**Medicare Outreach Idea of the Month**

**New Customizable Medicare Ads**

**April 2022**

Advertising is an effective way to gain consumer attention and promote your message. Elder Benefit Specialist Joanne Welsh, of Richland County, recently decided to advertise using her agency’s waiting room TV. The ad needed to be brief as it would only display for a short time before the monitor would scroll to the next ad. The two customizable ads below were created for Joanne’s project.

* [Customizable Medicare Ad – Help with Costs](https://gwaar.org/api/cms/viewFile/id/2007315)
* [Customizable Medicare Ad – Preventive Benefits](https://gwaar.org/api/cms/viewFile/id/2007316)

If you have a waiting room TV, or community partners with a waiting room TV, consider using these ads to promote the low-income benefit programs and Medicare preventive benefits. These ads would also work well in a community newspaper, agency newsletter, or a social media post. The ads and many more materials for outreach can be found on the GWAAR [Medicare Outreach and Assistance Resources](https://gwaar.org/medicare-outreach-and-assistance-resources) webpage under *Outreach Tools for Professionals*.

**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