

Medicare on the Move – Taking Outreach Outside

As the weather begins to turn warmer more community events will be ramping up – and that means more opportunities to meet people where they are. This month, start making plans to **bring Medicare outreach to various events like local fairs, farmers markets, and community gatherings.**

Why it works

We want beneficiaries to know where to go for help and community-based outreach makes that help more visible and accessible-especially for those who may not seek it out on their own.

Simple ways to show up

- Set up a table at farmers markets, health fairs, or senior expos
- Partner with local organizations like libraries or community centers
- Join existing events rather than hosting your own

Meeting people in familiar, trusted settings increases engagement and awareness.

What to bring to outreach events, keeping it simple and approachable:

- “Medicare 101” handouts
- Medicare Savings Programs/Extra Help Information
- Business cards or appointment scheduling information
- A sign with a clear message like: “Free, Unbiased Medicare Help”

Conversation Starters

Not everyone will walk up asking about Medicare – so lead with easy, low-pressure questions:

- “Have you reviewed your Medicare coverage this year?”
- “Do you know about programs that help lower Medicare costs?”
- “Would you like to know where to get free Medicare help?”

Focus on **visibility, not volume.** Even a few meaningful conversations can lead to follow-ups, referrals, and stronger community trust.

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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 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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Navigating Medicare