPPA work
- What? Webinar via Readytalk
- When? Second Thursday
  - 6/9 from 3-4 pm EST
  - 8/11 from 2-3 pm EST
  - Webinars recorded and posted in Crossroads

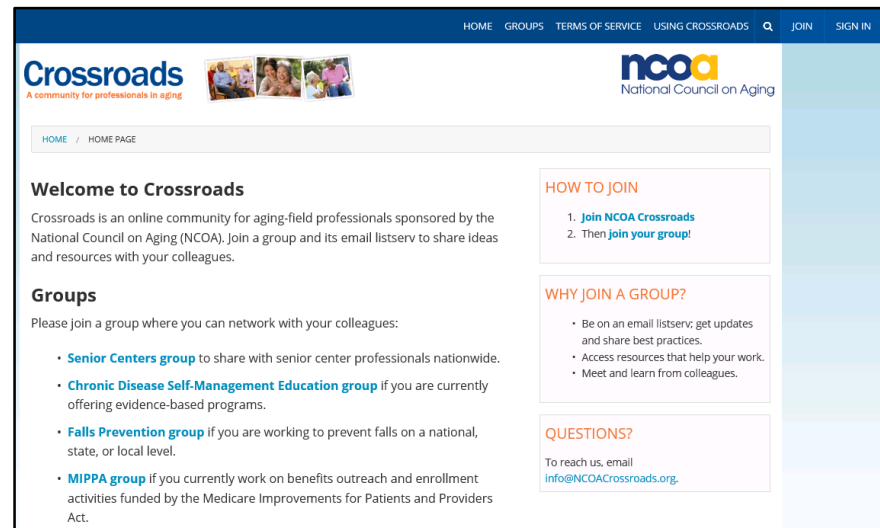


# Sign Up to Keep Up!



## ■ MIPPA Crossroads listserv

- [www.ncoacrossroads.org/g/mippa](http://www.ncoacrossroads.org/g/mippa)
- Or email the Center
- Once a member you can upload materials and ask questions via email



## ■ Benefits Alert, published 2x a month

- Sign up at [www.ncoa.org/get-involved/sign-up/](http://www.ncoa.org/get-involved/sign-up/)

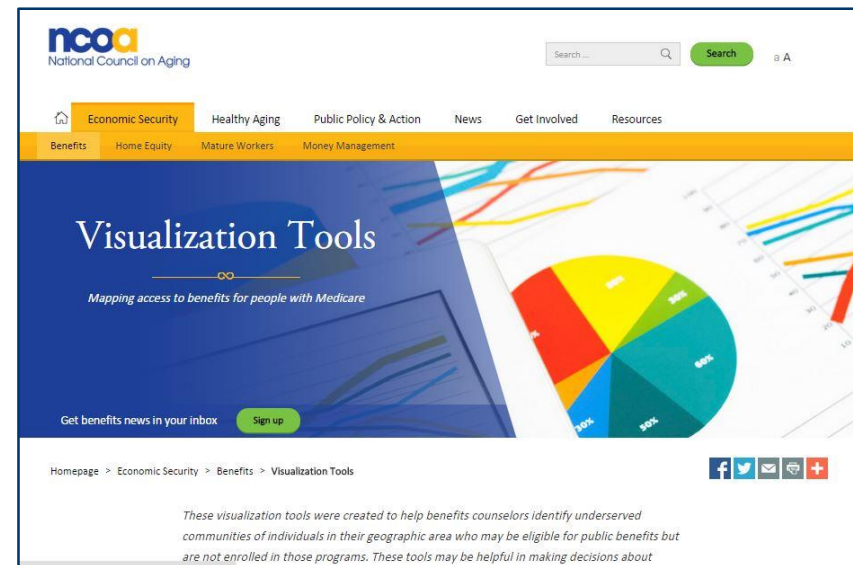
# Center for Benefits Access- Visualization Tools



[www.ncoa.org/visualizations](http://www.ncoa.org/visualizations)

Show Medicare-eligible, low-income population:

- Enrolled in core benefits
- Self-reported disability/difficulty
- Limited English proficiency
- Native American
- Use of technology
- Zip code LIS/MSP letters mailed by SSA- **NEW!**

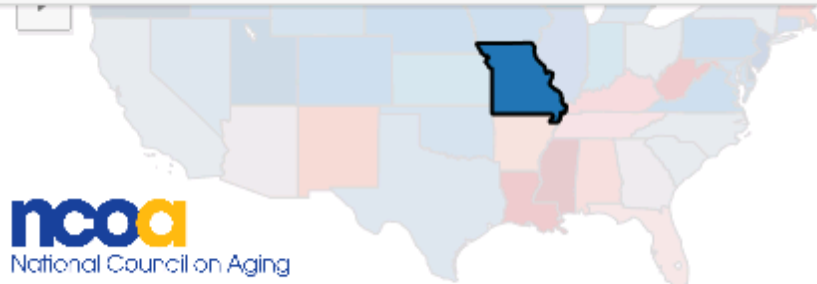


## Missouri

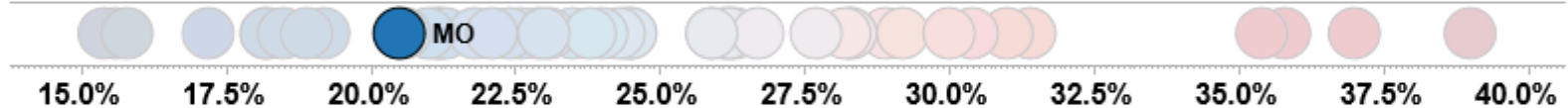
(2014)

**215,663 people enrolled in Medicare had incomes below 150% FPL in 2014**  
(20.5% of all Medicare beneficiaries)

✓ Keep only ✕ Exclude ☰



**ncoa**  
National Council on Aging



Medicare beneficiaries enrolled in benefits by state (2014-5)

	MO
LIHEAP	50,411
LIS	214,298
Medicaid	136,164
MSP	137,276
SNAP	114,891

Income, LIHEAP, and SNAP data are from 2014, based on the 2015 CPS ASEC. LIS, Medicaid, and MSP data are from 2015, based on data released by the Centers for Medicare and Medicaid Services.

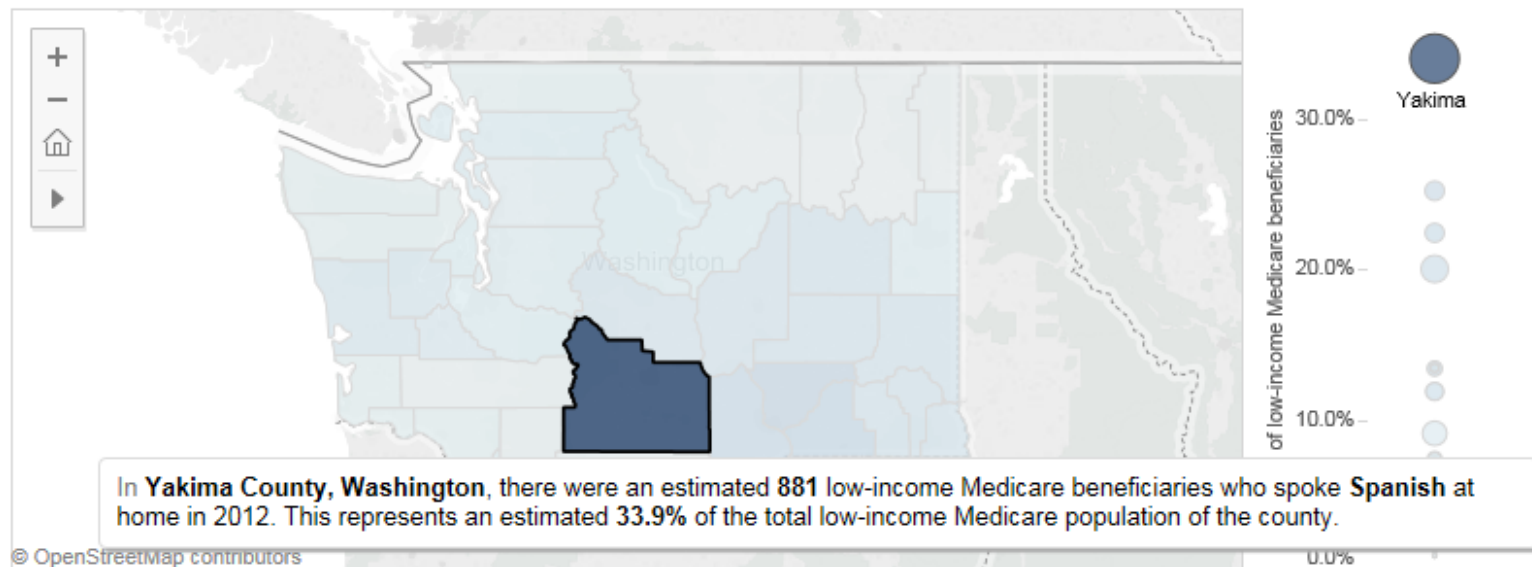
## Limited English Proficiency Low-Income Medicare Beneficiaries by County

Map navigation controls:

- Map of LEP Medicare beneficiaries
- Map of language spoken at home
- Chart of languages in a state/county

State: Washington

Language: Spanish

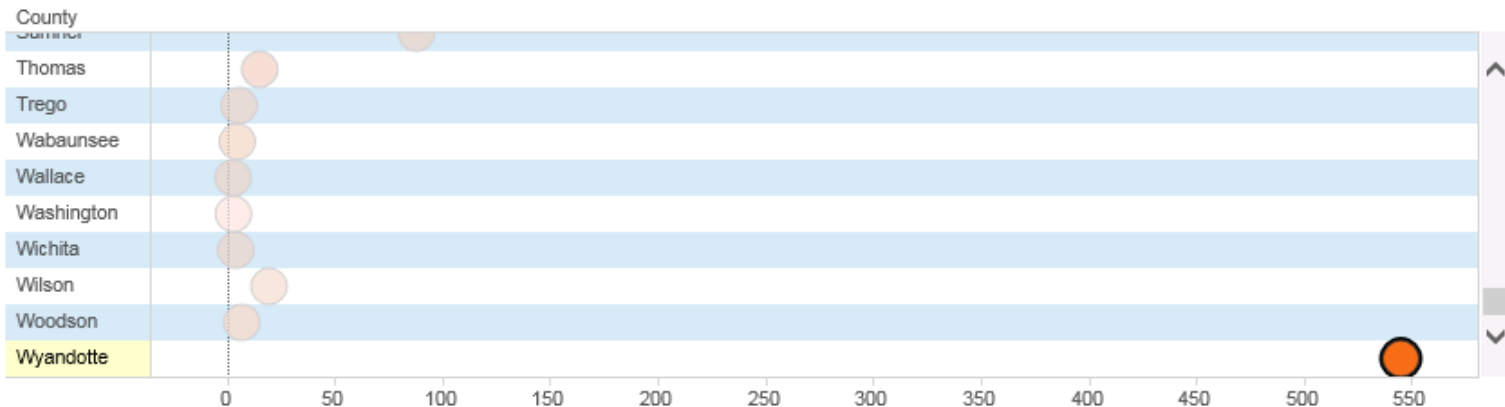
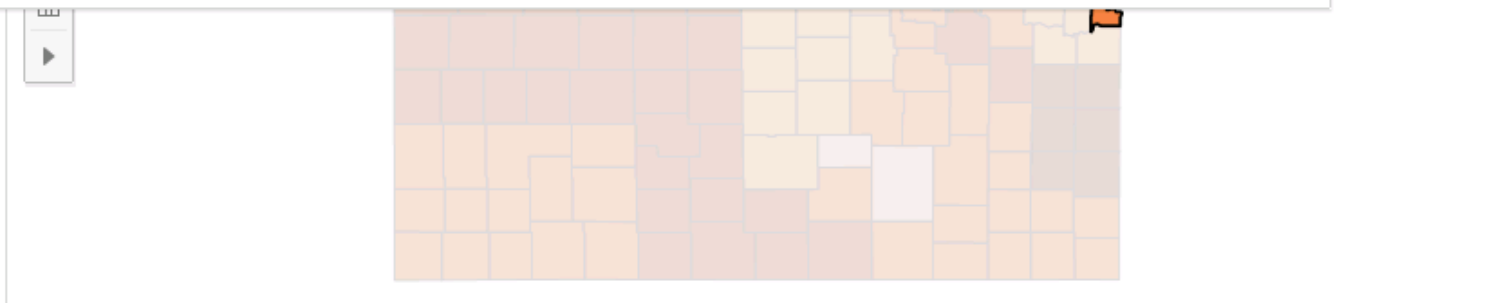


Larger circles represent a larger number of low-income people enrolled in Medicare who speak a given language at home in that county.

# [www.ncoa.org/nativemap](http://www.ncoa.org/nativemap)

In 2012 in **Wyandotte County, Kansas**, there were approximately **545** people who lived in a household with someone who identified as Native American, American Indian, or Alaskan Native and was covered by Medicare, and who had an income level that would make them eligible for most benefits (below 150% FPL).

This represents **47.2%** of all people in Medicare-enrolled Native American households in Wyandotte County.



## Disabilities and Difficulties in the Low-Income Medicare Population

Source: American Community Survey 5-year sample, 2013

↻

< Low-income people with any disability/difficulty Low-income people by type of disability/difficulty Type of disability/difficulty by county >

State

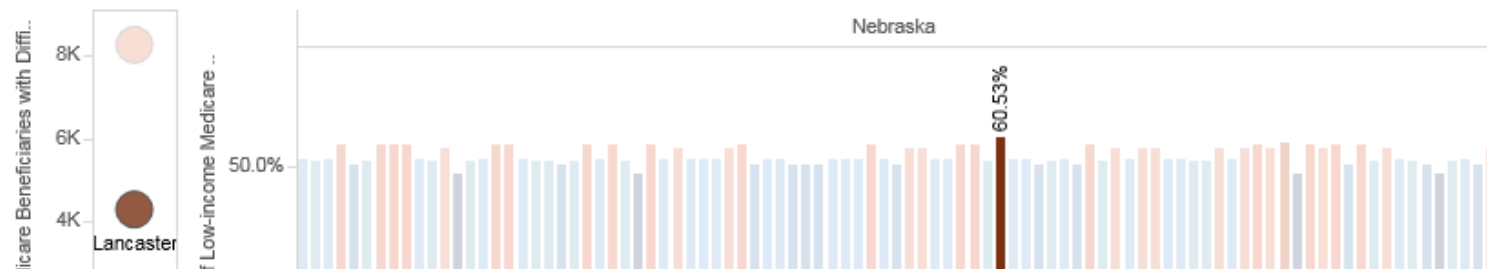
Nebraska

+ Wyoming

### Lancaster County, Nebraska

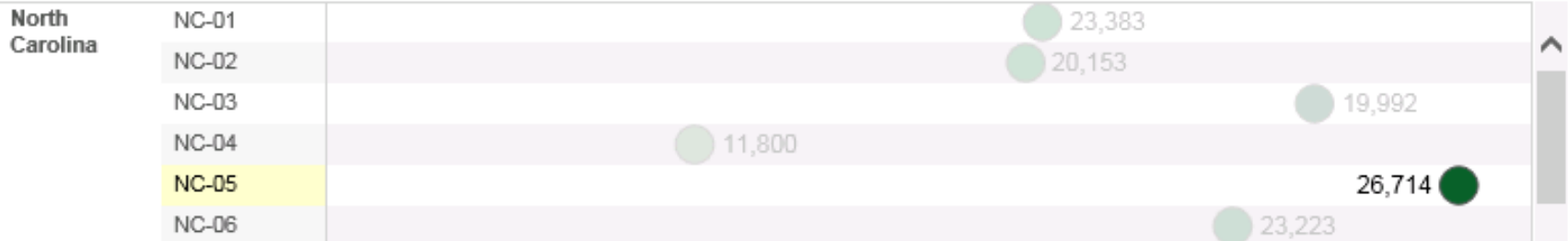
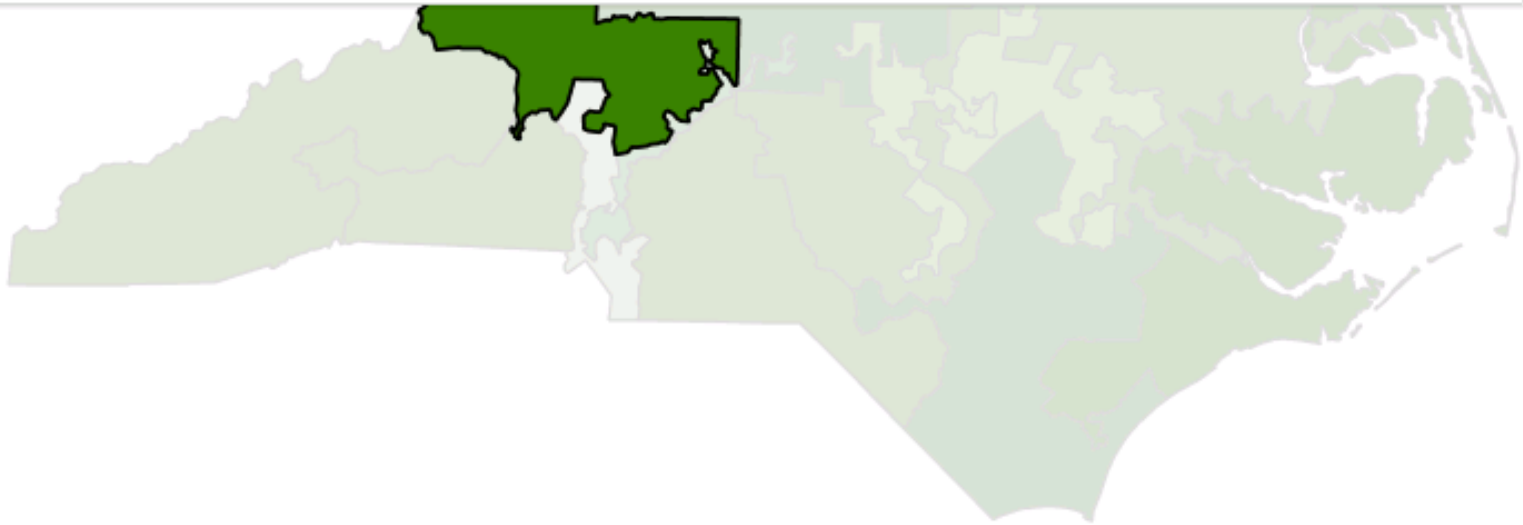
In 2012, **4,267** people enrolled in Medicare with household incomes below 150% of the Federal Poverty Level reported having a difficulty or disability of some kind, representing **60.53%** of the total Medicare population below 150% FPL.

© OpenStreetMap contributors



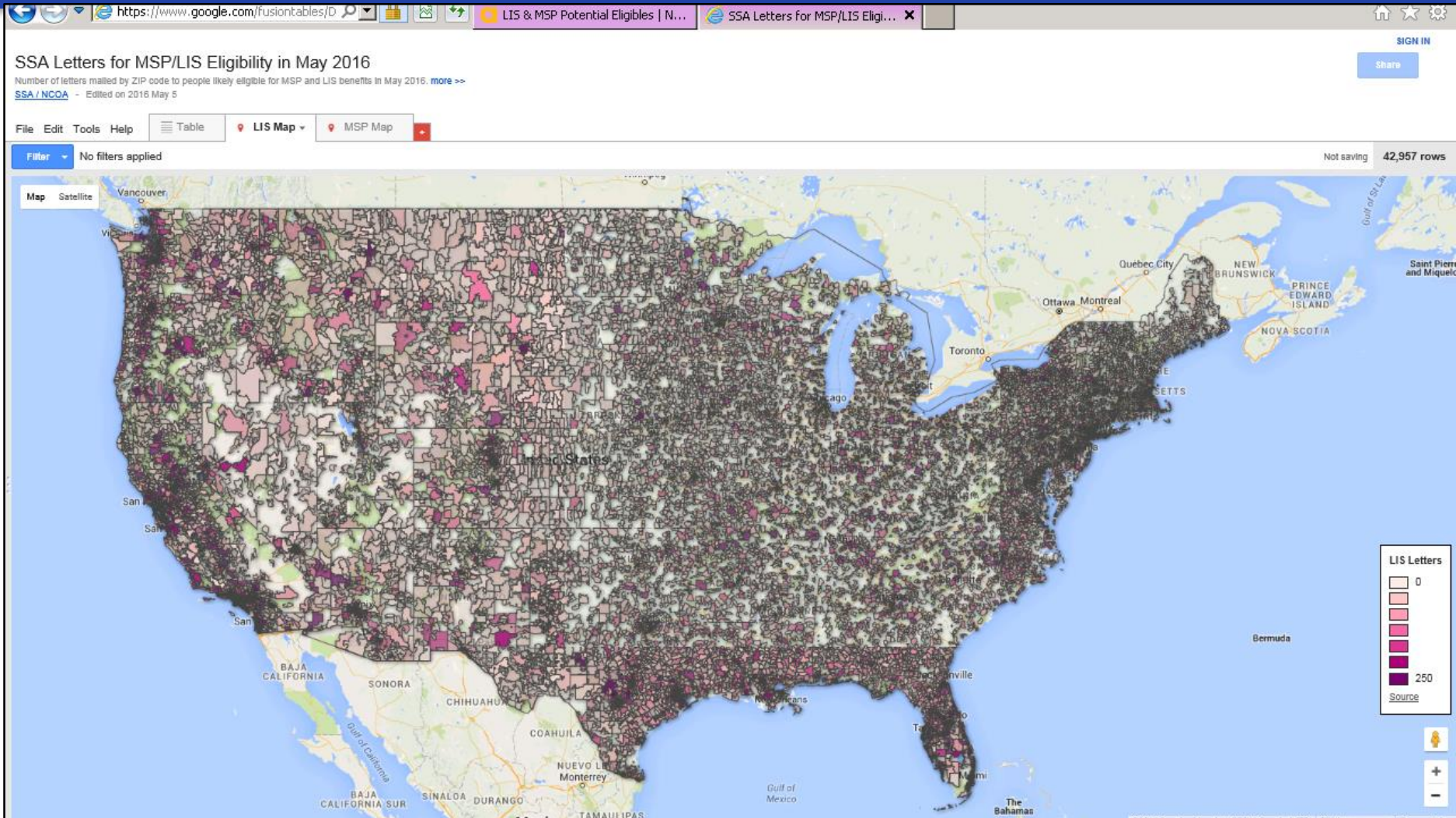
# [www.ncoa.org/technology](http://www.ncoa.org/technology)

In 2013, **26,714 households (about 48,084 people)** with at least one Medicare beneficiary and income below 150% of the federal poverty threshold in **Congressional District NC-05** had no access to a handheld computing device such as a tablet or smartphone (**84.2% of all such households**).





# [www.ncoa.org/economic-security/benefits/visualizations/lis-msp-potential-eligibles/](http://www.ncoa.org/economic-security/benefits/visualizations/lis-msp-potential-eligibles/)



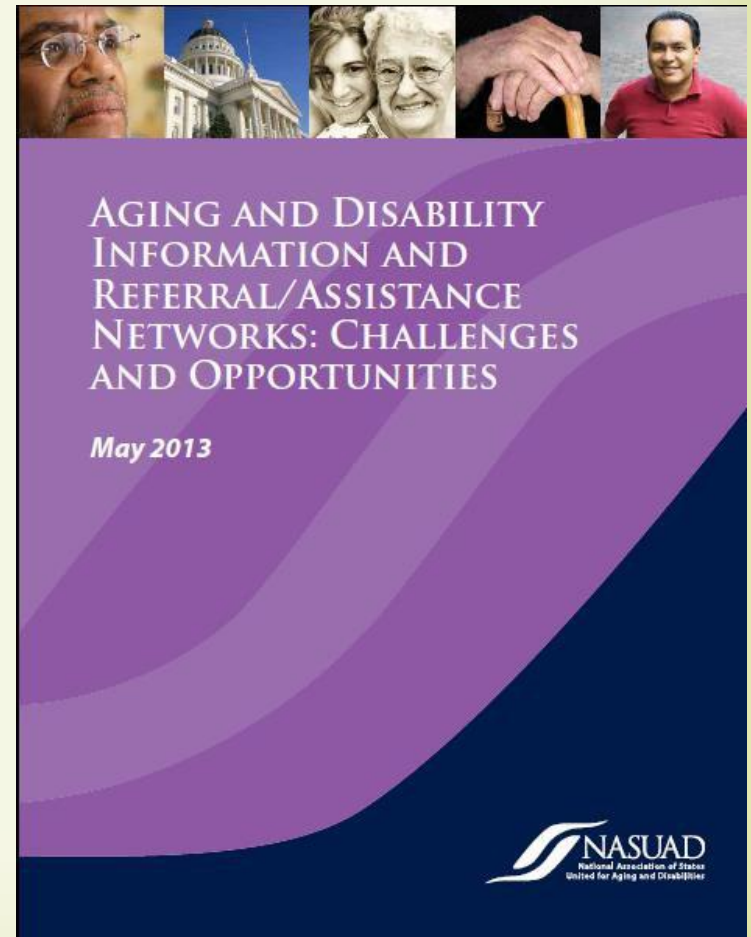


# **Call for Collaboration: Social Media Campaign Targeting Individuals with Disabilities**

# 2015 I&R Survey

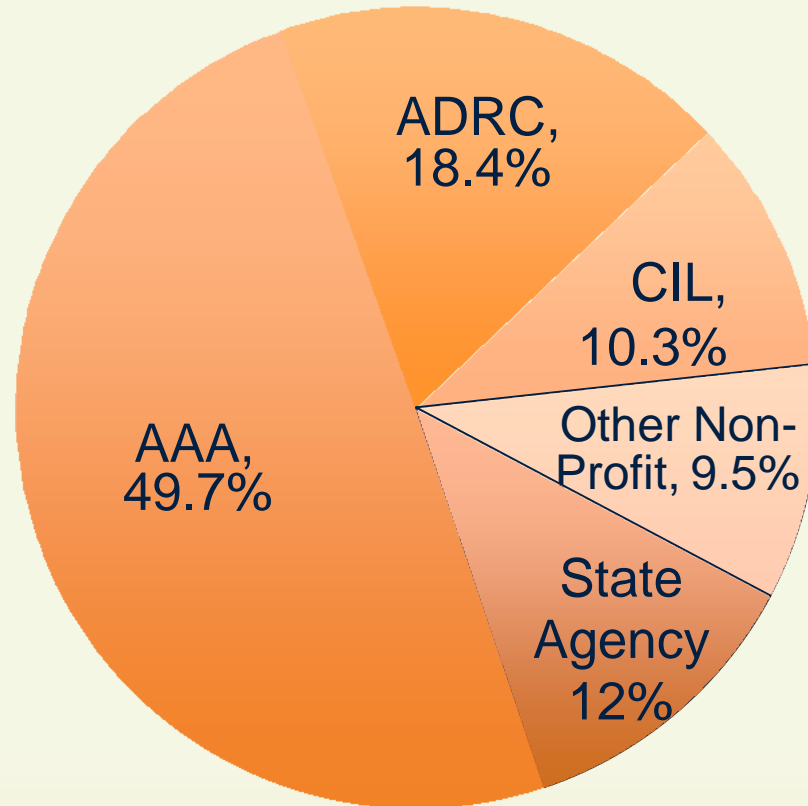
## 2015 Network Survey of I&R Specialists in Aging and Disability:

- Developed and administered by NASUAD in partnership with the National Council on Independent Living (NCIL)
- Web-based survey instrument
- In the field March - April 2015
- Captured trends, developments, and promising practices from the perspectives of state agencies, AAAs, ADRCs, CILs, nonprofit human service organizations, and national organizations



# 2015 Survey: Respondent agency

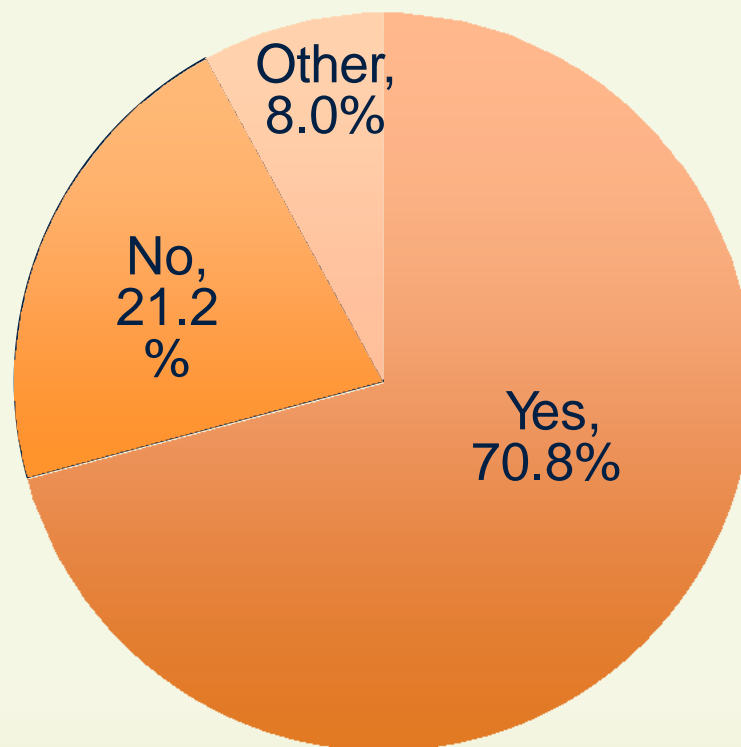
## What type of agency do you work in?



Percent of  
Respondents  
N=358

# 2015 Survey: Targeted Screening

Do I&R/A specialists in your agency screen for eligibility for Medicare low-income subsidies?

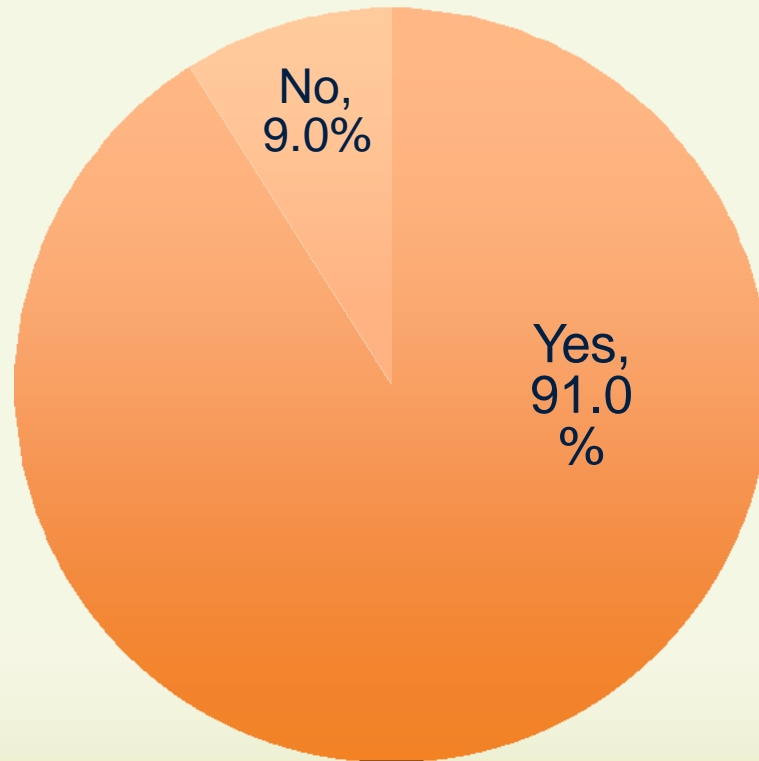


Percent of  
Respondents  
N=325



# 2015 Survey: Targeted Screening

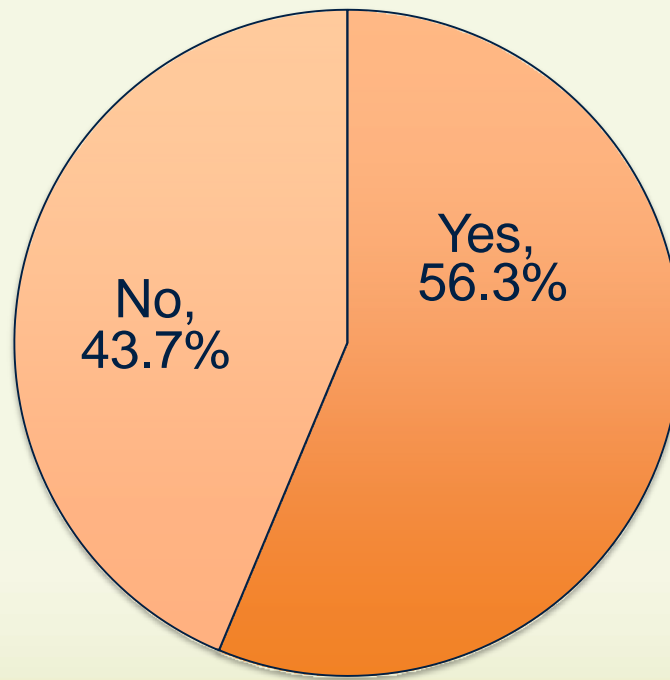
If your agency screens for eligibility for Medicare low-income subsidies:  
Does your agency target older adults?



Percent of  
Respondents  
N=222

# 2015 Survey: Targeted Screening

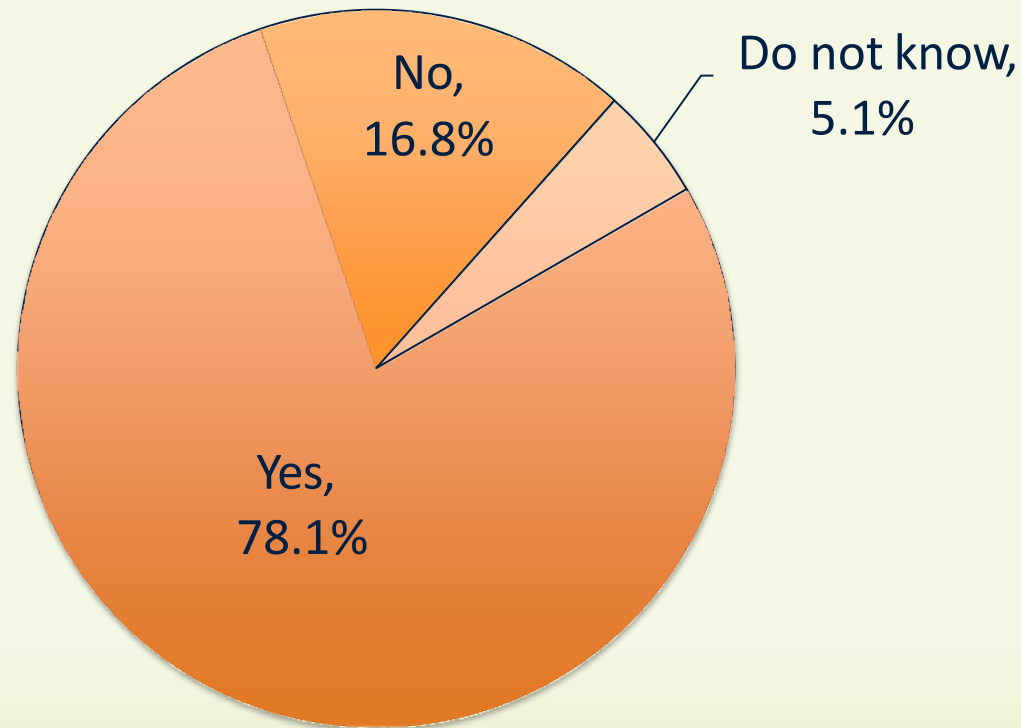
If your agency screens for eligibility for Medicare low-income subsidies: Does your agency target younger individuals with disabilities?



Percent of  
Respondents  
N=222

# 2015 Survey: Training

Are I&R/A specialists in your agency given training on the Medicare low-income subsidies?

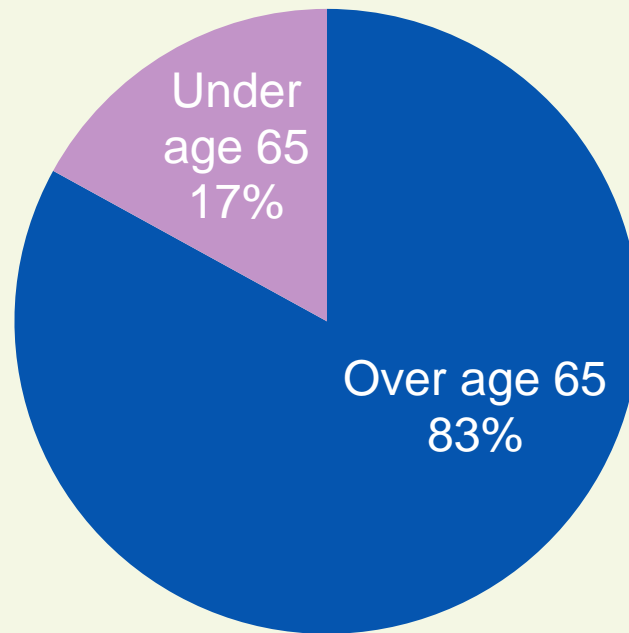


Percent of  
Respondents  
N=292



# The Medicare Population

## Medicare by Age



SOURCE: [2012, Kaiser, Medicare at a Glance]

# Outreach Efforts for Beneficiaries with Disabilities

- Increase consumer awareness
- Provide basic qualification criteria
- Provide key referral sources

# Call for Collaboration

- Identifying potential partners
- Media campaign targeting adults with disabilities
- Fact Sheet with media information and instructions

# Sample Posts

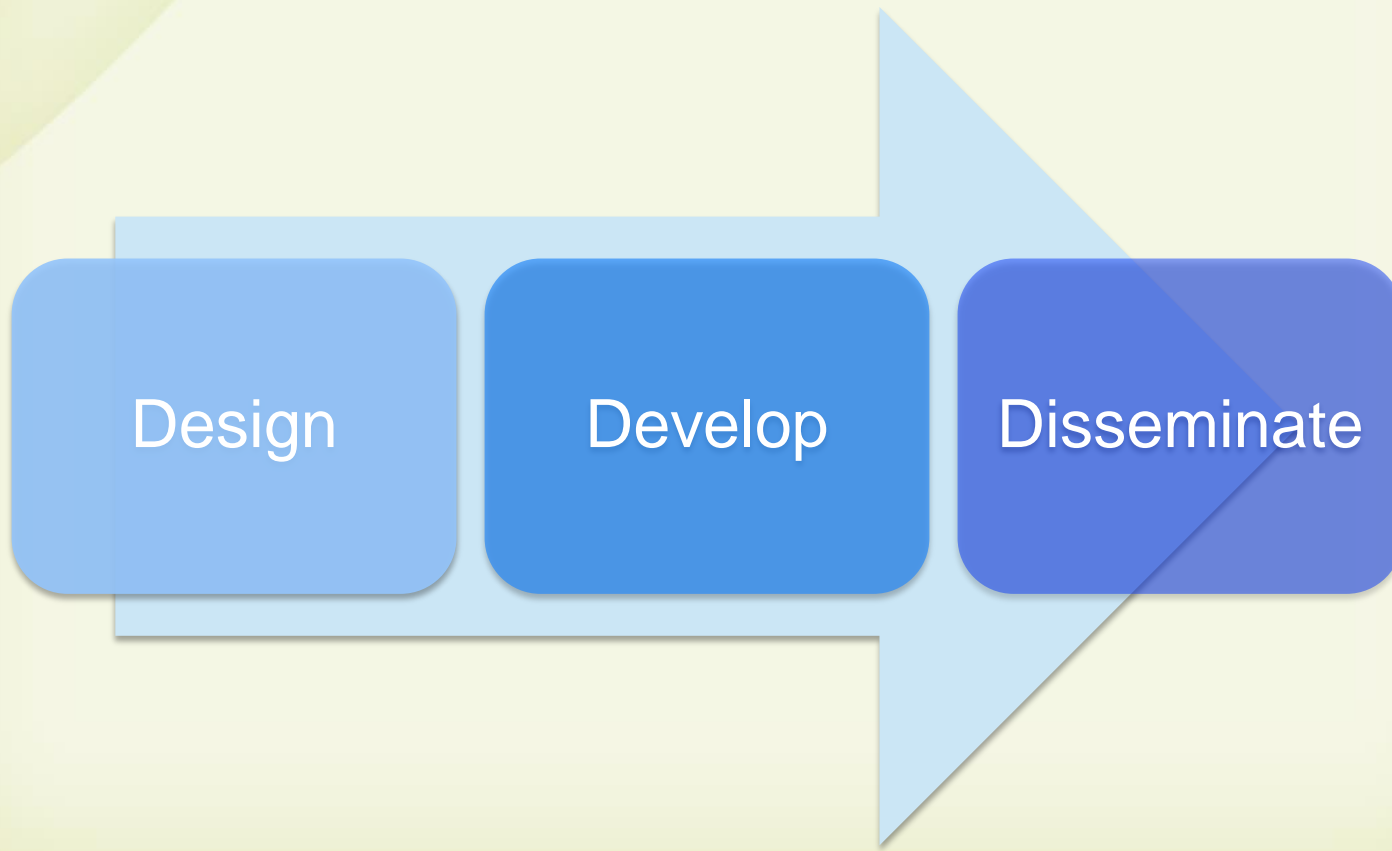
## Facebook

- “Are you a working individual with a disability? Are you having a hard time paying your Medicare costs? Help may be available through the Medicare Savings Program.”

## Twitter

- Do you want to save on Medicare costs? If you are low-income, you may qualify for a Medicare Savings Program #MedicareSavings
- Medicare costs are high! If you are low-income there are Medicare Savings Programs and Low-Income Subsidies to help you pay. #MedicareSavings

# Developing the Resources



# Resources

## **SAVE on MEDICARE COSTS!**

If you are low-income,  
a **Medicare Savings  
Program** may help with  
some of your Medicare costs.



# Get HELP with your MEDICARE COSTS!



**A Medicare Savings Program** may help with some of your Medicare costs.

**FOR ASSISTANCE, CALL:**



## Resources



# Available MEDICARE SAVINGS:



If you are low-income, a **Medicare Savings Program** may help with some of your Medicare costs.

If your monthly income is close to the limits listed below, a **Medicare Savings Program** may help you.

Monthly Income Limit* (single):	Monthly Income Limit* (married):	Programs Pay for:
\$1,357	\$1,823	Part B monthly premium

\*Income limits are approximated and vary by state.

If you are a **working person with a disability** and your monthly income is close to the limits listed below, the **Qualified Disabled Working Individuals Medicare Savings Program** may help you.

Monthly Income Limit* (single):	Monthly Income Limit* (married):	Program Pays for:
\$4,045	\$5,425	Part A monthly premium

\*Income limits are approximated and vary by state.

**FOR ASSISTANCE, CALL: (877)839-2675**  
**The SHIP National Technical Assistance Center**

Current as of March 2016



## Resources



# I'm working again, but I still can't afford my **MEDICARE COSTS...** Is there any **HELP** out there for me?



**YES!** If you are a working person with a disability under 65 and on Medicare, the Qualified Disabled Working Individuals Program (QDWI) may help you!

**QDWI is a Medicare Savings Program** that may help pay some Medicare costs for low-income working individuals with a disability.

If you are single with a monthly income of about \$4,045 (or married with a combined monthly income of about \$5,425), **this program may help you.\***

\*Income limits vary by state.

**FOR ASSISTANCE, CALL: The SHIP National Technical Assistance Center  
(877)839-2675**

Current as of March 2016



## Resources

# Resources

## THE MEDICARE LOW INCOME SUBSIDIES

**WHAT THEY ARE:** The Medicare low-income subsidies are a set of federally and state funded programs that help make Medicare more affordable for low-income Medicare recipients. These programs include the Medicare Savings Programs (MSPs), and the Medicare Part D Low Income Subsidy/Extra Help program (often referred to either LIS or Extra Help).

*For information on how to apply, see next page.*

### UNDERSTANDING MSPs

MSPs are a set of 4 programs run by the state Medicaid agencies that can help low-income Medicare recipients save on Medicare costs. MSPs include the Qualified Disabled and Working Individual (QDWI), Qualifying Individual (QI), Specified Low-Income Medicare Beneficiary (SLMB), and Qualified Medicare Beneficiary (QMB) programs.

**HOW THEY WORK:** Individuals must have Medicare Part A and must fall into the income and asset guidelines in their state to qualify for an MSP (see charts below).

The QDWI program applies to working people with disabilities.

Program	Program Details	Monthly Income Limits*		Asset Limits*		Pays for:
		Single	Married	Single	Married	
QDWI	Open to working people with disabilities who lose their Social Security Disability Insurance (SSDI) benefit and lose premium-free Part A. Not for those who have Medicaid.	\$4,045	\$5,425	\$4,000	\$6,000	Part A premium

\*Limits vary by state and are updated annually.

The QI and SLMB programs cover the cost of the part B monthly premium for low-income Medicare recipients.

Program	Program Details	Monthly Income Limits*		Asset Limits*		Pays for:
		Single	Married	Single	Married	
QI	Not for those who have Medicaid. Enrollment is limited.	\$1,357	\$1,823	\$7,280	\$10,930	Part B premium
SLMB	Open to those who have Medicaid.	\$1,208	\$1,622	\$7,280	\$10,930	Part B premium

\*Limits vary by state and are updated annually.

Program	Program Details	Monthly Income Limits*		Asset Limits*		Pays for:
		Single	Married	Single	Married	
QMB	Open to those who have Medicaid. Doctor must accept Medicare and Medicaid for cost of care to be covered.	\$1,010	\$1,355	\$7,280	\$10,930	Part A/B premiums, deductibles, co-pays and coinsurance

\*Limits vary by state and are updated annually.

Current as of March 2016

Turn Page Over

### UNDERSTANDING LIS / EXTRA HELP

LIS or Extra Help is a program run by the Social Security Administration that helps low-income Medicare recipients save on Medicare Part D prescription drug costs.

**HOW THEY WORK:** Individuals must fall into the federal income and asset limits (see chart below). Individuals who receive Extra Help must sign up for a Medicare Part D prescription drug plan or a Medicare Advantage plan with prescription drug coverage.

Medicare pays for the full monthly premium if an individual signs up for one of the stand-alone Prescription Drug Plans that offer the standard Part D benefit, referred to as low-income benchmark plans. People who are dual-eligible (on both Medicaid and Medicare), receive Supplemental Security Income (SSI), or have an MSP are automatically signed up for the Extra Help program.

Level of Coverage	Monthly Income Limits*		Asset Limits*		Benefits:
	Single	Married	Single	Married	
Full LIS	\$1,357	\$1,823	\$8,780**	\$13,930**	Premium/deductible: \$0; co-pays: \$1.20 – 2.95 generic, \$3.60 – \$7.40 brand-name; no co-pay after reaching \$4,850 out-of-pocket threshold
Partial LIS	\$1,505	\$2,023	\$13,640**	\$27,250**	Premium: income-based; deductible: \$63 and under; co-pays: 15% coinsurance or plan co-pay, \$2.95 generic and \$7.40 brand-name or 5% of drug cost (whichever is greater), after \$4,850 in total out-of-pocket costs

\*Amounts are updated annually.

\*\*Amounts include a \$1,500 per person disregard for burial expenses.

### HOW TO APPLY:

Interested persons may apply for an MSP at their local Medicaid office.

For Extra Help, individuals can apply online or at their local Social Security office.

More information and assistance available at:

- State Health Insurance Assistance Program (SHIP): [www.shiptcenter.org](http://www.shiptcenter.org)
- Medicare Rights Center: [www.medicarerights.org](http://www.medicarerights.org); (800) 333-4114
- NCOA Center for Benefits Access: [www.centerforbenefits.org](http://www.centerforbenefits.org); [centerforbenefits@ncoa.org](mailto:centerforbenefits@ncoa.org)
- [www.medicare.gov](http://www.medicare.gov)

Current as of March 2016

# Measuring Outcomes

- Follow Up Survey
- Hashtag History

# Partnership & Outreach Activity

- Divide into groups
- Your mission: Get your audience to call or visit you!



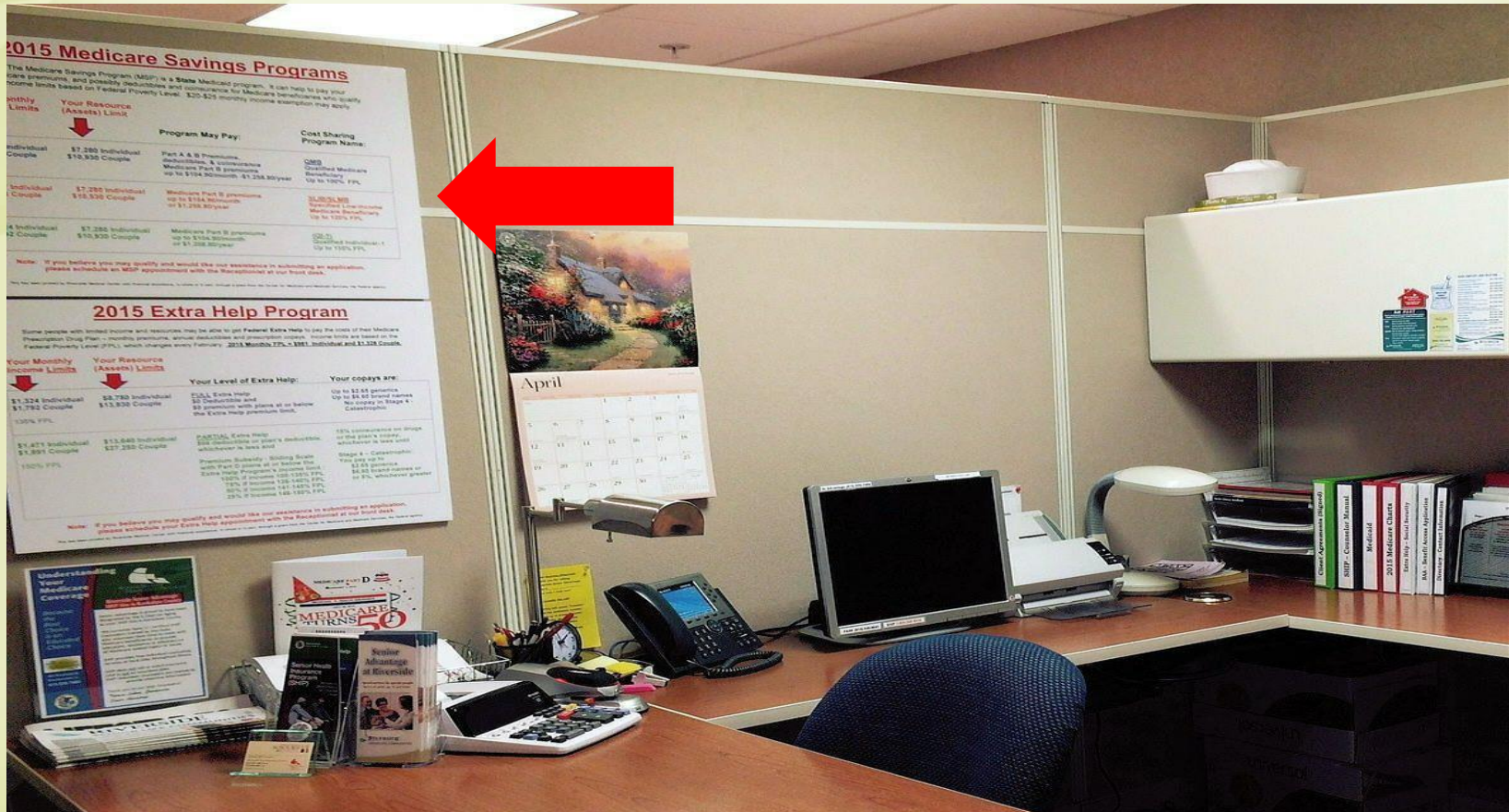
# Promising Practice #1

**Insert MIPPA outreach into the internal framework of your organization.**

- Provide all staff with access to screening information
- Ensure all staff are involved in screening efforts




# Promising Practice #1



# Promising Practice #1

## Catawba Area Agency on Aging Application

<input type="checkbox"/> SNAP <input type="checkbox"/> I-CARE <input type="checkbox"/> Fraud <input type="checkbox"/> LIS <input type="checkbox"/> Medicaid/CLTC <input type="checkbox"/> Disabled <input type="checkbox"/> Care giving <input type="checkbox"/> SRC <input type="checkbox"/> Alzheimer's <input type="checkbox"/> IRA	Date: _____ Worker: _____								
<p style="text-align: center;"><b>Client/Care Giver Information:</b></p> Name: _____ Address: _____ City: _____ Zip Code: _____ Cty: _____ Phone: (H) _____ (wk/cell) _____ Email: _____ D.O.B.: _____ SSN: _____ Race: _____ Hispanic? <input type="checkbox"/> Y <input type="checkbox"/> N Gender: Female   Primary Lang: English   Marital Status: Married Significant health problems: _____ _____ # of adults living in home: _____ # of children in home: _____ Relationship to CR: (if CG) _____ Services currently receiving: _____ _____ _____	<p style="text-align: center;"><b>Care Receiver Information:</b></p> Name: _____ Address: _____ City: _____ Zip: _____ Cty: _____ Phone: _____ D.O.B.: _____ Gender: _____ SSN: _____ Race: _____ Hispanic? <input type="checkbox"/> Y <input type="checkbox"/> N M. Status: Married   Language: English Significant health problems: _____ _____ Time CG spends per week? _____ Year care giving began? _____ grade level _____ Services currently receiving: _____ _____ _____								
<p style="text-align: center;"><b>Income/Insurance Information:</b></p> Client/CG Monthly Income: \$ _____ Source: _____ LIS? (\$1471) Spouse/CR Monthly Income: \$ _____ Source: _____ (\$1991)									
Insurance (check all that apply)									
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; text-align: center;">Client/CG</td> <td style="width: 50%; text-align: center;">Spouse/CR</td> </tr> <tr> <td>Medicare # _____ Eff. Date: _____</td> <td># _____ Date: _____</td> </tr> <tr> <td>Medicaid # _____ Eff. Date: _____</td> <td># _____ Date: _____</td> </tr> <tr> <td>CG _____ (check all that apply)</td> <td>CR _____ (check all that apply)</td> </tr> </table>	Client/CG	Spouse/CR	Medicare # _____ Eff. Date: _____	# _____ Date: _____	Medicaid # _____ Eff. Date: _____	# _____ Date: _____	CG _____ (check all that apply)	CR _____ (check all that apply)	
Client/CG	Spouse/CR								
Medicare # _____ Eff. Date: _____	# _____ Date: _____								
Medicaid # _____ Eff. Date: _____	# _____ Date: _____								
CG _____ (check all that apply)	CR _____ (check all that apply)								

# Promising Practice #2

**Go where the consumer is / where the consumer will be.**

**Senior Farmers' Market Nutrition Program (SFMNP)**

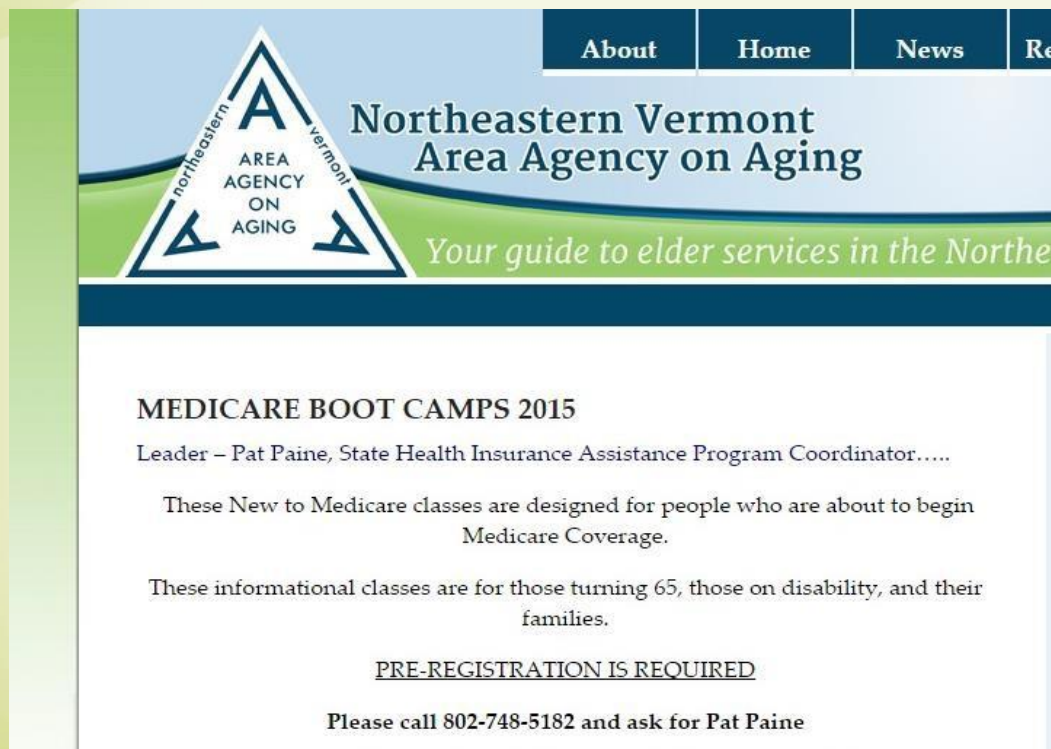




# Promising Practice #3

Rebrand the Medicare low-income subsidies to appeal to the consumer.

## Medicare Boot Camp



The screenshot shows the website for the Northeastern Vermont Area Agency on Aging. The header includes a navigation menu with 'About', 'Home', 'News', and 'Re'. The main content area features a large heading for 'MEDICARE BOOT CAMPS 2015' and a list of class descriptions. The agency's logo is visible in the top left corner of the page.

**MEDICARE BOOT CAMPS 2015**

Leader – Pat Paine, State Health Insurance Assistance Program Coordinator.....

These New to Medicare classes are designed for people who are about to begin Medicare Coverage.

These informational classes are for those turning 65, those on disability, and their families.

**PRE-REGISTRATION IS REQUIRED**

Please call 802-748-5182 and ask for Pat Paine

# Promising Practice #4

**Insert MIPPA outreach into everyday places that consumers visit**

- Bus ads
- Mall benches and floors

# Promising Practices

*Strategies to replicate successful benefits outreach & enrollment*

Homepage > Center for Benefits Access > Promising Practices

- Making Dinner a SNAP [Go](#)
- Media Boost Gives Extra Help to Michigan Seniors [Go](#)
- Promoting Medicare's Preventive Services [Go](#)
- Reaching the Hard-to-Reach Through Out-stationing [Go](#)
- Reverse 9-1-1 and Other Innovative Benefits Outreach Strategies [Go](#)
- Silver Giving Circle Gives Benefits to LEP Seniors [Go](#)
- Training Pharmacy Students in Tennessee & Alabama [Go](#)

The Center for Benefits Access has compiled this clearinghouse of promising practices to share innovative approaches that have worked in improving benefits outreach and enrollment.

# Calendar

Each year, the Virginia Insurance Counseling Assistance Program (VICAP) creates a calendar that highlights different preventive services each month. In addition, the calendar includes a tear-off sheet at the back that asks for contact information and monthly income with an addressed envelope so that beneficiaries can send it to the VICAP to begin the screening process for Extra Help.

To keep costs down, the VICAP only print 7,000-8,000 calendars each office during Medicare Open Enrollment Period outreach events and in addition, the VICAP developed rack cards that are distributed through preventive services, one for the Annual Wellness Visit, and one for Extra Help. The calendars are very well received; the beneficiaries love them!



## National days/months of recognition

In Missouri, MIPPA grantees have created a 2016 outreach plan that uses National Days/Months of Recognition topics—for example, American Heart Month or National Diabetes Month—to coincide with information on preventive services. These recognition days/months will also be woven into content developed for outreach booths, monthly survey mailings from the call center, newsletter articles for use by our community partners, presentations, and more.

## A paycheck for senior health

One New York county has created a sample “paycheck” to share with Medicare beneficiaries that highlights how these screenings are priceless to maintaining their health. The paycheck is included in a flyer that lists all of the free preventive services.



Counselors circulate this paycheck and flyer during Medicare 101 presentations at senior centers, where they talk about how important prevention is and how it saves on costs. Flyers are also circulated at fairs, in the counselors’ offices, and are sent to doctors’ offices to hang on their walls.

## For more information

- Calendar: Pam Smith, State VICAP Director, Virginia
- National days of recognition: Judy Keseman, Primaris, Missouri
- Paycheck for senior health: Kimberly Perl, HICAP, New York



# Promising Practices

*Strategies to replicate successful benefits outreach & enrollment*

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# Pharmacy School Volunteers



## Tennessee

- Asked Pharmacy School to offer SHIP work during OEP 3<sup>rd</sup> year students to meet community involvement standard. In the first year, 10 of 60 students participated.
- Become a part of the curriculum and spread to two other pharmacy schools in TN.

## Alabama

- Similar to TN incorporated service learning and community involvement.
- Students train and certify as SHIP counselors.
- Provides a stipend to the school to assist with incidental costs.

# Promising Practices

Strategies to replicate successful benefits outreach & enrollment

Homepage > Center for Benefits Access > Promising Practices

The Center for Benefits Access has compiled the most innovative approaches that have worked in improving benefits outreach and enrollment.

## Finding People/Benefits Outreach and Education

Discover creative ways to identify and conduct outreach to low-income people with Medicare potentially eligible for benefits

Adapting the Promotores Model for Benefits Access



After the Storm: Helping Joplin's Seniors Access Emergency Benefits



Birthday Greetings and Medicare Messages



Broadcasting Benefits: Telethon as Outreach



Click2Mail: An Efficient Way to Send Messages About Benefits



# ELM and MMAP - Birthday Cards

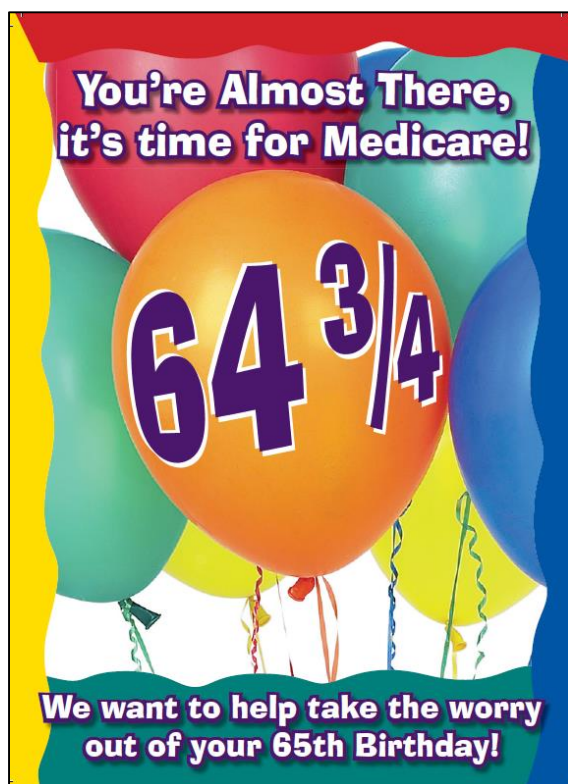
- Secretary of State (SOS) provided list to MMAP
  - SOS handles vehicle registration and identity cards
  - Mailed 25,000 birthday cards in June 2013 with bulk rate discount
- Mailer details
  - Back of card listed MMAP toll-free number
  - Individually addressed vs. labels
  - Used non-profit bulk rate
  - Get a phone number from to follow up



# Utah - Birthday Cards

- Bartered 55+ Resource Directory mailing list of 40,000 county residents
- Mail cards 2-3 months before 65<sup>th</sup> birthday

Front



Back



# Utah - Birthday Cards

- List main phone line
  - Information & referral answers general questions
  - Referral to Medicare/MIPPA Counselors for more specific help
    - Benefits screening (LIS/MSP/Medicaid)
    - Plan comparison and fall OEP reminder

Inside

**HAPPY BIRTHDAY**  
from Salt Lake County  
Aging & Adult Services

**CONGRATULATIONS!**

You're Now Eligible for Medicare

Salt Lake County Aging and Adult Services  
Can Help You Understand:

- Medicare Part A and B
- Medicare Prescription Drug Coverage
- Prescription Drug Subsidy Assistance
- Supplemental Medicare Insurance
  - Medicare Advantage Plans
  - Healthcare Fraud Prevention
  - And More

For a FREE SCREENING to help you  
better understand your options please  
give us a call:

**385-468-3200**

# Delaware– Birthday Letters

- State Election Board provides list
  - Mail 2-3 months before 65<sup>th</sup> birthday
- Mailer details
  - Toll-free number
  - Time sensitive
  - “We can help”

Dear Mr./Mrs. Beneficiary:

Best wishes on your upcoming 65th birthday. This is a time in your life when you will have to make important health insurance decisions, and I want to offer you our assistance.

You are eligible for Medicare. Medicare is a health insurance program from the federal government for people age 65 and older, and for people with permanent kidney failure or certain disabilities under age 65. Medicare consists of three parts. The first is Part A (or Hospital Insurance) and is free for most eligible participants. The second is Part B (or Medical Insurance) and costs \$104.90 per month in 2015 for most beneficiaries, but could be higher based on income. The third is Part D (or Prescription Drug Coverage) and is offered by private companies, with monthly premiums that can vary but that average \$33 a month.

Medicare offers health plan choices. These health plan choices may include a Medicare Advantage plan. Different health plan choices may affect how much you pay, what extra benefits you receive, and how much choice you have among doctors and other health care providers.


Time is of the essence. There are limited open-enrollment periods for Medicare Part B medical insurance and for Medicare Part D prescription drug plans. There is also a limited enrollment period for Medicare Supplement Insurance (also known as Medigap) policies offered by private companies. You will need to act soon in order to get the coverage you want at the best price.

We can help. There is much to learn about Medicare and I invite you to turn to our Delaware Medicare Assistance Bureau, "DMAB" office for information and support. The DMAB office offers free, confidential counseling to Medicare beneficiaries about Medicare, Medicare Supplement Insurance, Medicaid, and Long-Term Care Insurance. You can review the enclosed information, or call 1-800-336-9500 or go online to [delawareinsurance.gov](http://delawareinsurance.gov). Please feel free to contact us and, again, have a happy birthday.

# New Mexico – Self-referral Cards

## ■ Card details

- Currently placed in Senior Centers and other traditional locations
- Self-addressed, postage paid card to request a call

<p><b>New Mexico State Health Insurance Program</b> P. O. BOX 27118 Santa Fe NM, 87502-7118 1-800-432-2080 or (505) 476-4846</p>	
<p><b>NEW MEXICO HEALTH INSURANCE PROGRAM (SHIP)</b> <b>(SHIP) provides free and confidential counseling about Medicare and other health options.</b> Please print using all CAPITAL letters.</p>	
First Name _____ Last Name _____	
Address _____ (Number and street including apartment number or rural route) (City) (State) (Zip)	
Phone (____) _____ - _____ Phone (____) _____ - _____	
1. Are you currently on Medicare? <input type="radio"/> Yes <input type="radio"/> No	
2. Will you become Medicare eligible within the next 12 months? <input type="radio"/> Yes <input type="radio"/> No	
3. Are you a caregiver for a Medicare beneficiary? <input type="radio"/> Yes <input type="radio"/> No	
4. Do you understand how Medicare works? <input type="radio"/> Yes <input type="radio"/> No	
5. Would you like information on paying Medicare and prescription drug costs? <input type="radio"/> Yes <input type="radio"/> No	

# New Mexico – Self-referral Cards

- Targeting Fire Departments and Ambulance providers
  - Santa Fe Fire Department started a new program called the Community Protection Initiative (CPI) to decrease non-emergency call waste and unnecessary trips to the emergency room(big red truck, gas, time)
    - A team will provide paramedic, nursing and social work services (under the direction of a Medical Director) – ask them to distribute cards
    - Door-to-door flyer distribution to announce the program
  - Work with rural volunteer Fire Departments to distribute cards

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