

Getting to the Heart of Pharmacy Outreach

February 14, 2019

Ann Kayrish
Brandy Bauer

www.readytalk.com

1-866-740-1260, passcode 4796976

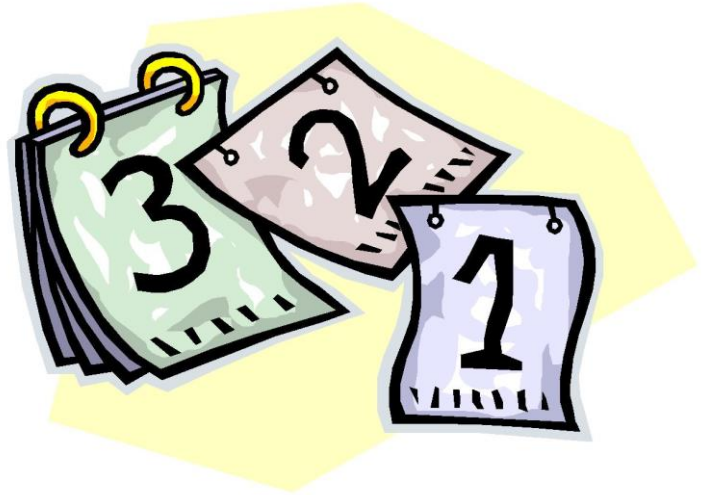


National Council on Aging

Reminders

If you're on the phone, mute your line by pushing *6; unmute by pressing *7

- Next TA call scheduled for April
- Second Thursday, 2-3 p.m. EST



On today's call

Pharmacy Outreach Introduction

Shannon Hohl: Idaho SHIBA Supervisor

Sharon Jalieba: Alabama SHIP Director

Veronica Kell: MIPPA Coordinator for Pennsylvania Department of Aging

Autumn Blattman: Community Outreach Specialist for Nevada SHIP

Bill Barron: Medicare Options Counselor for Salt Lake County, UT Aging & Adult Services

Question and Answers

Contact Information

Shannon Hohl, MPA

SHIBA Supervisor

Direct: 208.334.4242

Toll Free: 1.800.247.4422

Email: shannon.hohl@doi.idaho.gov

Web: <http://shiba.idaho.gov>

Pharmacies as MIPPA Partners in Idaho

- Pharmacies refer customers that are unable to afford medications, or needs help with Medicare
- Pharmacy staff can turnover frequently. It's important to touch base with pharmacies regularly to ensure new staff have MIPPA-related info
- LI-NET brochure is a valuable tool for both:
 - pharmacists to explain how they can assist customers
 - beneficiaries to take with them to the pharmacy to help the pharmacist bill LI-NET appropriately.

Pharmacies as MIPPA Partners in Idaho

- Chain pharmacies tend to be less receptive to MIPPA outreach, but this varies by company and location. It's still worthwhile to stop by and say hi to chain pharmacy locations. The managing pharmacist may be open to the information even if the larger company is not.
- Local/independent pharmacies tend to be more receptive to MIPPA outreach and may be willing to partner on enrollment events and other outreach opportunities.
- State Boards of Pharmacy may be a good gateway to providing MIPPA information to pharmacies statewide.

How to Apply

Extra Help

is managed by the federal Social Security Administration.

Three Easy Ways to Apply!

- Apply online at www.socialsecurity.gov
- Visit a local Social Security office or call Social Security at 1-800-772-1213
- Call SHIBA at 1-800-247-4422

When you file an application for "Extra Help," you can also initiate an application for a Medicare Savings Program (see below). Idaho Medicaid will contact you to help you finish the application.

Medicare Savings Programs

are administered by the State of Idaho.

To Apply:

Call Health and Welfare at 1-877-456-1233 to apply.

Visit a Health and Welfare office; or call SHIBA at 1-800-247-4422 for assistance.

Please note, you may be asked to provide ID and information verifying your income and assets when applying for this benefit.

Remember:

The only way to know if you are eligible is to apply!

After You Qualify

Save Money
on your Medicare Expenses

Using Extra Help Drug Coverage

You must have a Part D plan in order to use "Extra Help." However, if you are not yet enrolled in a Medicare Prescription Drug Plan or a Medicare Advantage plan, you can still apply for and use "Extra Help" right away; Humana LI-NET will be your temporary plan until your Medicare plan starts. Have your pharmacy call 1-800-783-1307 for coverage information.

About Senior Health Insurance Benefits Advisors (SHIBA)

SHIBA is part of a nationwide organization of Medicare State Health Insurance Programs. SHIBA supports and trains a network of local counselors who help Medicare recipients access benefits and receive the care they need.

Call SHIBA today!
1-800-247-4422
SHIBA.idaho.gov

SHIB 10, Rev 04/18



Senior Health Insurance
Benefits Advisors

2018



Apply for "Extra Help" and Medicare Savings Programs.

The Programs

"Extra Help" is a federal program that helps with Medicare Part D (prescription drug) costs. This Limited Income Asset Subsidy:

- ✓ Eliminates most "donut hole" costs
- ✓ Reduces your plan's monthly premium, often to \$0
- ✓ Cuts the yearly deductible, often to \$0
- ✓ Greatly reduces pharmacy copays, even on expensive medications
- ✓ Allows you to change Medicare plans any month of the year. If a different plan can save you money, you can switch!

Medicare Savings Programs

are state programs that:

- ✓ Help pay some Medicare Part A and Part B costs AND
- ✓ Automatically qualify you for "Extra Help" paying for Medicare prescription drug coverage
- ✓ Offer varying amounts of assistance that you can qualify for depending on your income and assets



Am I Eligible? 2018 Income and Asset Limits!

Updated
04/2018

**These limits are guidelines. The only way to know if you qualify, for sure, is to apply.*

Extra Help Program	Family Size	Monthly Income	Assets*	Your Subsidized Drug Plan Benefit
Extra Help Full Subsidy	Individual	\$1,386	\$9,060	Low or \$0 premium; \$0 deductible; \$3.35 - \$8.35 copay; Most "donut hole" costs eliminated.
	Married Couple	\$1,872	\$14,340	
Extra Help Partial Subsidy	Individual	\$1,538	\$14,100	25-75% premium reduction; \$83 annual deductible; 15% copay; Most "donut hole" costs eliminated.
	Married Couple	\$2,078	\$28,150	

* Assets include money in bank accounts, stocks, bonds and real estate. Your home, one car, personal possessions, burial plot and an account up to \$1,500 for burial costs are not counted.

** Married couples can choose to have their income and assets counted under the Community Property Method. With this method one spouse may qualify as an individual for a Medicare Savings Program.

Medicare Savings Programs	Family Size**	Monthly Income	Assets*	Helps You With
Qualified Medicare Beneficiary (QMB)	Individual	\$1,032	\$7,560	Part A and Part B premiums, deductibles and copays. Extra Help Full Subsidy
	Married Couple	\$1,392	\$11,340	
Specified Low Income Medicare Beneficiary (SLMB)	Individual	\$1,234	\$7,560	Part B premium Extra Help Full Subsidy
	Married Couple	\$1,666	\$11,340	
Qualifying Individual (QI)	Individual	\$1,386	\$7,560	Part B premium Extra Help Full Subsidy
	Married Couple	\$1,872	\$11,340	

Medicare eligible individuals under 65 with a higher monthly income who are working may qualify for the Workers With Disabilities (WWD) and/or Qualified Disabled Working Individuals (QDWI) programs. Other programs are available for Home Based Community Services and Nursing Home Assistance. Speak to your local Idaho Department of Health & Welfare Office about eligibility requirements.

Call: 1-800-247-4422

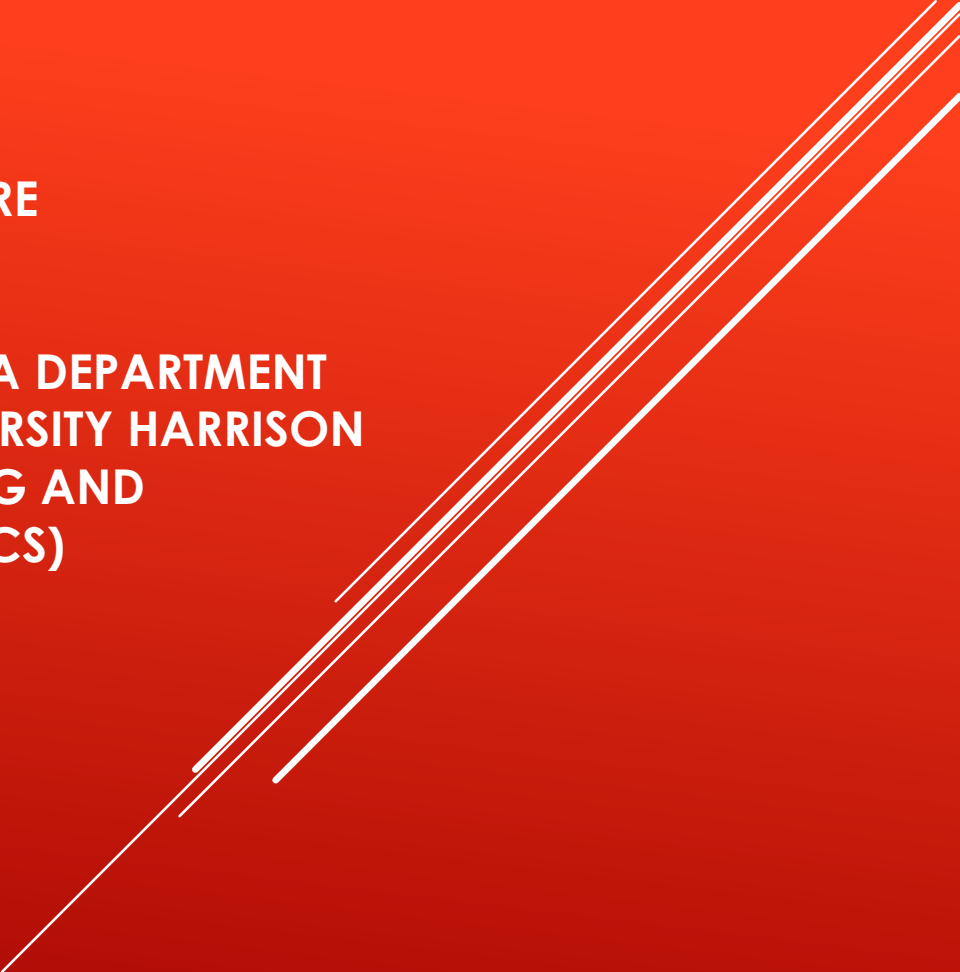
SHIBA.idaho.gov



Produced with grant funds from the Administration for Community Living

**A REFERRAL PROGRAM FOR MEDICARE
BENEFICIARIES:**

**COLLABORATION BETWEEN ALABAMA DEPARTMENT
OF SENIOR SERVICES, AUBURN UNIVERSITY HARRISON
SCHOOL OF PHARMACY, AND AGING AND
DISABILITY RESOURCE CENTERS (ADRCS)**


A decorative graphic consisting of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, located in the lower right quadrant of the slide.


- ▶ **The Certified Aging Resource Educated Specialist (C.A.R.E.S.) Program, a partnership between Auburn University's Harrison School of Pharmacy and the state's Department of Senior Services, has recruited pharmacists, pharmacy technicians, and pharmacy students to participate on a voluntary basis since its launch in 2015.**
- ▶ **Because pharmacies are situated in the community with high accessibility and availability to Medicare patients, pharmacies are in a unique position to help with referral efforts**
- ▶ **The Certified Aging Resource Educated Specialist (C.A.R.E.S.) Program was developed to increase pharmacists' awareness of available programs for Medicare patients with limited income and integrate an efficient referral process into pharmacy workflow.**
- ▶ **The C.A.R.E.S. Program was developed, consisting of two components: 1) the C.A.R.E.S. Training program; and 2) the C.A.R.E.S. Pharmacy Network**

- ▶ After identifying the importance of pharmacy technicians and student interns in communicating with patients, these pharmacy personnel were also included in the training program
- ▶ The training program for pharmacy personnel includes two accredited continuing education (CE) components: 1) 3-hour comprehensive asynchronous online video training (0.3 CEU); and 2) 1-hour introductory written article (0.1 CEU)
- ▶ The 3-hour comprehensive C.A.R.E.S. Training provides an overview of Medicare, the roles of ADRCs, and how to identify and refer patients to ADRCs via seven online modules.
- ▶ The training was originally hosted online through an outside vendor (October 2015); feedback from the first 16 individuals to complete the training was used to revise the program and the training was transferred to University-supported learning management software in July 2016

- ▶ **To increase interest in the 3-hour comprehensive CE program, a second component was added in April 2017 in the form of a 1-hour paper-based**
- ▶ **This paper-based CE introduces subsidy programs and how pharmacists can refer patients to ADRCs for further screening**
- ▶ **Upon completion of the training, pharmacists are asked if they would like to enroll their pharmacy in the C.A.R.E.S. Pharmacy Network with response options including: 1) Yes, definitely, 2) Unsure, need more information, 3) Unsure, I am not the decision maker, and 4) No**
- ▶ **Pharmacists who select “Yes, definitely” are contacted to verify the pharmacy contact information and shipping address. Pharmacists who select “Unsure, need more information” are contacted to answer any questions about the network and provide further information to assist in their decision-making**



- ▶ Pharmacists who select “Unsure I am not the decision maker” are contacted to identify the pharmacy decision maker and information regarding the network is provided to this individual
 - ▶ Pharmacy technicians or students who select options 1-3 are contacted to explain the need for a full-time pharmacist to complete the training.
 - ▶ Any participant who selects “No” is not further contacted.
- 

- ▶ **Pharmacies with at least one pharmacist who completed the comprehensive training program can enroll in the pharmacy network**
 - ▶ **Enrolled pharmacies receive a referral kit, containing referral cards and pre-stamped envelopes**
 - ▶ **Pharmacy personnel identify patients who appear to have limited income or fall into the Medicare coverage gap and refer these patients to The AL Department of Senior Services Aging and Disability Resource Center (ADRC) Director**
 - ▶ **The director then forwards the referrals to the ADRC in the beneficiaries' area**
 - ▶ **ADRC counselors contact and screen referred patients for all available benefits including the Medicare Savings Program (MSP) and Low-Income Subsidy (LIS)**
- 

- ▶ To date 29 pharmacies are now in the network
- ▶ 92 individuals have completed the online training
- ▶ 164 individuals have completed the 1-hour paper-based training that was introduced in April of 2017
- ▶ 96 individuals have completed the second 1-hour paper-based continuing education training that was developed
- ▶ The training is available online at <https://alpharmacares.org>



CONTACT ME

Sharon Jalieba, State SHIP Director
Sharon.Jalieba@adss.alabama.gov

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, located in the lower right quadrant of the slide.

PENNSYLVANIA DEPARTMENT OF AGING



AGING.PA.GOV

Veronica Kell, MIPPA Grant and Volunteer Coordinator
vkell@pa.gov

PA APPRISE PROGRAM

- The SHIP program in PA is called APPRISE
- 52 Area Agencies on Aging (AAA) serve 67 PA counties
- Each AAA has a local APPRISE Program
- Statewide MIPPA initiatives
 - Each local program participates
 - Serve both rural and urban populations
 - Provided instructions, reporting measures, and target goals

Brown Bag (Pharmacy) Outreach Initiative

- Purpose:
 - ✓ Provide a way for consumers to talk to their pharmacist about their medications
 - ✓ Provide an easy way to transport medications
 - ✓ Pharmacist can check for expired medications and drug interactions
- Method:
 - ✓ Provide pharmacy with brown paper bag
 - ✓ Insert APPRISE flyer and medication list
 - ✓ Place a label on outside of brown paper bag with local program contact information.
- Outcome:
 - ✓ Pharmacy partnerships = 127
 - ✓ Flyers distributed = 7,066

Challenges

- Corporate Pharmacies
 - ✓ Polices and procedures
 - ✓ Must ask for permission to distribute flyers with meds
 - ✓ May not use “Brown Bags” must use white, sleeve style bag
- Small, Independent Pharmacies
 - ✓ Less corporate red tape
 - ✓ Located in more rural communities where outreach options are limited.
- Local APPRISE Program Turnover
 - ✓ Staff and volunteer

DO YOU NEED HELP WITH MEDICARE?

The [Insert county/AAA name]
APPRISE PROGRAM can help!

What is APPRISE?

APPRISE is a free health insurance counseling program designed to help all Pennsylvanians with Medicare. Counselors are specially trained staff and volunteers who can answer your questions about Medicare and provide you with objective, easy-to-understand information about Medicare.

How can APPRISE help YOU?

- If you are new to Medicare
- During Medicare's Annual Open Enrollment Period, which is every year from October 15th through December 7th. This is the only time of year when both Part D and Medicare Advantage Plan members can change their plans for the upcoming year.
- During Medicare's Annual Disenrollment Period, which is every year from January 1st through February 14th. This is the time of year when Medicare Advantage Plan members can drop their plan and are able to return to Original Medicare and join a stand-alone Part D plan.

APPRISE CAN ALSO HELP WITH:

- Medicare
- Medicare Prescription Drug Plans (Part D)
- Medicare Advantage Plans
- Medicare Supplemental Insurance (Medigap)
- Medicaid
- Long-Term Care Insurance
- Screening and applying for financial assistance program
- Fraud and Abuse

Call today!
1-800-783-7067

COUNTY/AAA NAME

Address
City, State, ZC

Phone number



Extension of Brown Bag Initiative

- Purpose:
 - ✓ Continue Brown Bag Initiative concept started in 2016 for 2017-18 MIPPA grant
- Method:
 - ✓ Developed a new flyer “Making SEN\$E of Medicare”
 - ✓ Local programs outreached to pharmacies
 - ✓ Conversation about prescription costs
 - ✓ Provided flyer to Medicare eligible consumers
- Outcome:
 - ✓ Almost 12,000 flyers disseminated in a two-month time period



Do you need help making
SENSE of your
Medicare coverage?



Do you need **help paying** for your prescriptions?

Are you currently in the donut hole and need assistance?

Do you want to know if you are in the right Medicare Part D or Medicare Advantage Plan
that fits your healthcare needs **and** budget?

Do you want to know if you are eligible to save money on your prescription drug costs and/or
your Part B premium?

If you answered YES to any of the above questions, the **APPRISE Program** is here to help!

Call today to see if you are eligible for **Extra Help** or **Medicare Savings Programs**.



Insert Program Number

APPRISE is a free, confidential health insurance counseling program for all Medicare beneficiaries residing in Pennsylvania.

This project was supported, in part by grant number 1701PAMISH-01 from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. Grantees undertaking projects under government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official Administration for Community Living policy.



Steve Sisolak
Governor



Richard Whitley
Director

Dena Schmidt
Administrator

State of Nevada

Department of Health and Human Services

GETTING TO THE HEART OF PHARMACY OUTREACH

Aging and Disability Services Division

Autumn Blattman, Contractor

MIPPA Community Outreach Specialist

February 14, 2019

Phone: 775-687-0973

Email:

Ablattman.contractor@adsd.nv.gov



NV MIPPA Pharmacy Outreach Overview



- Rural areas (mostly)
- Targeted smaller pharmacies in the beginning
- Larger pharmacies such as Walmart, Walgreens, Raley's, etc. have now become a goal in MIPPA outreach
- Outreach to pharmacies in person rather than over the phone or via email
- Bring supporting documents to pharmacies



Usually no prior knowledge of MSP, LIS, or SPAP



Smaller pharmacies find SHIP benefits comparison counseling more appealing for their clients



Needed background information on what MIPPA was and how it could benefit clients



Give follow-up documents for them to read and ask questions about (what MIPPA entails)



Did not take long to form relationships with small pharmacies. Larger pharmacies harder to form relationships with.

MIPPA with Pharmacies

Initial Contact Materials



BUSINESS CARD (MULTIPLES,
IF NO OTHER MATERIALS,
HAVE YOUR CONTACT
INFORMATION ON THEM)



INFORMATION ON WHAT
MIPPA MEANS, EXPLAIN THE
ACRONYM, AKA EXTRA HELP,
LOW INCOME SUBSIDY ETC.



FLYERS/BROCHURES THAT
HAVE BEEN PRODUCED

MIPPA Fact Sheet

What is MIPPA?

The Medicare Improvements for Patients and Providers Act (MIPPA) of 2008 is a piece of legislation related to Medicare. One important part of MIPPA was the awarding of federal funding for State Health Insurance Assistance Programs (SHIPs), our state agency (State of Nevada Aging and Disability Services Division), and Aging and Disability Resource Centers (ADRCs) to help low-income Medicare beneficiaries apply for programs that make Medicare affordable. In addition to SHIPs, our state agency, and ADRCs, Tribes can also receive small amounts of money to do MIPPA outreach in their communities.

Medicare benefits & MIPPA

Recipients of the MIPPA grant specifically help low-income seniors and persons with disabilities to apply for two programs that help pay for their Medicare costs:

- The Medicare Part D Extra Help/Low-Income Subsidy (LIS/Extra Help), which helps pay for the Part D (prescription drug plan) costs, and
- The Medicare Savings Programs (MSPs), which help pay for Medicare Part B monthly premium.

MIPPA grantees also provide Medicare counseling to Medicare beneficiaries and are help educate individuals on the preventive services Medicare provides to them.

Fact sheet adopted from: <https://www.ncoa.org/centerforbenefits/mippa/>

Wins/Effective Strategies

- Smaller pharmacies tend to know their clients very well
 - Know who is need of programs and who is not
 - Know what prescriptions they are on
 - Have rapport with clients to get better turn-out at events
- Having pharmacist print prescription list for clients to bring to appointments
- Tabling in pharmacies and setting up appointments there, rather than having an appointment that day
- Have a planner or some kind of scheduling device
- Build rapport with larger pharmacies
- FOLLOW-UP, FOLLOW-UP, FOLLOW-UP



Difficulties

- Larger pharmacies having to pass information through corporate channels
- Larger pharmacies sometimes associated with plans (e.g., Humana Walmart)
- Pharmacies asking for counselor to be biased in one way or another
 - Towards their pharmacy
 - Towards certain plans
 - Against certain plans
- Smaller pharmacies trying to control client's decision in the background
- Miscommunication surrounding purpose of MIPPA/SHIP

Thank you

This project was supported, in part by grant number 1801NVMIDR-01, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, C.C. 20201 and administered by the State of Nevada Aging and Disability Services Division. Grantees undertaking projects under government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official Administration for Community Living policy.

Pharmacy Outreach in Utah



Bill Barron

Medicare Options Coordinator

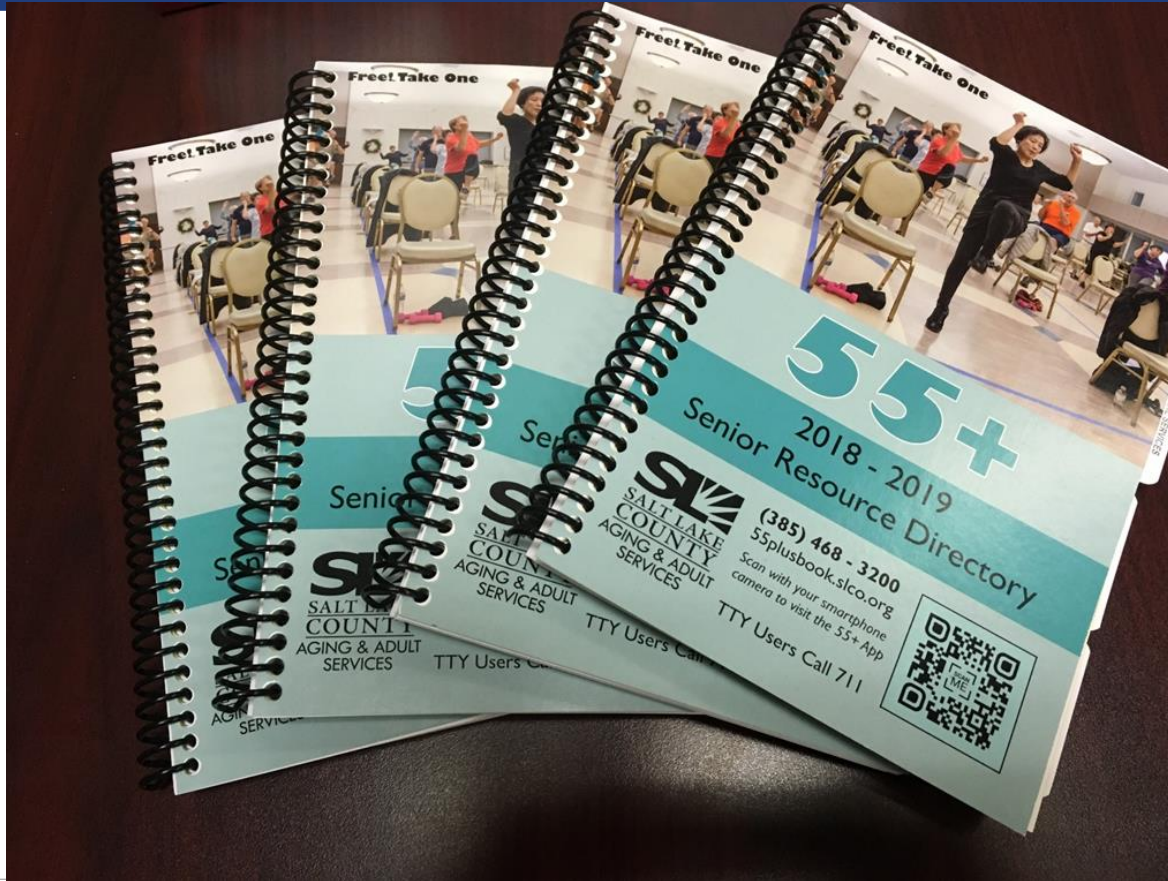
Salt Lake County Aging and Adult Services

[2001 S State Suite S1-600 PO Box 144575](#)

[Salt Lake City, UT 84114](#)

385-468-3287

Pharmacy Outreach in Utah



Pharmacy Outreach in Utah

MEDICARE HEALTH INSURANCE

Name/Nombre
JOHN L SMITH

Medicare Number/Número de Medicare
1EG4-TE5-MK72

Entitled to/Con derecho a
HOSPITAL (PART A)
MEDICAL (PART B)

Coverage starts/Comienza a empiezo
03-01-2016
03-01-2016

New Medicare cards are coming!

Medicare will mail new cards between April 2018 – April 2019. These new cards won't include Social Security numbers. Instead, each person will get a new unique Medicare Number.

Medicare will never call and ask for personal information before sending new cards, so don't share your information if someone calls and asks for it.

OPEN ENROLLMENT OCT 15TH-DEC 7TH

- Original Medicare
- Medicare Prescription Drug Coverage
- Medicare Advantage Plans
- Preventative Services Information
- Low-income Subsidy Assistance
- And more

Can Help You Understand

Salt Lake County Aging & Adult Services

IN PARTNERSHIP

SHIP/SMP
Helping you
PROTECT, DETECT & REPORT
FRAUD AND ABUSE!

Smith's
FOOD & DRUG STORES

385-468-3200

Your Local
Senior Health Insurance Information Program / Senior Medicare Patrol

Contact Information

Shannon Hohl	Idaho SHIBA Director	shannon.hohl@doi.idaho.gov
Sharon Jalieba	Alabama SHIP Director	Sharon.Jalieba@adss.alabama.gov
Veronica Kell	MIPPA Grant & Volunteer Coordinator	vkell@pa.gov
Autumn Blattman	MIPPA Community Outreach Specialist	Ablattman.contractor@adsd.nv.gov
Bill Barron	Medicare Options Coordinator	wbarron@slco.org

NCOA Resources and Contact Info

- <https://www.ncoa.org/centerforbenefits/promising-practices/>
- <https://www.ncoa.org/resources/extra-help-and-linet/>
- <https://www.ncoa.org/resources/part-d-best-available-evidence-policy/>

Ann Kayrish: Ann.Kayrish@ncoa.org

Brandy Bauer: Brandy.Bauer@ncoa.org