

COVID-19 Feedback from SMPs, SHIPs, and MIPPAs

May 5, 2020

WebEx functionality

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1) The **view icon** in the upper right corner changes your view in WebEx.

- **Tip:** Select the middle option so you can see who's speaking!

2) The **toolbar** on the left side of the screen allows you to zoom in and out to show a closer or farther out view of the PowerPoint presentation.

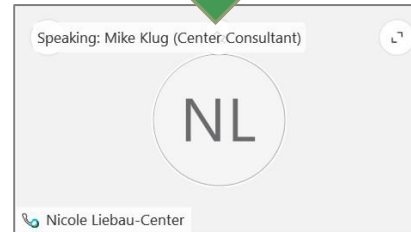
3) The **menu** at the bottom allows you to mute your line, open the participants and chat panels, and leave the event.

4) The **panels** on the right show participant information, chat, and polling (when in use). Use the arrow and x to open and close the panels.



Tip: To raise your hand, open the participant panel and click the hand icon in the lower right corner.

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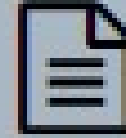
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Closed Captioning for This Event



Live Captions



Transcript

Live Captions

- Provides closed captioning starting from the moment you click the link provided in WebEx Chat.

Transcript

- Provides the full transcript from the start of the call until the time you click the “Transcript” tab. You can save the transcript for yourself if you’d like a copy.

Save transcript:



Welcome!

SMPs

- Senior Medicare Patrol

SHIPs

- State Health Insurance Assistance Program

MIPPAs

- Medicare Improvements for Patients and Providers Act



Panelists: ACL and the Centers



Maggie Flowers
Administration for
Community Living



Sue Choplin
SHIP Technical
Assistance Center



Ann Kayrish
NCOA's Center for
Benefits Access



Heather Flory
SMP Resource
Center

Agenda

**ACL
Update**

**Survey
Overview**

**Survey
Highlights
and Key
Tips**

**COVID-19
Resources**

ACL Update

- **Planned outreach activities and meetings**

- CDC recommends reviewing your planned events, programs, and services to determine if you need to temporarily postpone or cancel anything.
- ACL encourages you to consult your state health departments and local published guidance to make these decisions.
- SMP/SHIP National Conference will shift to fully virtual format.

- **Potential program impact**

- ACL anticipates contact numbers to decrease in the public health emergency. Communicate openly with your ACL Project Officer about any impacts you are experiencing. This knowledge will inform explanations cited in public facing reports like the OIG Report and the SHIP Report to Congress.
- ACL has extended SHIP/MIPPA reporting deadlines and will continue to monitor further program reporting deadlines as need for extension is identified.

- **ACL will continue to share information via listservs and acl.gov/COVID-19.**

SMP/SHIP/MIPPA Survey Overview

Where did the feedback come from?

SHIP/MIPPA/SMP and COVID- 19 Program Needs & Practices Survey

- Survey sent to SHIP, SMP and MIPPA program leads in March, 2020
- 93 respondents

Outreach Strategies During COVID-19

- April 9th webinar
- 315 respondents

Living With COVID-19: A Guide for Volunteer Programs

- April 13th webinar
- 196 respondents

What COVID-19 related topics are most important to address in webinars & publications?



Upcoming SMP/SHIP/MIPPA Events

5.14.20

- **MIPPA Benefits Enrollment and Outreach Listening Session**

5.15.20

- **Tools to Provide Counseling Remotely**

5.19.20

- **SMP Monthly Networking Call**

5.20.20

- **SHIP Directors Call**

5.21.20

- **Virtual Volunteering**

5.26.20

- **OHIC Programs Monthly Call**

5.28.20

- **Changes to Medicare and Benefits Eligibility**

SMP / SHIP / MIPPA Highlights

Feedback on Successful Practices



[Successful Practices Telework & Outreach During the COVID-19 Pandemic](#)

Meetings and Training



Use technology for meetings

Utilize resource center libraries

Encourage volunteer involvement

Revamp onboarding and orientation process

Volunteer Management

Regular
Communication

Training
Opportunity

Updating
Policies and
Procedures

Volunteer Involvement

- Keep up the training
- Distribute newsletters/bulletins
- Update policies and procedures

Traditional Media Outreach

Messages about scam/fraud alerts or benefits application assistance disseminated via:

- TV and radio interviews/spots
 - Utilize commercial and public access channels
 - Consider paid advertisement
 - Rethinking content to be more COVID-19 related



Traditional Media Outreach (cont.)

Print messages about scam/fraud alerts or benefits application assistance disseminated via:

Flyers

Newsletters
and Press
Releases

Meal delivery
and food pick
up sites

Low Income
and Senior
Housing

Traditional Media Outreach (cont.)

Print messages about scam/fraud alerts or benefits application assistance disseminated via:

Distribution lists

Targeted mailing

Billboards

Social Media

Create content

- Posts
- Videos
- Start a group

Events

- Interactive forums
- FB Live

Paid Advertising

- Boosted FB posts
- Twitter
- Pandora
- You Tube

- https://www.facebook.com/pg/california.smp/posts/?ref=page_internal
- <https://www.facebook.com/SHIP-State-Health-Insurance-assistance-Program-824221481017107/>

Social Media and more...

- Host live interactive community webinars through online platforms (Skype, Webex live)
- Send reminders using Twitter
- LinkedIn, Instagram
- <https://www.youtube.com/watch?v=TOdmLKDIVIU>
- <https://www.youtube.com/watch?v=40x9DLmJNW>
[c](#)
- <https://www.youtube.com/watch?v=Bfre5-ZFuxU>

Counseling: Contact

Phone or email counseling the norm

- Volunteer availability varies by grantees
- Video counseling session when possible
- Counseling tip sheets
- Call return protocols vary by grantee



Counseling: Contact (cont.)

Mail or email
information
packets

Paper
applications
packets

Mail out pre-
address
envelopes

Encrypt or
password
protect PPI

Counseling: Connecting

Connect with elected officials

Partner outreach/collaboration

Address church congregation

COVID-19 Resources Based on SMP/SHIP/MIPPA Feedback

- [COVID-19 Medicare Coverage – Medicare Beneficiary Questions & Answers](#)
 - This handout provides answers to frequently asked questions about Medicare's coverage related to COVID-19
- [Successful Practice – Telework & Outreach During COVID-19 Pandemic](#)
 - Successful practices gleaned from the SHIP, MIPPA, and SMP networks
- Both resources are found on the [NCOA Resources for Professionals](#) page and in the SMP and SHIP Resource Libraries.

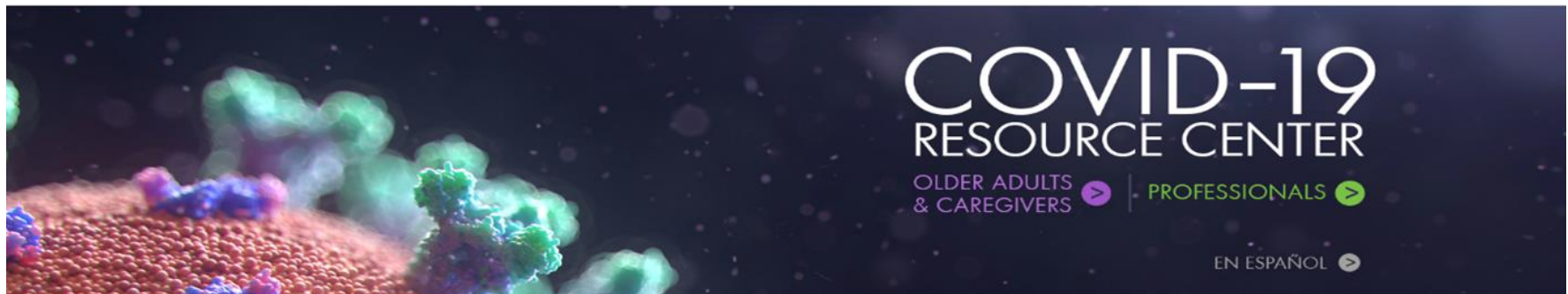


COVID-19 Resources from the Centers

NCOA/MIPPA Center COVID-19 Resources (publicly available)

<https://www.ncoa.org/>: Resources for older adults & caregivers, professionals, and advocates

- [Q&A About Economic Payments](#)
- [Resources for Urgent Relief](#)
- [Tools and Tips for Reaching a Remote Audience](#)
- [Tipsheet for reaching a Remote Audience](#)





SHIP TA Center COVID-19 Resources

Publicly available

- News item on homepage: www.shiptacenter.org

Password-protected resources for SHIPs: www.shiptacenter.org > SHIP Login

- SHIP TA-Center COVID-19 Facebook Images
- **Tip:** Search for keyword “COVID-19”.



SMP Resource Center COVID-19 Resources

Publicly available

- COVID-19 Fraud page (includes a Spanish-language fraud alert): <https://www.smpresource.org/Content/Medicare-Fraud/Fraud-Schemes/COVID-19-Fraud.aspx>

Password-protected resources for SMPs: www.smpresource.org > SMP Login

- SMP Consumer Fraud Alert: COVID-19 Fraud Resources (includes several Spanish-language resources)
- SMP Resource Center Infographics – COVID-19
- **Tip:** Search for keyword “COVID-19”.

Additional Public Resources from the Centers

- Center for Benefits Access/MIPPA resource center
<https://www.ncoa.org/centerforbenefits/>
 - Outreach toolkit Guides to Facebook advertising, earned media, telephone town halls, radio PSA
 - Promising practice clearing house
 - Resource library
- SMP Resource Center website: www.smpresource.org
 - Medicare fraud, news, what SMPs do, how you can help, and more
- SHIP TA Center website: www.shiptacenter.org
 - Home page (News, Blog); Medicare, Success Stories, and Volunteer menus

Additional Public Resources from the Centers, *cont'd*

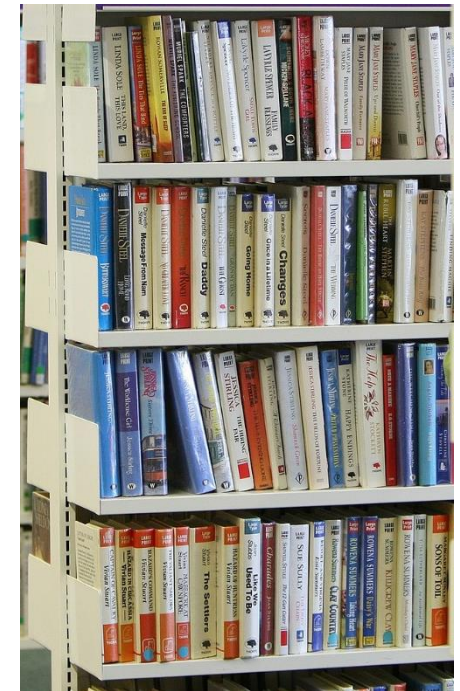
Center Facebook pages:

- NCOA Facebook page:
<https://www.facebook.com/NCOAging/>
- SHIP TAC Facebook page:
<https://www.facebook.com/SHIPTACenter/>
- SMP Resource Center Facebook page:
<https://www.facebook.com/SMPNationalResourceCenter/>

Additional Password-Protected Resources from the Centers (for SHIPs and SMPs)

Log in to the SMP or SHIP Resource Libraries to search for these and many other resources:


- Outreach Strategies During COVID-19 Webinar
- Living with COVID-19 Webinar: A Guide for Volunteer Programs
- Privacy and Confidentiality Online Course
 - SHIPs: green button titled “Training and Certification (OCCT)”
 - SMPs: TRAX tab > Available Training > Online Course **OR** CMS Unique ID Training Curriculum



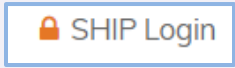
Webinar Resources in the Libraries

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SMPs

- Step 1: Login at www.smpresource.org (click the blue SMP Login padlock). 
- Step 2: Search for keyword “COVID-19”.

SHIPs

- Step 1: Login at www.shiptacenter.org (click the orange SHIP Login padlock). 
- Step 2: Go to the Resource Library.
- Step 3: Search for keyword “COVID-19”.

MIPPAs: Resources will be emailed to the MIPPA listserv.

Questions and Sharing

Thank you for participating in today's webinar!
This presentation is now available for download.



If you have questions or want to share strategies for doing outreach, etc. during COVID-19, please raise your hand.

If you have questions later...
SMPs, email: info@smpresource.org
SHIPs, email: info@shiptacenter.org
MIPPAs, email: centerforbenefits@ncoa.org

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