**Partnership: Medicare Outreach & Health Promotion**

Use this document as a guide to help create a partnership with your local

Health Promotion coordinator.

Schedule a time for meeting with the Health Promotion Coordinator.

**Gather documents to share:** MSP/LIS/SeniorCare brochures and inserts, Brief Program Descriptions, Preventive Services Chart.

Explain that two federal grants support this outreach: *MIPPA: Medicare Improvements for Patients and Providers Act; and SHIP: State Health Insurance Assistance Program.*

**Explain the benefit programs as well as Medicare coverage of preventive benefits to be sure the health promotion coordinator has a basic understanding.** *(Give them the Brief Program Descriptions.)*

* **Low-income benefit programs:**
  + **Extra Help** (also referred to as Low-Income Subsidy or LIS) – Assists people who have limited income with their Medicare Part D (prescription drug insurance) premiums, deductibles, and copays. Level of help is based on income and assets.
  + **Medicare Savings Programs** (also referred to as MSP) – At a minimum, pays the Medicare Part B premium ($134 in 2018) for people who qualify based on income and assets. May also pay some or all of Medicare deductibles and copays depending on level of income and assets. Those who qualify for MSP automatically qualify for LIS.
  + **Senior Care Level 1** – Wisconsin’s prescription drug assistance program for people age 65 and older. There is no monthly premium and the deductible amount is based on the person’s income. Assets are not counted. Level 1 is for those with the lowest income and has no deductible, often making it more affordable than Medicare Part D plans.
* **Medicare preventive benefits and health promotion programs.** 
  + Medicare covers many preventive services and screenings, most are covered at 100%.  *(Provide the Preventive Services chart/handout.)*
    - Welcome to Medicare Visit – One time during the first year on Medicare.
    - Yearly Wellness Visit –focus on developing or review a personalized prevention plan.
    - Additional screenings, tests and services
  + Health promotion workshops that are offered in the county are also promoted. *(Show them brochure insert.)*

# Talk about why partnership with Health Promotion makes sense:

1. **Shared target audience**. Many people who attend health promotion workshops are on Medicare or know someone who is. Educating people about available programs is the first step in getting help.
2. **Physical Health + Financial Health = Overall Health.** Health Promotion workshops focus on physical health and well-being. The low-income benefit programs can help improve a person’s financial health which may improve their overall health. Both are important and are interrelated - Without money to cover medical expenses only so much can be done in promoting physical health.

# Discuss strategies for partnership and shared outreach.

1. **Understand each other’s programs.**  Those doing Medicare outreach should understand the Health Promotion workshops being offered in their county.
   1. For outreach to be most effective the person handing out brochures needs to understand enough about the programs discussed on the handouts to answer some basic questions.
   2. Ask if you can come to a Health Promotion staff meeting (if they have meetings) so you can share information and explain the benefit programs.
   3. Offer that they could present at a staff meeting at your agency (if appropriate) to explain Health Promotion programs.
2. **Share promotional materials and resources.** Exchange outreach materials (brochures, inserts, preventive services charts, articles, etc.) for Health Promotion materials they would like you to distribute.
   1. **Health Promotion Staff**: Before or after your classes, have the shared Medicare outreach materials available. Offer to answer questions and refer them to the appropriate staff person if they want more information. Encourage them to take advantage of Medicare preventive tests, screenings and services as part of promoting good health. Not all know that most of these services are FREE with Medicare.
   2. **Benefit Specialists/Medicare outreach staff**: When doing presentations advertise and encourage participation in Health Promotion workshops in your area. Educating people about Medicare Preventive Services is a perfect time to inform them about upcoming classes and events.
3. **Share marketing**. Combine marketing efforts as much as possible; advertising, articles, vendor booths, posters, etc. to save time and money.
4. **Plan for regular communication**. Touch base regularly to review information and keep each other informed about upcoming events, classes and any referrals that have been made. This will also allow you to keep any new staff up to date.