



Talking Points:

To explain Medicare Minutes to potential presentation sites

Please customize based on your program.

Point 1: Define Medicare Minutes.

- Medicare Minutes are educational presentations that our presenters give each month in the community.
- Medicare can be hard to understand. These presentations teach people how to use their Medicare benefits and deal with coverage problems so they get the health care they need.

Point 2: Medicare Minutes are brief and ideally scheduled before or after regular events and activities.

- Each Medicare Minute presentation usually lasts 5 to 10 minutes, provides information on a timely Medicare topic, and can be layered onto your existing programs.
- You can schedule them before or after regularly scheduled events, and they can be longer (up to around 30 minutes) if requested.
- The same presenter will come back at the same time every month to share a new Medicare Minute. This builds rapport among presenters and site audiences.

Point 3: Medicare Minutes help people learn about Medicare over time.

- These monthly presentations make it easier for audience members to think about and talk about their health insurance before problems arise.
- Time permitting, presentations are usually followed by audience questions and discussion.

Point 4: Provide information about your organization and the SHIP National Technical Assistance Center, as needed.

- The SHIP National Technical Assistance Center serves as a central source of information for and about the SHIP program. The center provides training, technical assistance, and promotional activities in support of the national SHIP program and its 54 individual SHIP projects. Visit www.shiptacenter.org or call 877-839-2675.
- The SHIP-branded Medicare Minutes are developed by the Medicare Rights Center as a SHIP National Technical Assistance Center service. The Medicare Rights Center is a national, nonprofit consumer service organization. They are one of the SHIP National Technical Assistance Center partners.

Other issues you may address: This is a free service. Presenters are fully trained and knowledgeable about Medicare. Audience members with more in-depth questions than the presenter can answer should be directed to the appropriate SHIP staff for further assistance.