**Medicare Outreach Idea of the Month**

December 2019

**Review Best Practices for Outreach**

The Medicare open enrollment period is winding down and the Holiday Season is upon us. As the new year approaches, it is a good time to reflect on the work done this year and think about your outreach plans for 2020.

Which activities seemed to work best in getting your message out? Which activities were the most well-attended? Remember, since people generally need to see or hear a message multiple times before they act on it, it’s a good idea to include various types of activities in your plans.

A good way to start is by reviewing Wisconsin’s Best Practices for Medicare Outreach and Assistance. They have been developed over the years based on the experiences of benefit specialists and outreach staff at agencies across the state. These best practices incorporate staffing issues, community partnerships, outreach directly to people with Medicare, as well as training of colleagues and other local partners.

Read through the list and consider whether your current outreach incorporates the different categories of activities. If there are areas that seem to be lacking, think about ways you might add a few new practices to your plans in 2020. It’s a good idea to have several people from your agency review the best practices. That way, you might discover other staff members or volunteers from your agency who could take on some of the activities on the list.

Taking time for this important step now can help you and your agency get a good start to your 2020 outreach plans!

To access Wisconsin’s Best Practices for Medicare Outreach and Assistance click [here](https://gwaar.org/api/cms/viewFile/id/2005644).

**To view all the GWAAR Medicare Outreach and Assistance Resources, follow the link to our webpage:**

<https://gwaar.org/medicare-outreach-and-assistance-resources>