**Medicare Outreach Idea of the Month**

**New Videos for Consumer Outreach**

**October 2021**

Help consumers prepare for the upcoming open enrollment period by sharing this educational video: [Creating a Medicare Account](https://gwaar.org/creating-a-medicare-account-video). This updated video will walk them through the simple steps to create their account, which will come in handy during open enrollment.

It’s important to note that Medicare accounts are more than just a way to do a personal search on the Plan Finder. They also allow people to view their claims information as well as all their other Medicare information throughout the year. And when doing a Plan Finder search, the Plan Finder can pull prescription drug information from their Medicare account. Post a link to the video on your agency website, include it in a Facebook post, and email it out to interested callers.

It’s also a great time to spread the word about the unbiased assistance you provide. Consider this short video, [Navigating Medicare](https://www.youtube.com/watch?v=QP9uxbq_DCc), from the SHIP Technical Assistance Center that explains how SHIPs help people. Linking to the video would make another great social media post this month! Consider using it in an email blast to your community partners to increase their understanding of the important work you do. This is a great way to increase referrals from these partners!

**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