

“OUTREACH WHEN TIME IS LIMITED”

September 25, 2025
Medicare Outreach Training



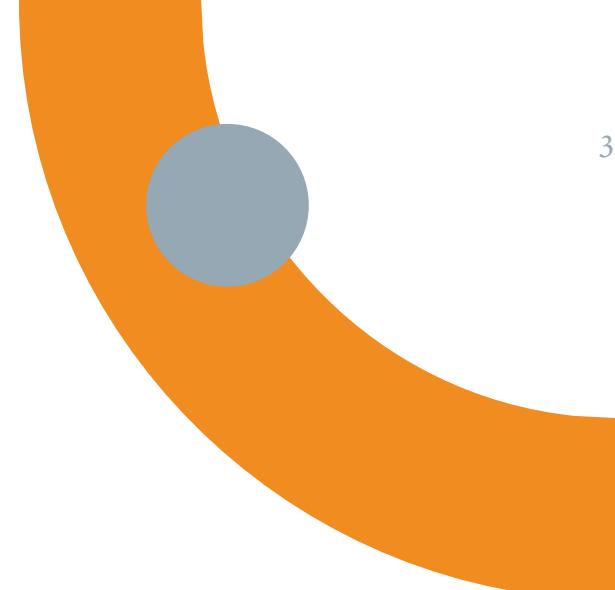
SHIP
State Health Insurance
Assistance Program



DISCLAIMER

“This training was supported by the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1,061,673 with 100 percent funding by ACL/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by ACL/HHS, or the U.S. Government.”

MAKING THE MOST OF LIMITED TIME



SHIP Counselors have an essential role in helping Medicare beneficiaries navigate complex health insurance decisions.

With limited time and resources, traditional one-on-one counseling alone will not reach everyone who needs help.

How do we get information out to the most people on limited time?

AGENDA



Partnerships



Ways to conduct outreach

- In-Person Outreach
- Media Outreach
- Printed Outreach



Outreach material

Partner with Community Organizations

Meet people where they are at: partner with trusted community organizations that already have relationships with your target audience.



Libraries



Pharmacies



Clinics



Senior Centers



Food Pantries



Religious
Organizations



Home Delivered
Meal Services



Other Community
Service Providers

Partner with Local Businesses



Barber
Shops



Beauty
Shops



Hardware
Stores



General
Store



Cafes or
Diners



Grocery
Store



Thrift Shops



Bank



Post Office

THINK ABOUT

Who are you
already partners
with?

Who could you
partner with?

IN-PERSON OUTREACH

Focus on events that attract your target audience, such as:



senior expos



community
resource fairs



wellness
events



farmers
markets



dairy
breakfast

- Ask about providing a short presentation on a Medicare related topic
- Set up an informational table and provide information and answer basic questions
- Ask to leave flyers, brochures or other materials at the event.
- Have a quick way to collect contact information for those looking for more information or one on one counseling

OPTIMIZE MEDIA OUTREACH

Reaching your target audience through:



Newsletters: Include an article or flyer in your agency newsletter or in a partner organizations newsletter.



Newspaper: you could run an informative, written article on Medicare topics or run a visual, stand-alone advertisement about Medicare programs.



Social Media: Share clear, simple educational content, such as infographics or videos about Medicare options and enrollment deadlines. You can also use scheduling tools to automate your work and have information posted at scheduled times.



Agency Website: Have dedicated space on your agency website with information about Medicare and the different programs. Include links relevant websites like medicare.gov and cms.gov

PRINTED OUTREACH

You can distribute printed material to your community or local business partners. This is a great way to get information out to community members without taking up much of your time and you can reach more beneficiaries.

Types of printable outreach material

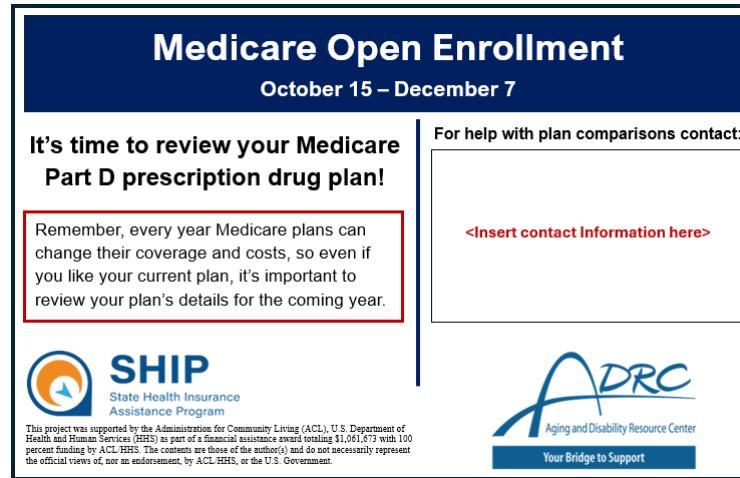
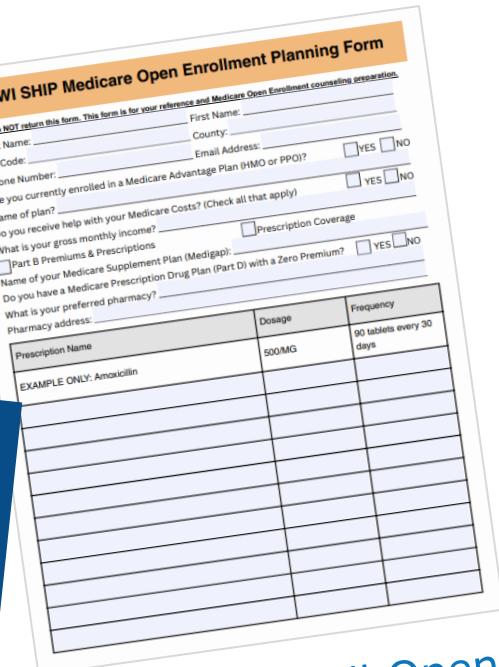
- Flyers: Highlight key events, enrollment deadlines or specific program benefits
- Brochures: Provide overview of different programs; SHIP, EBS, Cost Saving Programs
- Fact Sheets: Offer detailed information on topics like eligibility, enrollment processes or benefits

WAYS PRINTED MATERIAL CAN BE HANDED OUT

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- Talk to your local grocery store: Can they stuff flyers into grocery bags on senior discount day?
- Home delivered meal program: include a flyer or brochure with meal deliveries.
- Post flyers on bulletin boards throughout the community; for e.g., low-income housing, laundromats, diners, grocery stores.
- If possible email material to organizations, have them hang up or hand out your information.

OUTREACH MATERIAL



WI Medicare Fall Open Enrollment Organizer

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



Outreach Material on the SHIP TA Website

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Your Logo Here

Save money on Medicare costs

Health care costs are high, but there are ways you can save. If you have Medicare and need help paying your bills, there are programs that may be able to help you. These programs are part of Medicare and can cut down on your costs and save you money.

Programs that can help you save money:

- Medicare Savings Programs help you pay for some of your Medicare costs for health care.
- Extra Help helps you pay for your prescriptions.

Many people with Medicare can use these programs, but you do need to meet some guidelines to apply. These guidelines may be different depending on where you live and how much money you make.

Our local team members can help you learn more about these programs in your area and help you apply if you qualify. We can also answer your questions and provide information. Even if you can't get support from these programs, we may be able to assist you in finding other ways to save money. Our services are always free.

Learn more at
[insert local contact information here]

ACL State Health Insurance Assistance Program

SHIP State Health Insurance Assistance Program

SHIP is a national program of the Administration for Community Living, an operating division of the U.S. Department of Health and Human Services. Learn more at [www.acf.hhs.gov/ship](#)

Save Money on Medicare Costs

Your Logo Here

Prevent health problems before they happen

Your health is important. You can stay healthy by visiting your health care provider regularly for preventive services.

Preventive services can keep you from getting sick and find health problems early. If you have Medicare, you can get many of these services for free. Anyone with Medicare can use them, and there is no need to sign up or apply.

To help you stay healthy, Medicare covers many preventive services such as:

- Yearly "Wellness" check-ups
- Vaccinations for the flu, shingles, and COVID-19
- Screenings for cancer, diabetes, heart disease, and HIV
- Counseling to help you quit smoking
- Training on how to manage diabetes
- And more!

Our local team members can answer your questions about preventive services and how to use them. We can also provide information on other ways you can use your Medicare benefits. Our services are always free.

Learn more at
[insert local contact information here]

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Prevent Health Problems Before they Happen

Your Logo Here

Helping Medicare beneficiaries save money

The Medicare Improvement for Patients and Providers Act (MIPPA) helps Medicare beneficiaries with limited income and assets save money on their Medicare costs.

Through MIPPA, ACL provides funding to states and tribes to support outreach and assistance to eligible Medicare beneficiaries. We work with:

- State Health Insurance Assistance Programs (SHIPs)
- Area Agencies on Aging (AAA)
- Aging and Disability Resource Centers (ADRCs)/No Wrong Door (NWD)

We help beneficiaries to apply for existing programs that can save them money:

- Medicare Savings Programs (MSPs)** help pay some Medicare costs for health care, including Medicare Part B premiums.
- Medicare Part D Low-Income Subsidy (LIS)** Extra Help helps pay for prescription drug costs and coverage.

We also educate beneficiaries on Medicare Preventive Services and how to use them.

- Medicare Preventive Services** are available to all Medicare beneficiaries and cover many preventive health services such as immunizations, screenings, and annual "Wellness" visits.

We conduct outreach and provide education in communities across the country to reach Medicare beneficiaries who are most in need, including older adults and people with disabilities.

We conduct targeted outreach to beneficiaries who are:

- Low-income with limited resources
- Residents of rural areas
- Members of American Indian, Alaskan Native, and Native Hawaiian communities
- People with disabilities under age 65
- Speakers of English as a secondary language

Learn more at
[insert local contact information here]

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MIPPA Stakeholder Flyer



Get free and unbiased information and assistance with Medicare!

SHIP
State Health Insurance Assistance Program

- The Wisconsin State Health Insurance Assistance Program (SHIP) can help you understand Medicare eligibility, enrollment, options, and costs.
- SHIP counselors don't sell anything and are not connected to any plan or company. They provide objective information to help you decide what health coverage is best for you.
- Save money! Find out if you qualify for programs to help cover your Medicare premiums, deductibles, and copayments.
- Learn how to get the most out of Medicare's preventive benefits, such as the free flu shot.
- Meet with a local SHIP counselor to learn more about Medicare and other insurance options!

A woman with short dark hair, wearing a pink patterned blouse, is smiling with her arms crossed. She is the central figure in the advertisement.

SHIP
State Health Insurance Assistance Program

Get free and unbiased help with Medicare!

Agency Name: _____
City, State, Zip: _____
Agency Phone Number: _____
Agency Email: _____
Agency Web Address: _____

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Administration for Community Living

DISCLAIMER: If no tear-off pads are available, please contact the agency listed above to obtain them.

MIPPA Outreach Poster with Tear-off Pad

Material found on Medicare.gov

Manage Your Monthly Drug Costs

The Medicare Prescription Drug Plan is a payment option that works with your current drug coverage to help you manage your out-of-pocket costs for drugs covered by your Part D plan or spreading them across the calendar year (January–December). All plans offer this payment option, and this option is voluntary.

- This payment option might help you manage your monthly expenses, but it doesn't continue to do so if your plan asks you to pay for your prescription drugs instead of paying them yourself.
- Participating in this payment option is voluntary, and it doesn't cost anything to participate. To participate in this payment option, contact your plan.
- Visit Medicare.gov/prescription-payment-plan, or contact your plan for more information about the Medicare Prescription Payment Plan.

You might benefit from programs that can help you save money like Extra Help, if you qualify. [Flip this card over to learn more](#)

Lower Your Costs

Many people qualify for savings on their Medicare costs and don't realize it. If you have limited income and resources, find out if you're eligible for one of these programs:

- Extra Help** A Medicare program that helps pay your Medicare drug costs. You can apply for Extra Help if you qualify for Medical Assistance (Medicaid) or if you qualify for Extra Help if you have limited income and resources. You can apply with your local Medicaid office. Visit Medicare.gov/extra-help to learn more.
- Medicare Savings Programs** State-run programs that might help pay some of your Medicare premiums, deductibles, copayments, and coinsurance. Visit Medicare.gov/medicaresavings-programs to learn more.

Visit Medicare.gov/basiccosts/help, or contact your local Social Security office to learn about these programs (and others) that can help lower your costs. Find your local Social Security office at SSA.gov/local.

Medicare
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Manage Your Monthly Drug Costs

Questions to Ask about Preventive Services

Your doctor or other health care provider is your partner in care. During your next visit, consider asking your provider these questions to stay healthy and get the preventive services you need.

[Medicare.gov](#)

Medicare

Questions to Ask about Preventive Services (4 pages)

Are You Up-To-Date on Your Medicare Preventive Services?

Medicare pays for many preventive services to keep you healthy. Ask your doctor what services are right for you.

[Medicare.gov](#)

Medicare

One time "Welcome to Medicare" preventive visit—you can get this within the first 12 months you have Medicare Part B (Medical Insurance)

- Your "annual" preventive visit—you can get this 12 months after your "Welcome to Medicare" preventive visit or 12 months after your Part B coverage starts
- Abdominal aortic aneurysm screenings
- Alcohol misuse screenings & counseling
- Bone mass measurements
- Cardiovascular behavioral therapy
- Cardiovascular disease screenings
- Cervical & cervical cancer screenings
- Colorectal cancer screenings
- Counseling to prevent tobacco use & tobacco-caused diseases
- COVID-19 vaccines
- Depression screenings
- Diabetes screenings
- Diabetes self-management training
- Flu shots
- Glaucoma screenings
- Hepatitis B shots
- Hepatitis B virus (HBV) infection screenings
- Hepatitis C virus screenings
- Human immunodeficiency Virus (HIV) screenings
- Lung cancer screenings
- Men's health
- Medial rotator therapy services
- Medicare Diabetes Prevention Program
- Obesity behavioral therapy
- Pneumococcal shots
- Pre-exposure prophylaxis (PrEP) for HIV prevention
- Prostate cancer screenings
- Sexually transmitted infection screenings & counseling

For more details about Medicare's coverage of preventive services, including your costs in Original Medicare, visit Medicare.gov/publications to read or print the booklet "Your Guide to Medicare Preventive Services." To file a complaint if you've been discriminated against, visit Medicare.gov/about-us/accessibility nondiscrimination. You have the right to get Medicare information in an accessible format, like large print, braille, or audio. You also have the right to file a complaint if you've been discriminated against. Visit Medicare.gov/about-us/accessibility nondiscrimination, or call 1-800-MEDICARE (1-800-633-4227) for more information. TTY users can call 1-877-486-2048. This product was produced at U.S. taxpayer expense.

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Preventive Service checklist/factsheet

Medicare

Need Help Paying for Your Prescriptions?

APPLY FOR EXTRA HELP!

I can't afford my medicine! What can Medicare do to help?

Medicare

I'm sorry to hear that. You might qualify for a Medicare program called EXTRA HELP, that can help you pay your Medicare Part D costs.

That's just what I need! How do I know if I qualify?

FIRST...
gather information like:

- Your Social Security Number
- Bank account statements
- IRAs, stocks, bonds, other investment statements (if you have any)
- Tax returns
- Pay stubs

NEXT...
visit [SSA.gov/medicare/part-d-extra-help](#) to fill out the EXTRA HELP application.
You can also call Social Security for help applying.

Great! Then what?
After you apply, you'll get a letter in the mail. If you qualify, your letter will explain the EXTRA HELP you'll get.

Thank you! Where can I go to learn more?

To learn more, visit: [Medicare.gov/extrahelp](#) or call: **1-800-MEDICARE** (1-800-633-4227). TTY users can call 1-877-486-2048.

Medicare

Medicare

Apply for Extra Help

THINGS TO REMEMBER WHEN CONDUCTING OUTREACH

1. Tell participants that you are providing non-biased information.
2. Vary days, times and location for in-person events
3. Everyone has different learning styles
 - At an in-person presentations think about printing the information off so they can read and follow along.
 - Print materials in large font size
 - Have space for them to take notes.

Questions?



THANK YOU

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