

Basics of Medicare Outreach

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Greater Wisconsin Agency on Aging
Resources, Inc. (GWAAR)

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Disclaimer

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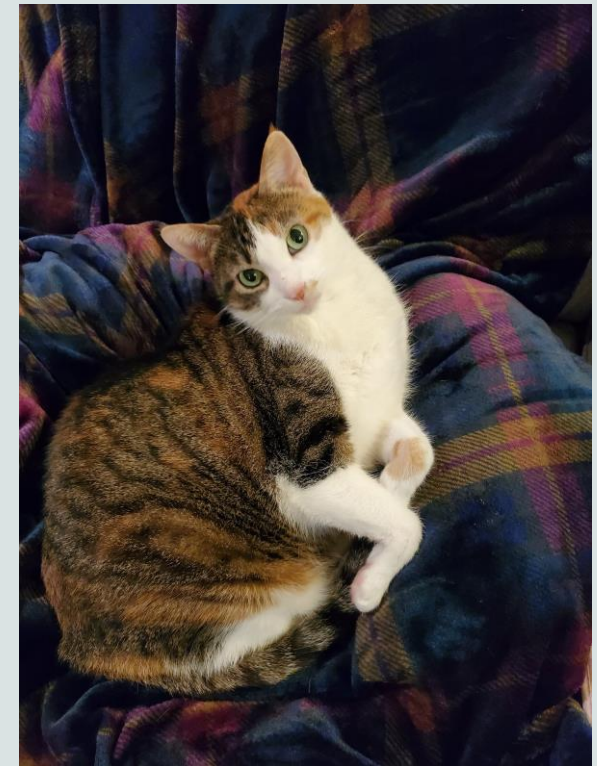


Introduction - Alyssa Kulpa

AGING ADVOCATE SINCE 2015 -
PREVIOUS EBS(DBS) JEFFERSON COUNTY
STARTED AT GWAAR JANUARY 2023



HUSBAND ROB
3-YEAR-OLD DAUGHTER EMSLEY
CAT ROSIE



Medicare Outreach Coordinator – How can I help?!

Medicare Outreach Coordinator provides:

- Technical assistance and helps with Medicare Outreach
- Optional SHIP trainings bi-monthly on outreach topics
- Monthly “Idea of the Month” to help generate outreach ideas
- Updates and creates new documents that are kept on the GWAAR [Medicare Outreach and Assistance Resources](#) webpage
- Review SHIP/MIPPA outreach data quarterly with Michelle Grochocinski and Pam Watson
 - *Email goes out quarterly to SHIP counselors for kudos and information on how to request data*
- Complaint Tracking Module (CTM) complaints for EBS SHIP counselors in WI
 - *Ginger Rogers at DRW assists DBS & Nick Lutes at the Medigap Helpline (Jill Helgeson retires 2/2/2024)*





Introduce Yourself in Chat

- What County/Agency are you from?
 - Your position?
- How long you have been in your position?
- Favorite winter activity and/or what you are looking forward to in spring/summer?

Agenda



- Outreach Planning
 - Networking
 - Reporting
- Outreach Tools





Walt Disney

“The way to get started is to quit talking and begin doing.”



Outreach Planning



What works for YOU &
YOUR community/agency?



Outreach Planning

01

What are you currently doing for Outreach? How is that working?

02

Looking at your data, where could you expand outreach? Is there a specific population you are trying to reach?

03

Decide on one thing that you could do monthly to be consistent with outreach to specific populations!

04

Is there anyone that can assist with this outreach? Administrative assistant, community organization, or volunteers?

05

Block off time at least monthly to enter your outreach data and review your plan for outreach efficiency!

Outreach Tracking

- Paper calendar
- Outlook calendar (re-occurring events)
- STARS Printable forms:
 - *Group Outreach & Education*
 - *Media Outreach & Education*

Networking



How can you work with
others to start your
outreach plan?



Networking

- We all grow together by sharing what has worked and what challenges have been experienced to make outreach the most efficient!
- Is there other SHIP counselor that you can shadow near you or someone doing some great outreach that you can ask them questions
 - *Quarterly emails can show you who to network with that have great outreach*
 - *Check out websites to see what they include and have on their calendars*
 - *Ask to come to one of their “Welcome to Medicare” classes*
 - *Find out now how other handle the Open Enrollment Period in the Fall*
- Join Wisconsin Association of Benefit Specialists (WABS) & attend the annual conference in June and talk with people you have not spoke with!
 - *First year membership is free for Benefit Specialists!*
 - *Full memberships have access to the WABS SharePoint and email Listserv*
 - *Associate members (Not Benefit Specialists) have access to the WABS SharePoint*

Reporting



Reporting is not always fun, but
it shows all the people you are
reaching in your community!



Reporting

SHIP/MIPPA Guides (save links):

- [SHIP Reporting Instructions \(P-03179\)](#)
- [MIPPA Reporting Instructions \(P-03087\)](#)

Report through one of these:

- [SharePoint WellSky/SAMS page for Benefit Specialists](#)
- SHIP TA Center's [STARS](#) Page

Please direct questions about SHIP reporting to:


Michelle Grochocinski
Wisconsin SHIP Director
Bureau of Aging and Disability Resources
Wisconsin Department of Health Services
michelle.grochocinski@dhs.wisconsin.gov

Please send questions about MIPPA to:


Pamela Watson
MIPPA Grant Program Coordinator
Bureau of Aging and Disability Resources
Wisconsin Department of Health Services
pamela.watson@dhs.wisconsin.gov

Quarterly Review of SHIP/MIPPA Data

- Michelle, Pam & Alyssa meet quarterly to review data
- 12/12/2023- Quarter 3 email →
- Quarter 4 coming soon!
- Kudos Shout-outs to counties
- Alyssa will reach out to counties to see if they need assistance
- Please reach out anytime with questions regarding the data or if you are needing help!



Wisconsin State Health Insurance Assistance Program (SHIP) Grantee Information



SHIP
State Health Insurance Assistance Program

Navigating Medicare

SHIP and MIPPA Data Review: 2023 Quarter 3

Attendance at group outreach events increased.

State staff evaluated SHIP and Medicare Improvements for Patients and Providers Act (MIPPA) counseling activity data for July 1–September 30, 2023. Data is from the SHIP Tracking and Reporting System (STARS).

Trends

The number of SHIP individual contacts remained consistent and MIPPA individual contacts increased compared to previous years.

There were fewer group outreach events, but the time spent per event decreased and average attendance significantly increased.

How to request data

If you would like SHIP and/or MIPPA grant activity data from STARS for yourself or your agency, email the Wisconsin SHIP director, [Michelle Grochocinski](mailto:Michelle.Grochocinski@dhs.wisconsin.gov) (michelle.grochocinski@dhs.wisconsin.gov) and/or the MIPPA grant program coordinator, [Pam Watson](mailto:pamela.watson@dhs.wisconsin.gov) (pamela.watson@dhs.wisconsin.gov).

If you would like Medicare outreach assistance, email GWAAR's Medicare outreach coordinator, [Alyssa Kulpa](mailto:Alyssa.Kulpa@gwaar.org) (Alyssa.Kulpa@gwaar.org).

Shout-outs

SHOUT-OUTS

THANK YOU FOR ALL
YOUR HARD WORK
WITH REPORTING!!

Shout-outs

Agencies did a great job in Quarter 3 reaching a significant percentage of Medicare beneficiaries in their county!

Medicare one-on-one: Kudos to Burnett, Crawford, Florence, Kenosha, and Langlade counties for providing one-on-one counseling to a significant percentage of their Medicare population!

MIPPA-eligible one-on-one: Kudos to Burnett, Clark, Crawford, Eau Claire, Lafayette, and Sauk counties for providing one-on-one counseling to a significant percentage of their MIPPA program-eligible population!

Group outreach: Kudos to Columbia, Douglas, Fond Du Lac, Forest, Lafayette, Lincoln, Marinette, Marquette, Oneida, Outagamie, Richland, Washburn counties for significantly increasing their group outreach!

MIPPA outreach: Kudos to Brown, Buffalo, Chippewa, Columbia, Douglas, Forest, Jackson, Marinette, Oneida, Outagamie, Pierce, Polk, Portage, Richland, St. Croix, Washburn, Wood counties for significantly increasing their MIPPA outreach!

We recognize that the quality and impact of the work you do cannot always be quantified and measured. Thank you for all that you do!

Outreach Tools



Resources to use to
increase your outreach!



Medicare Minute

- Provided monthly by the [SHIP TA Center](#)
- Includes teaching materials, script, handout and blog posts
- Present monthly at locations or have volunteers that do it - people like to hear from their peers!
- Could be either group or media outreach depending on how you use them
- NEW: Now providing Flyers & Facebook posts! [SHIP TA Center Facebook Page](#)
- [2024 Medicare Minute Topics](#)
- [2024 Medicare Minute Topic Descriptions](#)

IDEAS OF PLACES TO USE HANDOUT:

- Waiting rooms (ADRC, Doctors office)
- Newsletter/Press releases
- Senior dining sites/Home delivered meals
- Senior/Community Centers
- Transportation vehicles
- Stock boxes/Food pantries
- Apartment complexes
- Churches
- Website/Social Media

“Welcome to Medicare” Presentations/Classes

- [Educational Videos for Outreach](#)
- [2024 Welcome to Medicare PPT](#) – You can use this or create your own
- Usually, people schedule 2 hours for the presentation (addition prep time)
- Encourage attendance at this to get some Medicare understanding before meeting individually
- Could make shorter “Basics” of Medicare for shorter presentations
- Collaborate with another SHIP counselor in an area you both serve
- Shadow others & adjust to your needs (1x/month, every other month)
- Add online to calendars/website
- Promote on Social Media
- Available in English, Spanish, Chinese, Hmong, German, Italian, Lao, Polish and Russian

IDEAS OF PLACES TO USE:

- ADRC/Aging Unit
- Lunch & Learn for staff (ADRC,IM,etc)
- Employers
- Libraries
- Senior/Community Center

Idea of the Month

- Provided monthly on different outreach ideas
- Optional, there to assist in generating ideas
- Provides new resources that have been created for your use
- Recent Topics-
 - February 2024: [Preventive Benefits with Medicare](#)
 - January 2024: [Partner with Tax Preparers](#)
 - December 2023: [Preparing 2024 Outreach Plans](#)
 - November 2023: [Spread the Word About Medicare Related Low-Income Benefit Programs](#)

SHARED THROUGH:

- GWAAR EBS
BenSpectrum
- GWAAR Medicare Outreach and Assistance Resources - [Idea of the Month page](#)
- Monthly DHS email to SHIP Counselors

<https://gwaar.org/medicare-outreach-and-assistance-resources>

Medicare Outreach and Assistance Resources

Contact:

Alyssa Kulpa, Medicare Outreach Coordinator
Cell (608) 228-8098

A broad network of community partners provides [Medicare counseling for Wisconsin residents](#). Working together, we ensure Medicare beneficiaries can make confident, well-informed health insurance decisions, and get help when they need it.

Two federal grants fund this work:

- The State Health Insurance Assistance Program (SHIP) grant supports local agencies in providing outreach, counseling, and enrollment assistance to Medicare beneficiaries and their families.
- The Medicare Improvements for Patients and Providers Act (MIPPA) grant supports local efforts to increase awareness about low-income subsidies (LIS), Medicare Savings Programs (MSP), Medicare Part D in rural areas, SeniorCare Level 1, and Medicare's preventive benefits.

Look through the links below to find what you need or contact us to help with questions like:

- Where can I find newsletter articles about Medicare's preventive benefits?
- What materials can I use to promote LIS or MSPs in my county?
- Do you have any materials in other languages?



Find What You Need

[Articles](#)

[Brochures and Posters](#)

[Educational Videos for Outreach](#)

[Idea of the Month](#)

[Open Enrollment Toolkit](#)

[Senior Medicare Patrol](#)

[Trainings-Medicare Outreach and Assistance](#)

[SHIP Volunteer Resources](#)

Resources:

[Addressing Problems with Medicare Plans](#)

[Basic SHIP Counselor Training](#)

[Dual Special Needs Plans \(D-SNPs\)](#)

[Additional Links](#)

[Grantee Reporting Information](#)

[Hard-to-Reach Communities](#)

[Materials in Additional Languages](#)

[Medicare Bingo](#)

[Other Printable Outreach Materials](#)

[Outreach Tools for Professionals](#)

[Partnership Toolkit](#)

[PowerPoints](#)

[Plan Finder Tools](#)

[Presentation Resources](#)

[Preventive Services](#)

[Social Media](#)

[Tools for Professionals](#)

[Word-of-Mouth Marketing](#)

Find What You Need Section:

Open to separate pages of resources and drop downs

Resources Section:

Drop downs of resources under each topic

*Currently updating documents/videos for 2024

→Let me know if any changes are needed or a document created!



CEU Credits

Please complete the **Zoom survey** after completion of the **LIVE** training to request Continuing Education Hours or Units! (CEHs/CEUs)

The CEH/CEU is being provided through University of Wisconsin-Stevens Point, an accredited university. The continuing education certificate may cover several professions from social workers, counselors, educators, etc. The training attendee can submit the CEH certificate to their area of practice for approval.

If you have any questions about CEH/CEUs please email [Pam Watson](mailto:pamela.watson@dhs.wisconsin.gov), MIPPA grant program coordinator, at pamela.watson@dhs.wisconsin.gov



Thank you!

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[Medicare Outreach and
Assistance Resources
\(gwaar.org\)](http://gwaar.org)