**Medicare Outreach Idea of the Month**

December 2021

**Prepare Your 2022** **Outreach Plans**

The Medicare open enrollment period will soon be behind us and 2021 is winding down. Once you’ve had a chance to catch your breath, this can be a great time to review your outreach plans for the coming year. This has been another year of challenges, yet important Medicare information was shared, and valuable help was provided to Medicare beneficiaries throughout the state. As you begin to make plans for 2022, take a look at the list of [Best Practices for Medicare Outreach and Assistance](https://gwaar.org/api/cms/viewFile/id/2006264). These have been developed over the years and are based on the experiences of benefit specialists and outreach staff at agencies across the state. If there are activities on the list that you haven’t tried, consider adding them next year.

Are you planning to include Medicare related articles in your agency newsletters throughout the year? Scroll through the list of topics available on the [Articles](https://gwaar.org/articles) page of the GWAAR Medicare Outreach and Assistance Resources webpage. Now is a great time to use the [Medicare Advantage Open Enrollment Article](https://gwaar.org/api/cms/viewFile/id/2007183) to spread the word about this important enrollment period for those already in a Medicare Advantage Plan. You can add your contact information to the articles and revise them as you see fit to suit the needs of your agency or community.

It may also be helpful to take a look at a list of [Potential Outreach Targets](https://gwaar.org/api/cms/viewFile/id/2005682). This list can be a good starting point, but it’s important to remember that each community is unique, so be sure to revise the list to include the local agencies or businesses that are important targets in your service area.

Taking time for this important step now can help you and your agency get a good start to your 2022 outreach plans!

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

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