**Medicare Outreach Idea of the Month**

June 2022

**Reaching Older Adults with Technology**

Two years ago, as our state went into lock-down mode, we prepared some strategies and tools to help you reach consumers from a distance. We faced challenges, revised plans, and learned a lot during this time! While we all look forward to more in-person events, virtual presentations have proven to be a valuable and effective outreach tool.

The updated [TIP SHEET for Conducting Virtual Presentations](https://gwaar.org/api/cms/viewFile/id/2007327) incorporates some of the new ideas we’ve learned. Additional resources to help you conduct either in-person or virtual presentations can be found on the [GWAAR Medicare Outreach and Assistance Resources](https://gwaar.org/medicare-outreach-and-assistance-resources) webpage under *Presentation Resources*.

Since growing numbers of older adults are using social media, consider the resources available on that webpage under the *Social Media* heading. For example, use the [MSP Social Media Outreach Toolkit](https://gwaar.org/api/cms/viewFile/id/2007379) to inform people about Medicare Savings Programs and encourage your followers to see if they qualify. The toolkit includes sample Facebook and Twitter posts. You can also download the high-res images at the link (zip file) at the bottom of this page: [https://www.cms.gov/Outreach-and-Education/Look-Up-Topics/Medicare/Medicare-page](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.cms.gov%2FOutreach-and-Education%2FLook-Up-Topics%2FMedicare%2FMedicare-page&data=05%7C01%7Cdebbie.bisswurm%40gwaar.org%7C9e0c89fc4f7742d9c17208da2f588357%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C0%7C637874355360874796%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000%7C%7C%7C&sdata=konHBgEjjYSyhPUKw3%2Fg2XyQsiGPMFGDRAJP1dDR59g%3D&reserved=0)

The [SHIP TA Center Resource Library](https://portal.shiptacenter.org/Portal/Resource/Default.aspx) has more helpful resources and a webinar recording that highlights [Best Practices for Working with Older Adults and Technology](https://portal.shiptacenter.org/Portal/Resource/Resource-Detail.aspx?ResourceGUID=6A4876DB-18E1-4A80-94E5-68798DBDA33F), including tips for overcoming barriers and engaging with older adults virtually.

**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