**Medicare Outreach Idea of the Month - September 2023**

**Fall into Medicare’s Preventive Services**

As the leaves begin to change and the crisp air of fall surrounds us, we also welcome the arrival of September, designated as Healthy Aging Month. While the pursuit of good health knows no season, the onset of flu shot season in particular signals Medicare beneficiaries to engage in a crucial dialogue with their healthcare providers about preventive services. The aging process does come with an increased vulnerability to illness and injury, but it also brings with it a wealth of opportunities to proactively safeguard one's well-being.

Medicare's Preventive services promote healthier living by proactively preventing illnesses and detecting health issues early when treatment is most effective. Educating consumers about the availability of covered preventive services can significantly boost the likelihood of their utilization. Spread awareness of these essential benefits by sharing these CMS consumer publications with beneficiaries and community partners:

* [Your Guide to Medicare Preventive Services](https://www.medicare.gov/publications/10110-Your-Guide-to-Medicare-Preventive-Services.pdf)
* [Staying Healthy: Medicare's Preventive Services](https://www.medicare.gov/Pubs/pdf/11100-Staying-Healthy.pdf" \t "_blank)
* [Are You Up to Date on Your Preventive Services?](https://www.medicare.gov/publications/11420-Preventive-Services-Checklist.pdf" \t "_blank)
* [Questions to Ask about Medicare Preventive Services](https://www.medicare.gov/publications/11542-preventive-services-questions.pdf" \t "_blank)

Click the link below for information about ordering these and other CMS products in bulk:

* [Ordering Medicare Publications for Use in Outreach](https://gwaar.org/api/cms/viewFile/id/2005409)

An effective approach to inform beneficiaries in your community about the preventive benefits offered by Medicare is to integrate informative articles into your agency newsletter or distribute them as press releases to your community partners. You can access a wide array of such articles, covering various Medicare-related subjects, including prevention, on the [GWAAR articles page](https://gwaar.org/articles). These resources serve as a valuable tool to keep your community well-informed about the health and wellness opportunities available through Medicare.

An additional strategy to raise awareness about these benefits is to incorporate a link to the short [Preventive Benefits Video](https://youtu.be/3ljyLlaDUEU) provided by the Centers for Medicare and Medicaid Services (CMS) directly into your Medicare presentation slides. You can also share videos on your agency’s website or Facebook page. For more informational videos from CMS explore their YouTube videos series called [Medicare and You: An Informational Series for People with Medicare](https://www.youtube.com/playlist?list=PLaV7m2-zFKpjt7jXQYFjiy6fZ9qstPlxJ) for additional videos to share!

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

* Tools for Professionals: “SHIP Cheat Sheet Packet (P-03179a)” updated with new link
* Basic SHIP Counselor Training: Added “Sept. 2023 Basic SHIP Counselor Training Checklist”
* Grantee Reporting: Added “STARS Enhancements Training (Aug. 2023)” PowerPoint

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