

Medicare Outreach Idea of the Month

July 2025

Outreach at Summer Events

Summer has officially begun, and there are many outdoor events going on throughout Wisconsin in the next few months. Whether you are in a big city or a more rural area, there is something for everyone and many people are out enjoying the summertime festivities. These summertime venues would be a great place to conduct Medicare outreach at.

Potential Outreach Events:

- County Fairs
- Farmers Markets
- Dairy Breakfasts
- Music in the Park
- National Night Out
- Cultural Events
- Plus, Many Local Festivals (Cow Chip Throw Festival, Dairyland Balloon Jubilee)

Events like these are excellent opportunities to connect with Medicare beneficiaries. By setting up a booth, you can distribute your outreach materials and inform them about the various ways you can assist with Medicare and the programs available.

Here are some materials you might find useful:

- [Who do I Contact- Social Security or Medicare?](#)
- [Local SHIP Flyer - Customizable](#)
- [MSP/LIS/SeniorCare Brochure](#)
- [Medicare Bingo](#) (located on the SHIP TA Center)

These events are not only an opportunity to educate but also to build lasting relationships within the community. Your outreach efforts can make a significant difference in the lives of Medicare beneficiaries.

By the [GWAAR Medicare Outreach Coordinator](#)

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Navigating Medicare

Medicare Mingle

Join us for the next Medicare Mingle! This is the chance for SHIP Counselors to discuss various Medicare topics, offer support to other counselors, ask advice and explore outreach strategies. Stephanie Haas, Medicare Outreach Coordinator, will be the host of these meetings and there to support SHIP counselors with Medicare outreach efforts.

2025 Medicare Mingle Dates:

July 30th 1:00pm-2:00pm: [Zoom Link](#), [Add to Outlook](#)

August 27th 11:00am-12:00pm: [Zoom Link](#), [Add to Outlook](#)

September 17th 1:00pm-2:00pm: [Zoom Link](#), [Add to Outlook](#)

Upcoming Optional Wisconsin SHIP Trainings

Wisconsin SHIP is offering a series of free, live virtual trainings on Medicare topics for basic-level SHIP Counselors.

Intended Audience

SHIP counselors who are newer or would like a refresher are welcome to join all or some of the trainings. These optional trainings are geared towards “basic-level” SHIP counselors, such as volunteers and case managers. However, benefit specialists and other advanced-level SHIP counselors are also welcome.

Training Schedule and Registration

The training schedule is below. A list of online learning prerequisites for new counselors will be sent to attendees. The trainings will be recorded. Registration is required.

Attendees should use the links below to register for each training they wish to attend.

- Tuesday, July 22
 - 9a.m.–10 a.m.: [Orientation](#)
 - 10 a.m.–12 p.m.: [Medicare Basics](#)
- Wednesday, July 23, 11 a.m.–12 p.m.: [Medigap](#)
- Tuesday, July 29, 10 a.m.–12 p.m.: [Part D](#)
- Wednesday, July 30, 10 a.m.–12 p.m.: [Medicare Advantage](#)
- Thursday, July 31, 10 a.m.–12 p.m.: [Plan Finder](#)

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Continuing Education Hours/Units (CEHs/CEUs) are available for live training attendance only. Please email Pam Watson, MIPPA Grant Coordinator, at pamela.watson@dhs.wisconsin.gov with any questions.

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