

Medicare Outreach Idea of the Month

September 2024

Medicare Minutes for Outreach: New Social Media Posts & Infographics!

Medicare Minutes provided by the SHIP TA Center are a great resource to use for consistent monthly Medicare outreach. Each month Medicare Minutes are distributed on timely Medicare topics. Medicare Minutes now include many other resources for your use, especially with promoting your services online with social media posts and infographics. Along with having these online resources, they still are providing the materials for presenting these topics in person.

Each month Medicare Minutes include:

- **Handout:** Provides audience members with information they can take home and refer to later. Include your information and use as a monthly resource to mail or put out at different sites, like senior centers and apartment complexes.
- **Script:** Provides talking points for the presentation, including key points and next steps 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. Also, review these as a new SHIP counselor for educating yourself on Medicare topics.
- **Facebook Posts & Infographics:** Use them to post on your agency's Facebook, Instagram, or other social media site, and some are well suited for your website or printed as a flyer.

Recent Medicare Minute topics in reference to the Medicare Open Enrollment Period:

- [August 2024 Medicare Minute - Common Open Enrollment Notices](#)
 - ["Common Open Enrollment Notices" Facebook posts & Infographics](#)
- [September 2024 Medicare Minute - Medicare's Open Enrollment Period](#)

Next monthly training on the Medicare Minutes provides by the Medicare Rights Center:

Fall Open Enrollment Period: Thursday, September 19th, 2024 • 3:00 - 3:30 PM (EST)

This project was supported by the Wisconsin Department of Health Services with financial assistance, in whole or in part, by grant number 90SAPG0091, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. Grantees undertaking projects with government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official ACL policy.



Fall Open Enrollment is the time of year when you can change your Medicare coverage, but knowing where to start can be tough. During this Medicare Minute, you'll learn strategies to choose the coverage that best fits your needs for 2025.

For more information visit: <https://www.medicareinteractive.org/medicare-minute>

Updates on the [Medicare Outreach and Assistance Resources webpage](#): Find What You Need:

➤ [Open Enrollment Toolkit](#)

- Fall Medicare Training Materials
 - [2024 Fall Medicare Training Agenda and Registration Links](#) added.
- Postcards and Letter-OEP
 - [OEP Letter to Apartment Managers](#) updated.
 - [OEP Letter to Pharmacist](#) updated.
 - [OEP Thank You – Tell a Friend Note](#) updated.
- Tools for Professionals-OEP
 - [2024 Open Enrollment Counseling Tips – SHIP TA Center](#) added.
 - [2024 Open Enrollment Medicare Minute Handout – SHIP TA Center](#) added.
 - [Part D Cost Saving Checklist – SHIP TA Center](#) added.

Resources:

- Basic SHIP Counselor Training
 - [2024 \(September 9-19\): Registration Instructions for Basic SHIP Counselor Trainings](#) added.
 - [2024 Basic SHIP Counselor Training Checklist](#) updated.

Join the Next Medicare Mingle!

Don't miss out on the chance to network with other SHIP counselors! Bring your questions, insights, and enthusiasm to the next Medicare Mingle. This provides a great opportunity to talk about the Medicare Open Enrollment period in the fall, in order to discuss how others are preparing for it! Together, we can create a strong network of support, share valuable knowledge, and make a significant impact on our communities.

September 25th 11:00am-12:00pm
[Zoom Link, Add to Outlook](#)

For assistance with your Medicare outreach questions, please contact Alyssa Kulpa, Medicare Outreach Coordinator at (608) 228-8098 or via email at Alyssa.Kulpa@gwaar.org.

This project was supported by the Wisconsin Department of Health Services with financial assistance, in whole or in part, by grant number 90SAPG0091, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. Grantees undertaking projects with government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official ACL policy.

