2021 SHIP/MIPPA Outreach Survey Results

*Below is an outline of the highlights from the MIPPA/SHIP Survey responses as well as additional resources to address areas of interest.*

**Practices that were effective in reaching Medicare beneficiaries:**

* Word of mouth
	+ Grassroots word-of-mouth in rural areas
	+ Calling town clerks & chairpeople
	+ Connecting with front desk staff of smaller, local providers, clinics, and pharmacies
	+ *Additional resources:*
		- [Word of Mouth Marketing—Training PowerPoint](https://gwaar.org/api/cms/viewFile/id/2006612)
		- [Tell-a-Friend Postcard](https://gwaar.org/api/cms/viewFile/id/2002534)
		- [Tell-a-Friend Letter](https://gwaar.org/api/cms/viewFile/id/2002533)
* Socially distant in-person
	+ Clients drop off documents at site for staff to review
	+ Parking lot visits
	+ In-person with social distancing and PPE
	+ Schedule meeting rooms for socially distant in-person appointments
	+ Using meeting rooms in libraries and other sites
* Print
	+ Mailings ("we are still open", OEP)
	+ Posters in grocery stores
	+ Newsletters (ie. agency bulletin, Meals on Wheels deliveries)
	+ Ads in mailers and newspapers
	+ *Additional resources:* [Article templates](https://gwaar.org/articles)
* Audio
	+ Tele-meetings
		- Phone counseling
		- 3-way calls
		- Conference
	+ Radio shows
	+ Zoom presentations with call-in option; materials mailed ahead of time.
	+ *Additional resources:*
		- [How to increase accessibility](https://www.okabletech.org/guide-to-all-services/ict-accessibility/resources-information-technology-accessibility/) (new resource!)
		- [Building Rapport in 1:1 Virtual Meetings](https://secure-web.cisco.com/14SM5iPuWCkSpcpLaGBF1eWCie4lc4kb5x8xnNA6CYokyC5-9Q8OOprzvX3QtQmnFetLsQKOdpNsCHbDXOHpX7Y-m4PYubTze20Z1ostLAa2ItFFpXuSdH6sJWIE9m7XW5c1YFo7eFe5QcsMrNhhrulcd__9gQBYEvmfc_Rz0QNIw4c5uCGsRtEDA1HLqNmYM6Ah5G_Ed4r3Zl83xW8lLWUKpbQbvMgd0BK7uqeRrO2ZnvbYiqID4o3Fvjy2EsOxoKiCYsT530IG0o0F4NerpMw/https%3A//gwaar.org/api/cms/viewFile/id/2006652) (new resource!)
* Online
	+ Putting resources on a website (some clients have Internet but no audio-visual equipment)
* Video
	+ People liked the pre-recorded [shareable videos](https://gwaar.org/educational-videos-for-medicare-outreach) (including [How to Use the Medicare PlanFinder Video](https://gwaar.org/how-to-use-the-medicare-plan-finder-video)), following along at their own pace, on their own time.
	+ Burning presentations onto DVDs—*especially helpful where internet access is limited*
	+ Public TV for short programming
* Virtual
	+ Video meetings with screen share
	+ Virtual presentations (ie. Welcome to Medicare with Microsoft Teams)
		- *Additional resources:*
		[NCOA Tools for Reaching a Remote Audience](https://gwaar.org/api/cms/viewFile/id/2006111): pro’s and con’s of different platforms
		- Presentation
			* [Tips for Virtual Presentations](https://gwaar.org/api/cms/viewFile/id/2006112)
			* CMS NTP’s [Preparing for Presentations](https://gwaar.org/api/cms/viewFile/id/2006629) slides on preparing engaging presentations
			* [How to increase accessibility](https://www.okabletech.org/guide-to-all-services/ict-accessibility/resources-information-technology-accessibility/) (new resource!)
			* [Building Rapport in 1:1 Virtual Meetings](https://secure-web.cisco.com/14SM5iPuWCkSpcpLaGBF1eWCie4lc4kb5x8xnNA6CYokyC5-9Q8OOprzvX3QtQmnFetLsQKOdpNsCHbDXOHpX7Y-m4PYubTze20Z1ostLAa2ItFFpXuSdH6sJWIE9m7XW5c1YFo7eFe5QcsMrNhhrulcd__9gQBYEvmfc_Rz0QNIw4c5uCGsRtEDA1HLqNmYM6Ah5G_Ed4r3Zl83xW8lLWUKpbQbvMgd0BK7uqeRrO2ZnvbYiqID4o3Fvjy2EsOxoKiCYsT530IG0o0F4NerpMw/https%3A//gwaar.org/api/cms/viewFile/id/2006652) (new resource!)
		- Advertising
			* [Customizable Virtual Event Flyer](https://gwaar.org/api/cms/viewFile/id/2006113)
			* Have I&A promote virtual events
	+ Social media / online
		- Facebook postings
		- Facebook Live
		- Updating county websites
* Relationship building, collaboration, and resource sharing with community partners
(ie. agencies serving specific communities, libraries, subsidized housing, etc.)
	+ Events
	+ Websites
	+ Use of meeting rooms and spaces
	+ *Additional resources:*
		- December Training: [Annual Review of Best Practices](https://gwaar.org/api/cms/viewFile/id/2006505)
		- [Preventive services slides for presentations](https://gwaar.org/api/cms/viewFile/id/2004556) & Article: [Medicare’s Yearly Wellness Visit](https://gwaar.org/api/cms/viewFile/id/2006492)

**Lessons learned:**

* Printed mailings
	+ Keep it simple: too much information at one time overwhelmed people
	+ Use large fonts
	+ Avoid text-heavy docs
	+ Color coding forms
* Outreach events
	+ It takes time and effort to reach quarantined audiences and get participation. Promote events with a variety of methods, both within your agency (ie. with I&A staff) and externally
	+ Some people are choosing to no longer attend a virtual class because they feel what we mailed to them ahead of time was beneficial enough.
		- *These mailings can still be reported as an outreach activity. Email* *michelle.grochocinski@dhs.wisconsin.gov* *with questions.*
	+ Group presentations are difficult because people are at such different places of understanding and they then often lead to 1:1 appointments. Uploading [videos](https://gwaar.org/educational-videos-for-medicare-outreach) of Medicare overviews onto our website allows consumers to learn at their own pace, and then we could still do the 1:1 appointment after.
* Relationships
	+ Challenges
		- Introductory letter to new HUD clients did not result in many new clients
	+ Lessons learned
		- Important to foster and maintain relationships w/ community resources
		- Be mindful of the resources that are typically used by the demographic served

**Helpful resources:**

* [Volunteer resources](https://gwaar.org/volunteer-resources)
	+ [Wisconsin SHIP Volunteer Risk and Program Management Policy Standards](https://www.dhs.wisconsin.gov/publications/p02236.pdf)
* Review of WellSky/SAMS
	+ [Refresher trainings](https://livestream.com/dhswebcast/ebstraining)
	+ [Guides](https://www.dhs.wisconsin.gov/library/p-02551.htm)
	+ Email michelle.grochocinski@dhs.wisconsin.gov and douglas.holmes@dhs.wisconsin.gov with program-related questions

**Based on your feedback, GWAAR and DHS are developing the following:**

* Resources for
	+ Building rapport over the phone
	+ Guidance on working with agents
	+ Social media
	+ Open enrollment
	+ MSP, LIS, and SeniorCare
* EBS SharePoint site