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%2F%2Fgwaar.org%2Fapi%2Fcms%2FviewFile%2Fid%2F2006652) (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%2F%2Fgwaar.org%2Fapi%2Fcms%2FviewFile%2Fid%2F2006652) (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*](mailto: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](mailto:michelle.grochocinski@dhs.wisconsin.gov) and [douglas.holmes@dhs.wisconsin.gov](mailto: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