

Medicare Enrollment Events

State Health Insurance Assistance Program (SHIP)



An enrollment event includes any type of program where enrollment is the key objective and where SHIP team members are on hand to help submit an application.

Benefits of events



Efficiency: Help more people at once.
Save time on reporting.



Partnership: Create connections with local venues to meet people where they are at; for example, schools and colleges, senior centers, computer labs, and libraries.



Education: Teach and empower attendees to complete Plan Finder comparisons themselves.

Barriers to events



Lack of access to computers or tablets

Lack of technological literacy skills



Lack of space to host a group

Need for personal and/or complex counseling; for example, callers want to explore their own provider networks, their plan is ending, or they have limited English proficiency



Medicare.gov account login challenges

Lack of interest

Strategy

- Assess whether you or your audience have:
 - Access to technology.
 - Technological literacy.
 - Staff or volunteers to assist.
- Communicate expectations clearly, particularly regarding Medicare Advantage plans; for example, whether you will be discussing networks or extra benefits in detail.
- Create a triaging plan. For example:
 1. Refer callers to 1-800-MEDICARE.
 2. Schedule people referred by 1-800-MEDICARE for an event:

Open Enrollment Period prep				Part D plans		Non-renewing	Medicare Advantage		
June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar

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