**Medicare Outreach Idea of the Month**

**Connect with Potential Outreach Sites**

**February 2020**

Before your 2020 calendar fills up with activities, it’s a good idea to consider all the places you may want to do your outreach this year. Important “targets” of your outreach include not only people with Medicare, but also the community partners who serve them. These partners are extremely valuable as they often see people you may not directly encounter in your work. Educate these community partners about Medicare, the low-income benefit programs and the assistance you can provide. Encouraging them to spread the word will help your message reach those who may otherwise miss it.

Although every county is different, it may be helpful to use this [List of Potential Outreach Sites](https://gwaar.org/api/cms/viewFile/id/2005682) as you make your plans. Revise the list to suit your community. Add your local contacts and save the list for future reference.

While you are talking with these community partners, seek opportunities to do presentations or other outreach events at their sites. A face-to-face visit is usually the best way to conduct this outreach to community partners. Another option is to send letters. Check out the sample [Outreach Letters to Professionals](https://gwaar.org/api/cms/viewFile/id/2005688) as well as other printable outreach materials that are available on the GWAAR website. As always, please feel free to revise the materials as appropriate to fit your situation and be sure to add your local contact information.

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

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

By the GWAAR Medicare Outreach Team