

Increasing Outreach with Medicare Minutes

Looking for a simple, consistent way to strengthen your Medicare outreach? Medicare Minutes can be found on the SHIP TA Center webpage and is a ready-to-use resource designed to help you deliver accurate, timely Medicare information-without having to start from scratch. Each month, Medicare Minutes focus on a new topic so there is always something new to share information on. Each Medicare Minutes package includes several components that can be used together or separately depending on your outreach needs.

What's included?

- **Script:** a guided outline with talking points for presenting the topic. Keeps messaging clear and consistent and helps new counselors feel more confident. Includes key takeaways and suggested next steps.
- **Handout:** Provides audience members with information they can take home and refer to later. Make sure to include your information and use as a monthly resource to mail or put out at different sites, like senior centers, apartment complexes, and senior meals sites.
- **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.
- **Blog Post:** Shares Medicare Minutes information online at www.shiphelp.org

Medicare Minutes are designed to be flexible and adaptable. Here are few ways to incorporate them into your outreach efforts:

- **Group presentations:** Use the script and handout for a quick 10–15-minute educational segment at senior centers, meal sites, or community events.
- **One-on-One:** Share the handout to reinforce key points during counseling sessions.
- **Social Media Outreach:** Post the graphics and messages provided to expand your reach online.

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- **Partner Engagement:** Share materials with community partners to help spread accurate Medicare information.
- **Print Distribution:** Leave handouts at libraries, clinics, housing sites, and other trusted locations to make information more accessible.

Why use Medicare Minutes?

Consistency is key in outreach-especially when it comes to Medicare. Medicare Minutes help ensure that beneficiaries receive clear, accurate, and up-to-date information. They also make outreach more manageable by reducing prep time and providing tools that can be used across multiple settings.

If you haven't used Medicare Minutes yet, now is a good time to start. Take one step at a time, share a post on social media, incorporate it into a presentation or distribute the handout at a local site. Small steps can make a big impact-and Medicare Minutes make it easier to stay consistent in your outreach.

By incorporating Medicare Minutes into your monthly routine, you can enhance your outreach efforts, build trust in your community, and assist more people with accessing the Medicare information they need.

Medicare Minutes for [January](#), [February](#) and [March](#) are now available on the SHIP TA Center webpage.

Updated on the [GWAAR Medicare Outreach and Assistance Resources webpage](#):

→ Programs that Help with Medicare Costs

- Brochures and inserts
 - [Medicare Savings Programs: Brochure Insert - Eligibility Guidelines - English](#)
 - [Medicare Savings Program: Brochure Insert - Eligibility Guidelines - Tribes](#)
 - [MSP Brochure](#)
 - [Table Tent MSP/LIS/SeniorCare](#)
- Flyers and Posters
 - [Eligibility Quick Check](#)

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Navigating Medicare

Medicare Mingle

Medicare Mingle is a casual and informative meeting aimed at supporting Wisconsin SHIP counselors in their role of guiding individuals through the Medicare process.

Medicare Mingle provides a chance for SHIP Counselors to:

- Connect with your peers
- Offer and receive support
- Seek advice
- Explore outreach strategies, what's working and what's not
- Discuss various Medicare topics

2026 Medicare Mingle Dates

Wednesday April 22	10:00am-11:00am	Zoom Link
Wednesday June 24	9:00am-10:00am	Zoom Link
Wednesday August 26	10:00am-11:00am	Zoom Link
Wednesday October 7	9:00am-10:00am	Zoom Link

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