**Using Videos for Medicare Outreach and Education**



# OBJECTIVE

Use videos to educate people in your community about Medicare and increase awareness of the assistance your agency can provide. The following tips are provided to help you maximize the impact of your use of videos.

1. Add videos to your agency website. *You will need to follow your agency’s website guidelines for adding video to your site. Contact your webmaster for instructions.*
2. Include captions or descriptions that explain what the videos are about and direct people back to your own agency for local assistance. (See examples below.)
3. Feature the video in emails to interested callers. *To avoid email bounces, place a still image of the video with a play button over it and then link the video to your website or the GWAAR website.*
4. Alert your staff and volunteers of the videos’ availability.
5. Use social media to help you get the word out by including a video link in a Facebook post.
6. Send out a video link in an email to community partners who are interested in understanding Medicare.
7. Remember to include your media outreach in your SAMS/STARS reporting.

Here are a few additional ideas for using the ***Welcome to Medicare Educational Series***:

* Add the *Welcome to Medicare series* to your agency website. Be sure to include captions/descriptions.
* Download to a thumb drive and use in your outreach as part of your own presentations.
* Play on a screen to a group and have discussion after each segment.
* Send out the link to the series or for specific parts of the series (ie. *Medicare Basics* and/or *Your Coverage Choices*) to interested callers so they can gain an understanding of Medicare prior to meeting with you.
* Play on a tv monitor in your agency waiting room.

**Video Captions/Descriptions:**

* WI SHIP Video
  + “Click on the video below to learn about the Wisconsin State Health Insurance Assistance Program, or SHIP, a public service for people with Medicare. The Elder Benefit Specialists at the <YOUR AGENCY NAME HERE> are your local SHIP Counselors and are available to answer your Medicare questions. Call us at <YOUR NUMBER HERE>.”
* CMS Medicare & You: Understanding Your Medicare Choices
  + “Click on the link below for an educational video from the Centers for Medicare and Medicaid (CMS) that briefly describes your Medicare choices. For local assistance with your Medicare questions, call us at <YOUR NUMER HERE>.”
* Welcome to Medicare Educational Series
  + “Learn more about Medicare by following the link below. If you have questions or would like to attend a Welcome to Medicare session, please contact <YOUR AGENCY INFO HERE>.”

**Videos for Medicare outreach and education can be found on the GWAAR website at the following link:**

<https://gwaar.org/educational-videos-for-medicare-outreach>