**Medicare Outreach Idea of the Month**

December 2023

**Preparing 2024 Outreach Plans**

As the Medicare open enrollment period winds down and the new year approaches, it is a good time to reflect on the work done this year and think about your outreach plans for 2024. Which activities seemed to work best in getting your message out? Which activities were the most well-attended? On another hand, you may be new and wondering where to begin with your Medicare outreach?!

As you begin to make plans for 2024, please review the list of [Best Practices for Medicare Outreach and Assistance](https://gwaar.org/api/cms/viewFile/id/2006264) and consider whether your current outreach incorporates the different categories of activities. These have been developed over the years and are based on the experiences of benefit specialists and outreach staff at agencies across the state. If there are areas that seem to be lacking, think about ways you might add a few new practices to your plans in 2024.

It may also be helpful to look at the list of [Potential Outreach Targets](https://gwaar.org/api/cms/viewFile/id/2005682). This list can be a good starting point, but it’s important to remember that each community is unique, so be sure to revise the list to include the local agencies or businesses that are important targets in your service area. It’s a good idea to have several people from your agency review the best practices and potential outreach targets. That way, you might discover other staff members or volunteers from your agency who could take on some of the activities on the list.

Taking time for this important step now can help you and your agency get a good start to your 2024 outreach plans!

**Updates on the** [**Medicare Outreach and Assistance Resources webpage**](https://gwaar.org/medicare-outreach-and-assistance-resources)**:**

* [Open Enrollment Toolkit](https://gwaar.org/open-enrollment-toolkit):
  + Tools for Professionals-OEP: “2023 How to Read Your Plan Finder Results” New!

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

**Upcoming SHIP Outreach Trainings next page…**

**Save the dates for these optional SHIP trainings in 2024:**

**Medicare Outreach Basics**

* **Date:**Thursday, February 1, 2024, from 1–2 p.m.
* [Zoom link](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fus06web.zoom.us%2Fj%2F87497752637%3Fpwd%3DTMr916bUZmVBQ7xxiRAJAepCrCyv0z.1&data=05%7C01%7CAlyssa.Kulpa%40gwaar.org%7C63f8d5a521e346db908808dbf115f051%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C0%7C638368849280835799%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=WyALUvA2wy1Hj8MBIzRjLdbLti%2BEJCwDGnI4ukbNl6I%3D&reserved=0); [Outlook event](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcontent.govdelivery.com%2Fattachments%2FWIDHS%2F2023%2F11%2F29%2Ffile_attachments%2F2699154%2FOptional%2520SHIP%2520Training%2520-%2520Basics%2520of%2520Medicare%2520Outreach%25202024.02.01%2520-%2520Outlook%2520event.ics&data=05%7C01%7CAlyssa.Kulpa%40gwaar.org%7C63f8d5a521e346db908808dbf115f051%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C0%7C638368849280842247%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=N7XYZuqeqjDN0tgYqcPDFgBGjlQ9DVs3YoDkDXVGbI0%3D&reserved=0)
* **Intended audience**: New SHIP counselors and anyone who wants to share outreach strategies of their own
* **Agenda**: Basics of Medicare outreach and ways to organize your outreach for the year

**Partnerships and Professional SHIP Volunteers**

* **Date:**Thursday, April 4, 2024, from 1–2 p.m.
* [Zoom link](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fus06web.zoom.us%2Fj%2F82854233636%3Fpwd%3Df2Da5qCXR5ATs0RrxlOSKhc8Rji7pq.1&data=05%7C01%7CAlyssa.Kulpa%40gwaar.org%7C63f8d5a521e346db908808dbf115f051%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C0%7C638368849280849660%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=4FKgIfwCz%2FvdNUXBA2QgTm5bTzEJJ%2F%2BNea9HkR%2Ff7Yc%3D&reserved=0); [Outlook event](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcontent.govdelivery.com%2Fattachments%2FWIDHS%2F2023%2F11%2F29%2Ffile_attachments%2F2699177%2FOptional%2520SHIP%2520Training%2520-%2520SHIP%2520Volunteer%2520Partnership%2520Training%25202024.04.04%2520-%2520Outlook%2520event.ics&data=05%7C01%7CAlyssa.Kulpa%40gwaar.org%7C63f8d5a521e346db908808dbf115f051%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C0%7C638368849280856411%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=2ua8T2H2sCS9sMv77eUSznA2wxjkPraOo2sIpdgxlzs%3D&reserved=0)
* **Intended audience**: SHIP counselors and supervisors interested in expanding their partnerships and/or identifying when it is advantageous to invite partners to become SHIP volunteers
* **Objectives**
  + Identify how to maximize the impact of a partnership
  + Learn when and how to refer prospective professional SHIP volunteers
  + Review conflict of interest rules regarding professional partnerships

Please email [Alyssa Kulpa](mailto:Alyssa.Kulpa@gwaar.org), GWAAR Medicare outreach coordinator, at [alyssa.kulpa@gwaar.org](mailto:Alyssa.Kulpa@gwaar.org) with any questions.