**Medicare Outreach Idea of the Month**

**Strengthening Community Partnerships: Social Security Administration**

**June 2023**

Building partnerships with local agencies is essential for effective Medicare outreach. By engaging with pharmacies, libraries, hospitals, and, most notably, your local Social Security Administration (SSA) office you can enhance your outreach efforts. While a growing number of individuals now apply for Medicare online, a considerable number still rely on contacting or visiting their nearby SSA office for help with applications or related inquiries. Therefore, establishing a strong relationship with the SSA staff, that interact with Medicare beneficiaries on a daily basis, can ensure that they are well-informed about your services and the support you can provide.

If you have not yet reached out to your local Social Security office, now is the time to act! Make the first move by contacting your local SSA office, introducing yourself, and expressing your willingness to collaborate. Consider scheduling a meeting to educate the staff about your role and the many ways in which you can assist Medicare beneficiaries. This may range from ensuring that people are well-informed when making their Medicare choices, to raising awareness about programs to assist low-income beneficiaries with Medicare costs, like the Medicare Savings Programs. During these interactions, you can also share common issues you encounter and discuss potential resolutions.

To maintain a thriving partnership, it is crucial to provide clear guidelines to the SSA office on when to refer individuals to your services. As well as, equipping the SSA staff with relevant outreach materials that they can share with consumers will help to further strengthen this collaboration. Regularly check in with the SSA staff to address any emerging issues, answer questions, and ensure a consistent supply of outreach materials. By prioritizing this essential community partnership, you can expand your Medicare outreach efforts and make a significant impact on the lives of individuals in need. Together, you can make a difference in ensuring that individuals receive the necessary assistance and guidance when navigating the complexities of Medicare.

**NOTE: Updates to the Medicare Outreach and Assistance Resources webpage:**

[**https://gwaar.org/medicare-outreach-and-assistance-resources**](https://gwaar.org/medicare-outreach-and-assistance-resources)

* Tools for Professionals: COVID-19 and Medicare coverage factsheets for counselors and consumers
* Ideas of the Month: BenSpectrum Medicare Outreach Idea of the Month articles added



Social Security also offers monthly webinars for professionals on a variety of topics!

Please see the 2023 SSA schedule 🡪

To sign up for the SSA webinars, email Elida.Elizondo@ssa.gov

**Save the Date: Optional SHIP Volunteer Training on June 22**

**SHIP counselors and supervisors who are interested in starting or growing a volunteer program are encouraged to attend.**

Starting and growing a SHIP volunteer program can seem overwhelming. You are invited to attend an optional training to learn about the resources available that can help make the process of starting and developing a volunteer program feel more attainable.

* **June 22, 10–11a.m.**
* **Presenters**: Sam Margelofsky, state volunteer program coordinator, and Alyssa Kulpa, GWAAR Medicare outreach coordinator
* **Intended audience:** Coordinators of SHIP volunteers and staff who are interested and/or considering developing a volunteer program

The [Zoom link](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Flnks.gd%2Fl%2FeyJhbGciOiJIUzI1NiJ9.eyJidWxsZXRpbl9saW5rX2lkIjoxMDAsInVyaSI6ImJwMjpjbGljayIsInVybCI6Imh0dHBzOi8vZGhzd2kuem9vbWdvdi5jb20vai8xNjEyNTA2Njk5P3B3ZD1SMlpXU0dNemFsaGFkM1pIU25sRGRUZ3hSR1pNUVQwOSIsImJ1bGxldGluX2lkIjoiMjAyMzA1MDguNzY0MDM1ODEifQ.4EVx0N_ToaRrLV8N3rlv4QldYJrcQ0dkBvf7GhVHPV0%2Fs%2F2952425889%2Fbr%2F179930274289-l&data=05%7C01%7CAlyssa.Kulpa%40gwaar.org%7Cb15fb434a142486d78fa08db4ff0ba9f%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C0%7C638191667570064232%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=RIvvHRBrdDzZ7BR4UjTQqPfPnevSP5eRn3SauDBBpq8%3D&reserved=0) and [Outlook event](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Flnks.gd%2Fl%2FeyJhbGciOiJIUzI1NiJ9.eyJidWxsZXRpbl9saW5rX2lkIjoxMDEsInVyaSI6ImJwMjpjbGljayIsInVybCI6Imh0dHBzOi8vY29udGVudC5nb3ZkZWxpdmVyeS5jb20vYXR0YWNobWVudHMvV0lESFMvMjAyMy8wNS8wNC9maWxlX2F0dGFjaG1lbnRzLzI0ODg3MTkvT3B0aW9uYWwlMjBUcmFpbmluZyUyMC0lMjBEZXZlbG9waW5nJTIwYSUyMFNISVAlMjBWb2x1bnRlZXIlMjBQcm9ncmFtJTIwMDYuMjIuMjMuaWNzIiwiYnVsbGV0aW5faWQiOiIyMDIzMDUwOC43NjQwMzU4MSJ9.O62cvn2YYl4n5vSvDPZBkA5GAQRFCOFbSsvVB5bRRW8%2Fs%2F2952425889%2Fbr%2F179930274289-l&data=05%7C01%7CAlyssa.Kulpa%40gwaar.org%7Cb15fb434a142486d78fa08db4ff0ba9f%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C0%7C638191667570064232%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=I5oJ9jl3Mimea19iyit5mWs%2Bu6MQlRELZwZf8khudNM%3D&reserved=0) are available.

Registration is not required. The training will be recorded. Closed captioning will be available.

Please send questions to Sam Margelofsky at samantha.margelofsky@dhs.wisconsin.gov or Alyssa Kulpa at Alyssa.Kulpa@gwaar.org

By the GWAAR Medicare Outreach Coordinator

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