**Medicare Outreach Idea of the Month**

**Implementing Medicare Minutes in your Outreach**

**July 2023**

Medicare Minutes are an ideal model for your organization to use to meet your outreach goals, educate Medicare beneficiaries, and encourage participants to become advocates for their own health care. Medicare Minutes are short, engaging presentations on timely Medicare topics that are presented by volunteer or staff presenters at local sites monthly. Medicare Minutes provide the perfect vehicle to familiarize beneficiaries with your organization because they are designed to reach many beneficiaries at once. Most importantly, the Medicare Minute materials provide presenters and audiences with the tools they need to understand pertinent Medicare information. These materials are created by the Medicare Rights Center and reviewed and edited by the SHIP TA Center, with each month’s package including the following three items:

* Script: Provides talking points for the presentation, including key points and a Take Action step that encourages audience members to apply what they’ve learned to their own lives.
* Teaching Materials: Supplement the script by providing additional information for presenters and are often used to augment a presentation or answer audience questions.
* Handout: Provides audience members with information they can take home and refer to later.

Medicare Minutes are very adaptable and can be easily incorporated into existing programming in your community. For instance, the short, 10–15-minute presentations can be included before meals at local nutrition sites, before group activities like bingo or card clubs, and as part of outreach efforts at community-building events. Since audiences learn more about Medicare at these monthly presentations, they gradually become more comfortable addressing their own Medicare issues when they arise and emerge as advocates for their own health care. Further, attendees often develop friendships among themselves which help drive regular attendance. A notable benefit of having the same presenter visit the same site each month is that audience members become increasingly comfortable with asking questions and know where to seek assistance. This fosters a supportive environment that empowers individuals to actively engage with SHIP to make informed decisions.

In conclusion, incorporating Medicare Minutes into your outreach plans can greatly enhance your efforts in educating Medicare beneficiaries in the community. By collaborating with local sites such as local libraries, senior centers, congregate meal sites, senior residences, and faith-based institutions, you may find another opportunity where they would display your monthly handouts to increase those reached. Furthermore, embracing digital platforms can significantly amplify your reach. Posting the monthly topics on your agency's Facebook page or website allows people to access the information online. Don't overlook the power of traditional media either – press releases, local newspapers, cable channels, and radio stations can help spread the word effectively. Finally, for SHIP counselors, regularly reviewing the teaching materials associated with Medicare Minutes can deepen your understanding of Medicare topics. By implementing these strategies, you can make a significant impact educating and empowering individuals with valuable Medicare information.

**For more information regarding Medicare Minutes please review these resources:**

* \*NEW\* Recent training from 6/22/2023: “Resources for Starting and Developing a SHIP Volunteer Program” added to [SHIP Volunteer Resources](https://gwaar.org/SHIP-volunteer-resources) GWAAR page under section Volunteer Resources-SHIP.
* [Medicare Minute | SHIP TA (shiptacenter.org)](https://portal.shiptacenter.org/Portal/Content/Toolbox/Training/Medicare-Minute.aspx) Resources:
  + [SHIP TA Center Medicare Minute Support Webinar 4/7/2016](https://portal.shiptacenter.org/Portal/Resource/Resource-Detail.aspx?ResourceGUID=421A2922-0660-4C9A-85A9-72AAD766BCF5) – this webinar is a great Medicare Minute overview and recommendations for getting started!
  + [2023 Medicare Minute Topics](https://portal.shiptacenter.org/Handler.ashx?ItemType=File&ItemGuId=e68feed3-9824-4afa-a4f8-5a2aa911c3ca)
  + [Medicare Minute Frequently Asked Questions (FAQs)](https://portal.shiptacenter.org/Handler.ashx?Item_ID=4B256280-6927-4A7B-9AF1-88C5A766AEDE)
  + Talking Points: [Letter to Potential Presentation Sites (shiptacenter.org)](https://portal.shiptacenter.org/Handler.ashx?Item_ID=A09A1F84-59D8-4792-84D4-E5A528E8F8A7)

**Check out these** [**Medicare Outreach and Assistance Resources webpage**](https://gwaar.org/medicare-outreach-and-assistance-resources) **changes:**

* Grantee Reporting Information: STARS printable forms \*Updated
* Hard-to-Reach Populations, Outreach Tools for Professionals & Additional Languages: [At-A-Glance Guide to Medicare for People in Wisconsin who are Incarcerated (P-03179b)](https://www.dhs.wisconsin.gov/publications/index.htm?combine=03179b&field_division_office_owner_target_id=All&field_language_target_id=All) \*New\* English & Spanish
* Grantee Reporting Information/Social Media: SHIP Logos and Social Media Graphics \*Updated

**NOTE:** New unwinding outreach templates that are targeted to Medicare-eligible Medicaid members have been added to the Department of Health Services [Unwinding Partner Toolkit webpage](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Flnks.gd%2Fl%2FeyJhbGciOiJIUzI1NiJ9.eyJidWxsZXRpbl9saW5rX2lkIjoxMDAsInVyaSI6ImJwMjpjbGljayIsInVybCI6Imh0dHBzOi8vd3d3LmRocy53aXNjb25zaW4uZ292L2NvdmlkLTE5L3Vud2luZGluZ3Rvb2xraXQuaHRtIiwiYnVsbGV0aW5faWQiOiIyMDIzMDYwNS43Nzc2MDM3MSJ9.recqoUNep5Kiw_UtAHvCjRgDEAtqeVd_ehSr34m_HNQ%2Fs%2F2952425889%2Fbr%2F204229336664-l&data=05%7C01%7CAlyssa.Kulpa%40gwaar.org%7Cde84207bfb064baa6d7a08db65da02ed%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C0%7C638215759271307678%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=tSQbhf8J2N7BRIovfoapXR8VfbzbjlTE3ZCRQOUBICA%3D&reserved=0)'s "Medicare" section. This section includes a Newsletter Article, Flyer, Outreach Card, Facebook, and Twitter posts. You can share the posts directly from the webpage.

By the [GWAAR Medicare Outreach Coordinator](mailto:Alyssa.Kulpa@gwaar.org)

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