

# **Monthly OHIC\* Programs COVID-19 Call**

**November 19, 2020**

**\*OHIC = Office of Healthcare Information and Counseling**

# Welcome!

## SMPs

- Senior Medicare Patrol

## SHIPs

- State Health Insurance Assistance Program

## MIPPAs

- Medicare Improvements for Patients and Providers Act



# Questions about working during COVID-19? Use your Resources!

## SMPs

- [www.smpresource.org](http://www.smpresource.org) > SMP Login

## SHIPs

- [www.shiptacenter.org](http://www.shiptacenter.org) > SHIP Login

## MIPPAs

- [www.ncoa.org](http://www.ncoa.org) > Professionals > Key Resources for Professionals

**Tip sheets are available on a wide variety of topics related to COVID-19! Medicare coverage and enrollment, Medicare fraud, working remotely, outreach, virtual volunteering, etc.**

# ACL's Managing Through COVID-19 Toolkit

<https://www.shiptacenter.org/covid-19/toolkit>

- 1) Overarching Safety Considerations
- 2) Confidentiality
- 3) Communication and Marketing
- 4) Counseling
- 5) Outreach Events
- 6) Volunteer and Staff Support
- 7) Preparedness Plans for Future Emergencies



# Host Panelists: The Centers and ACL



**Sue Choplin**

SHIP Technical  
Assistance Center



**Ann Kayrish**

NCOA's Center for  
Benefits Access



**Heather Flory**

SMP Resource Center



**Maggie Flowers**

Administration for  
Community Living

# Today's Presenters



**Maria Alvarez**

Executive Director,  
New York SMP



**Abby Batterson**

Interactive Media  
Manager, SMP  
Resource Center



**Angela Burk**

Communications &  
Technology Manager,  
SHIP Technical  
Assistance Center

# Agenda

## **How New York SMP Adapted to COVID-19**

- Maria Alvarez, New York SMP

## **Maximizing Your Social Media During the Pandemic**

- Abby Batterson, SMP Resource Center
- Angela Burk, SHIP Technical Assistance Center

## **Questions and Discussion**



# HOW NYS SMP ADAPTED TO COVID-19



OHIC Presentation, 11/19/20  
María Alvarez, Executive Director

**STATE**  **WIDE**  
**New York StateWide Senior Action Council, Inc**  
275 State Street, Albany, NY 12210 • 800-333-4374 • Fax 518-436-7642  
[www.nysenior.org](http://www.nysenior.org)

**New York State**  
**SMP**  
Empowering Seniors To  
Prevent Healthcare Fraud



# STAFF



María Alvarez  
Executive  
Director



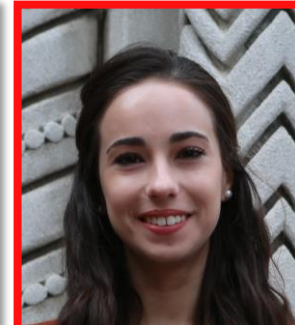
Joan Akpan  
Media &  
Marketing



Emily Akpan  
Digital  
Communications



Sarah Askew  
MCCAP  
Counselor



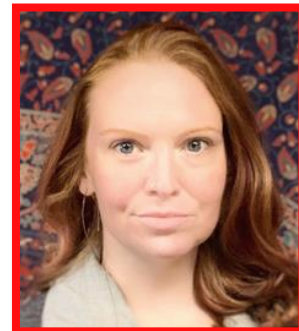
Stefania Buta  
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Gene Dumlao  
MCCAP  
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Marcus Harazin  
Patients Rights  
Coordinator



Melissa Kinney  
CNY Task  
Force



Gail Myers  
Deputy  
Director



Beth Nelson  
SMP Director

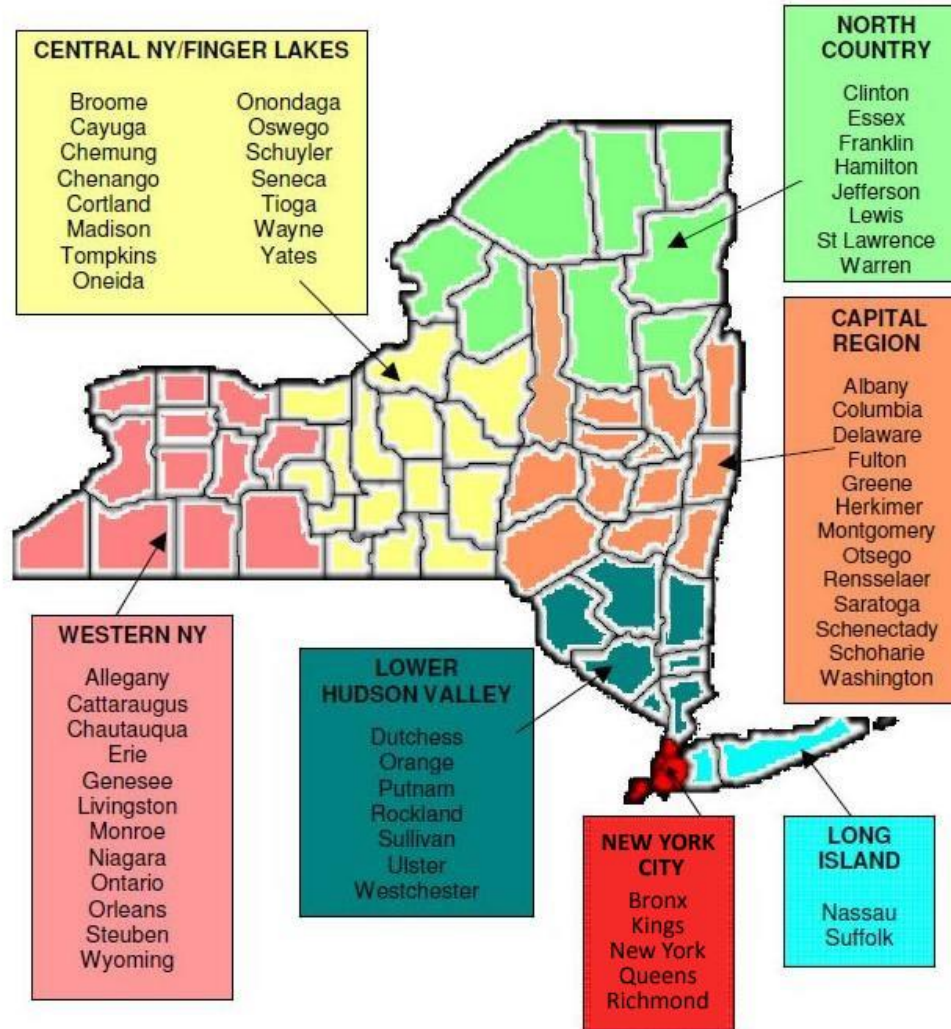


Leslie Sierra  
SMP Counselor

# CHAPTERS

- ★ Albany
- ★ Fingerlakes
- ★ North Country
- ★ NYC
- ★ Rockland
- ★ Saratoga
- ★ Tompkins
- ★ Ulster
- ★ Western

Coming soon:  
Long Island



### StateWide is part of a grassroots movement that has:

- 3 Helplines to assist people with:
  - Patients Rights
  - Health Insurance & Prescription Drugs
  - Health Care Fraud Prevention
- Programs & Content to Present to the Community
- Materials for Distribution
- Staff Located Throughout the State to Provide Direct Services
- A network of Community Partners and Organizations with which to collaborate
- 9 Regional Chapters Across NYS with members committed to fulfilling our mission of improving the life of seniors and families in NYS

## OUR CHALLENGES DURING COVID-19

1. Seniors are the Most Vulnerable Segment of the Population Affected by COVID
2. All Community Gatherings Closed (including meetings, health fairs, senior centers, and other public places).



WE CAME UP WITH A PLAN...

## WE TOOK ACTION

Launch Plan  
Quickly

Educate  
the Team

Organize &  
Disseminate  
Information

Continually  
Adapt to  
Changing  
Events

## TIMELINE

**March 13:** Shut down offices

**March 13:** First Coronavirus Email Alert

**March 16:** Employees begin working from home

**March 17:** First ZOOM meeting – Staff

**March 18:** Outreach Counselors reach out to members & clients daily

**March 20:** Stay Connected Email out; Special Coronavirus Newsletter mailed

**March 25:** Education Video Channel created

**April 3:** Migrated our meetings and presentations from in-person community gatherings to ZOOM Meetings

**May 1-31:** Social Media Ad Campaigns

**May 13:** Senator Kirsten Gillibrand Conversation

**June 1:** Senator Rachel May Facebook Event

**Aug 10:** Attorney General Letitia James Conversation

**October 13 – 15** – StateWide's Annual Convention on ZOOM



320 group outreach events reaching over 13,600 seniors, advocates, providers throughout NYS

265 media events reaching over 9.5 million people via Media – television, radio, print, newsletters, social media, emails and website

Counseled 2,545 Medicare beneficiaries, families and caregivers reaching all 60 counties in the state

During the Annual Enrollment Period, our counselors assisted 572 contacts

## SPECIAL EVENTS

**A CONVERSATION** with  
**SENATOR**  
**KIRSTEN GILLIBRAND**

May 13, 2020 | 1:00 PM  
Call in: 712-832-8330,  
605-562-0400  
Access Code: 471 5203#



- Senator Kirsten Gillibrand
- Teleconference, 400+ phone listeners



- Attorney General Letitia James
- Facebook Livestream – Over 3,400 people reached



- Senator Rachel May
- Facebook Livestream - Over 3,300 people reached
- Focus on the COVID-19 pandemic and the toll it has taken on nursing home residents

# SENIOR MEDICARE PATROL

## ACTIVE SMP TEAM MEMBERS



## SMP TEAM MEMBER HOURS



**10,689** hrs.

OCT 2019 – SEPT 2020

## PARTNERSHIPS

- ZOOM Presentations to Community Centers and Libraries
- Service Coordinators in HUD buildings for seniors & disabled throughout the state
- Service Providers Around the State
- Appointed & Elected Officials & Constituencies
- Local Area Agencies on Aging

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# COMMUNITY OUTREACH

PROGRAMS

MARKETING

MEDIA

# DIGITAL MEDIA

## MAILCHIMP EMAILS

- Over 96,000 emails delivered the past year.
- Educational and Event related updates

## E-NEWS

- 24x/year to subscription base: **1,540** addresses.

## WEBSITE

- Over 13,000 visits
- 34,167 page views

## FACEBOOK

- 476 Followers
- Targeted Advertising
- Important links to news and information
- Streaming capabilities – ZOOM meetings

## TWITTER

- 128 Followers and growing
- Share resources – e.g. SMP & fraud updates, events
- Build relationships
- Instant news
- Reach large audiences

## PRINT MEDIA

Articles in newspapers throughout the state including:

- Jamestown Post
- Dunkirk Observer
- Brooklyn One Newspaper
- Albany Times Union
- Crains NY

**CRAIN'S**  
NEW YORK BUSINESS

**One Brooklyn**  
BROOKLYN-USA.ORG WINTER 2019-20

**The Post-Journal**

**TIMES UNION**



**OBSERVER**

**Ask questions so you don't get  
scammed when using  
Telehealth**

With the coronavirus pandemic, scammers are out in full force, taking advantage of every opportunity they can to obtain your Medicare number.



# NEWSLETTER, FLYERS, POSTCARDS

## NEWSLETTER

- Mailed February, May, June, September 2020.

## FLYERS, POSTCARDS

- Flyers for presentations and to distribute to buildings and at outdoor events.
- Postcards mailings, e.g. Meals on Wheels

### Telehealth and Exposure to Fraud

Telehealth or Telemedicine refers to the practice of treating patients via technology. The patient no longer has to see the doctor personally. Appointments can be completed

### DETECT MEDICARE FRAUD

**NYS SENIOR MEDICARE PATROL (SMP)** is a NY StateWide Senior Action Council program that empowers seniors, caregivers & professionals to fight against those who commit fraud, waste, and abuse in the Medicare program. We are able to do this through outreach, counseling & education. Call us at **800-333-4374** if you would like to be an SMP Volunteer.

Our SMP team of volunteers provide outreach & education through:

- Assisting with Administration** - Copying, filing, data entry, and making phone calls in support of SMP activities.
- Staffing Exhibits & Distributing Information** - Transporting & disseminating SMP information; staffing exhibits at events such as local health fairs.
- Making Group Presentations** - Presenting on SMP topics to small and large groups; interacting with the audience by answering their questions.

### Ways to Protect Yourself

- Be sure to call Y
- If you receive a p or supplies, hang
- Guard your Medi Medicare numbe or health care pr
- Review your Met Explanation of B & items that app
- Write down all o Journal and com
- Call your NYS Se Fraud at 800-33

### MEDICARE FRAUD, ERRORS & ABUSE AFFECTS EVERYONE

- Billions of taxpayer dollars are lost to improper claims
- Medicare trust fund is at risk
- Medicare beneficiaries have higher out of pocket costs and less money for needed benefits, & their quality of treatment could be compromised.

### WHAT IS MEDICARE FRAUD?

Intentionally billing Medicare for services that were not received, or billing for a service at a higher rate than is actually justified. There are many types of Medicare Fraud (see page 2 for examples).

**STATE WIDE SMP**  
New York StateWide Senior Action Council, Inc.  
275 State Street, Albany, NY 12201 • 800-333-4374 • Fax (518) 485-2222

This project was supported, in part by grant number 90MPPG0010-01-00, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201.

## Ambulance Fraud

- \* Falsifying documentation to provide the appearance of medical necessity did not exist.
- \* Billing the beneficiary instead of Medicare, even if the provider and the trip met Medicare's coverage criteria.
- \* Billing for more miles than traveled for transport.
- \* Billing non emergency trips as emergency trips.

**\* If you suspect Ambulance Fraud call the NYS at 800-333-4374, we can help!**

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## Drug Diversion Fraud

Drug Diversion Fraud is when your prescribed controlled substance is taken by you or another individual for reasons other than prescribed. According to the Office of Inspector General (OIG), U.S. Department of Health & Human Services, prescription drug misuse/abuse causes more problems and is abused at a higher rate than common "street" drugs such as heroin and cocaine.

- \* Prescription drug misuse/abuse causes over 100 deaths each day by using prescriptions not as prescribed by a doctor.
- \* This deadly abuse happens in our own homes, sometimes with our own medication.
- \* You can safeguard your home by PROPER USE • PROPER STORAGE • PROPER DISPOSAL

**\* If you suspect Drug Diversion Fraud, call the NYS Senior Medicare Patrol at 800-333-4374. We are here to help!**

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## FRAUD Surrounding COVID-19

As the number of people and communities affected by the COVID-19 pandemic grows, so do the scams associated with it.

The Senior Medicare Patrol (SMP) recommends that Medicare beneficiaries:

- Be cautious of anyone who comes to your door offering free coronavirus testing, treatment or supplies.
- Don't click on links from sources you do not know. You could be putting your computer or device at risk.
- Review your Medicare Summary Notice (MSN) or Explanation of Benefits (EOB) looking for errors or claims for products or services that you did not receive.
- Ignore online offers for vaccinations. If you see ads for prevention products or cures for COVID-19, they are most likely a scam.
- Do not give out your Medicare number, Social Security number or personal information to anyone via phone, text, email, or home visits.
- Be Cautious When Purchasing Medical Supplies from unverified sources, including online advertising, emails and phone solicitations

**If you or anyone you know has been a victim of FRAUD, call the NYS Senior Medicare Patrol at 800-333-4374 or visit us online at nysenior.org.**

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## MEDICARE SUMMARY NOTICES UNDERSTANDING MEDICARE DOCUMENTS

### WHAT IS AN MSN?

- A summary of health care services and items received during the past 3 months.
- Sent to people with Original Medicare
- It is **NOT** a bill!
- Lists any services that are denied or not covered by Medicare.

### REVIEWING YOUR MSN

- Read the definitions and descriptions of services carefully.
- Check the notes section for payment decisions or to give you other important information.
- If a service you received is not covered, you can appeal. Instructions can be found on the final page of your MSN.
- Save your MSNs so you have a record of payment made by Medicare in case you need it in the future.

### MSNs - 3 Things to Look For:

- Provider Location**—Were you billed from a provider in a different city or state?
- Date of Service**—Were you billed for a service on a day you weren't seen?
- Duplicate Billing**—Were you billed for a product or service more than once?

### Medicare Resources Online

- 1) If you don't have an account, visit **MyMedicare.gov**, and select "Create an Account."
- 2) Sign up to get other Medicare resources electronically, like Medicare Summary Notices and your "Medicare & You" handbook.
- 3) Check your eligibility, enrollment, and

## ACTIVITIES DURING THE PANDEMIC COMPARISON 2019-2020

	3/01 - 9/30	3/01-9/30
	2020	2019
<b>Group Outreach</b>	111	325
<b>Reach</b>	5,203	38,297
<b>Media Outreach</b>	175	160
<b>Reach</b>	5,542,222	13,515,402* (Different reporting criteria)
<b>Counseling Sessions</b>	1,407	1,479
<b>Minutes Spent</b>	46,067 minutes	29,192 minutes

\* 2019 data includes some publications that may have re-printed SMP NY articles. 2020 data includes only the confirmed initial publications.

# Older Americans Becoming More Tech Savvy During Pandemic

October 28, 2020

As the pandemic has upended our everyday lives, it's also prompted many of us to try new ways of doing things. That applies to America's seniors as well, who have been making strides in using technology to improve their quality of life.

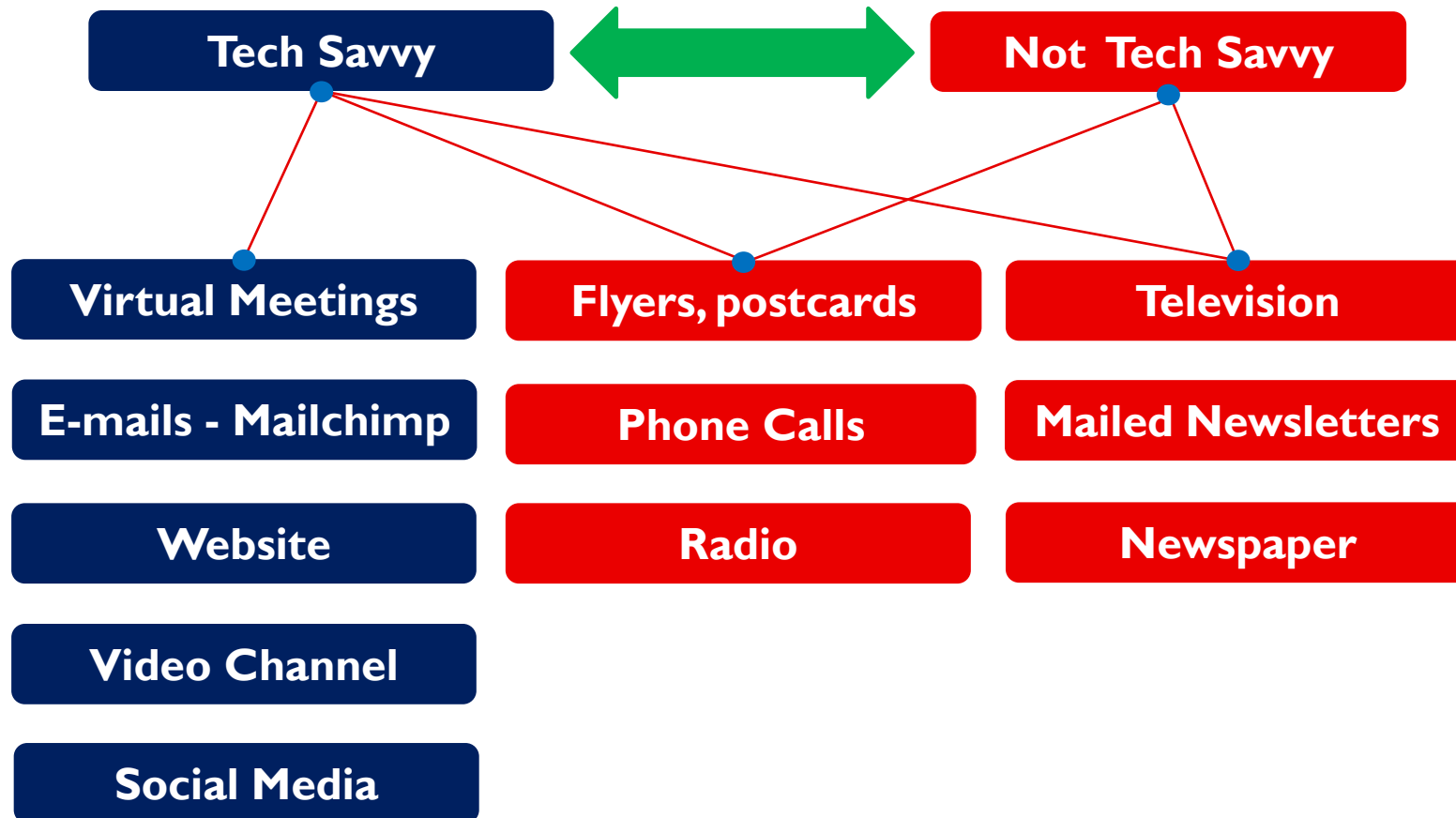
- Using Zoom (34%)
- Video Chat with their doctor (25%)
- Used a smartphone or tablet (15%) for the first time during pandemic
- Tried telehealth to reduce risk of contracting COVID-19 (79%)
- 1 in 3 respondents said that learning to use new tech during the pandemic made them feel more independent.

The survey (2,000 Americans aged 65 and older) also revealed how the adoption of new tech practices, like telehealth, have helped seniors overcome the challenges of an uncertain time. Isolation, loneliness and missing family (including grandchildren) were among the things that respondents identified as being the hardest part of the pandemic for them.

**Survey conducted by OnePoll on behalf of Medtronic, the study looked at adaptations that many seniors were forced to make over the past few months.**

Source: Yahoo.com

# OUR COMMUNICATION CHANNELS



### **We are continuing to:**

- Adapt our operations (Ex: 3 new staff members, communication software and resources )
- Incorporate new tools (Ex: COVID-19 TOOLKIT share, webinars, workshops)
- Add value and capacity to our program (Ex: New chapters, membership drive, volunteer recruitment, partnerships, advisory board)

**This will lead to a more robust program  
when the pandemic subsides.**

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# Thank You

Visit us online: [www.nysenior.org](http://www.nysenior.org)

Call Toll-free: 800-333-4374

María Alvarez, Executive Director  
NY StateWide Senior Action Council





# **Maximizing Your Social Media During the Pandemic**

**Angela Burk, SHIP Technical Assistance Center**

**Abby Batterson, SMP Resource Center**

# Maximizing Your Social Media During the Pandemic

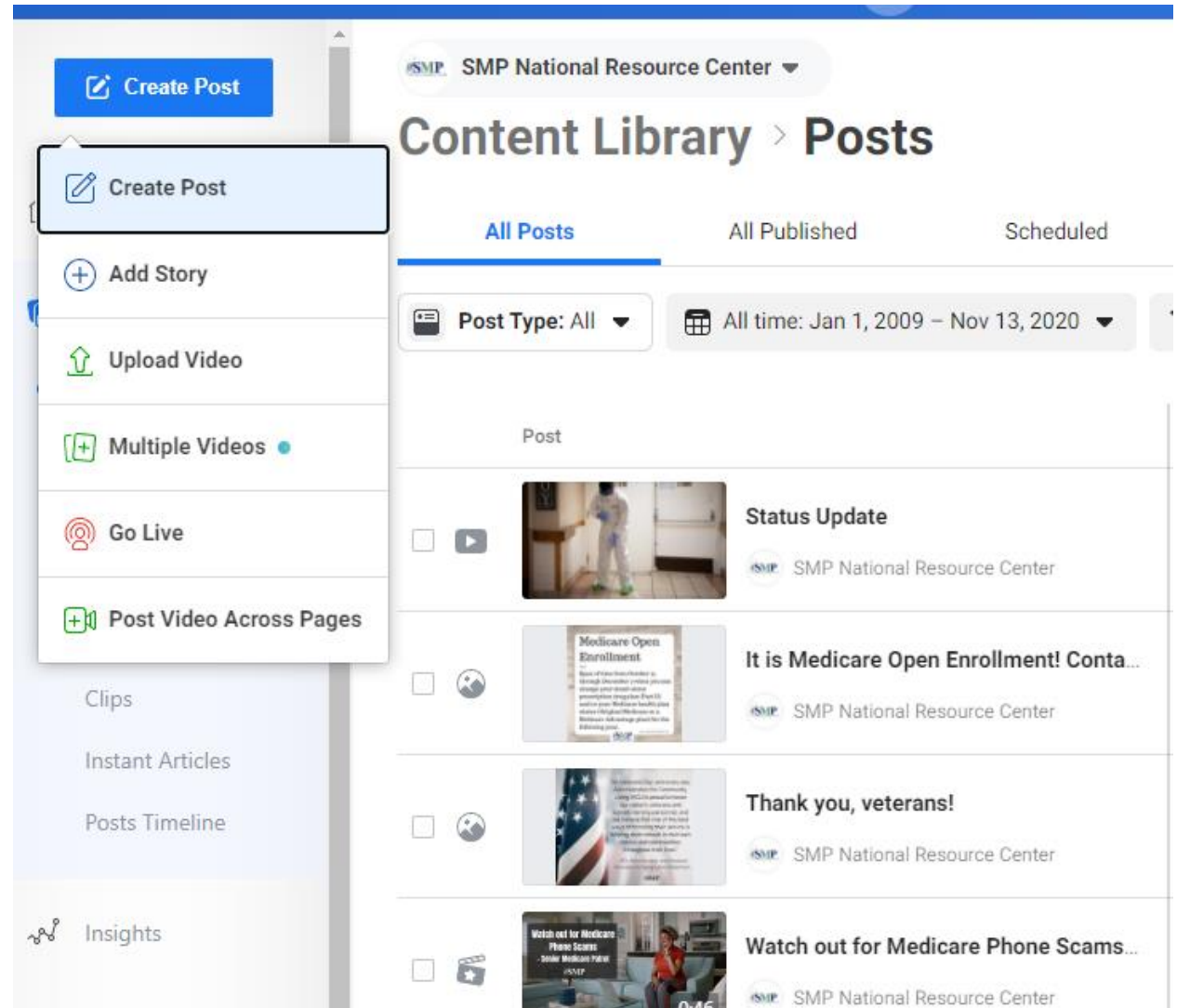
- Social platforms that best fit demographics of our beneficiaries would be Facebook, Twitter, and YouTube.
- The SHIP and SMP Centers focus on Facebook because that is where statistics say people 65+ are most likely to be.

## WHAT AND WHERE TO POST ON SOCIAL MEDIA

<h3>FACEBOOK</h3> <p>Grow your organization by increasing engagement through education, promoting events, and connecting with families and supporters.</p>	<h3>TWITTER</h3> <p>Used for quick, frequent messages to attract interaction with the public and anyone who chooses to follow you.</p>
<h3>INSTAGRAM</h3> <p>Post images multiple times a day with a thoughtful description to streamline information to a typically younger and highly passionate audience.</p>	<h3>PINTEREST</h3> <p>A visual and virtual scrapbook that inspires. Used to organize thoughts, easily share ideas, and raise awareness of your brand.</p>
<h3>LINKEDIN</h3> <p>A way to reach and network with professionals. Best used for lead generation, brand awareness, B2B and as an educational platform.</p>	<h3>YOUTUBE</h3> <p>A video sharing website that allows a user to upload videos or search for videos. Used for educational and entertainment purposes.</p>

# Using Creator Studio to Schedule Posts

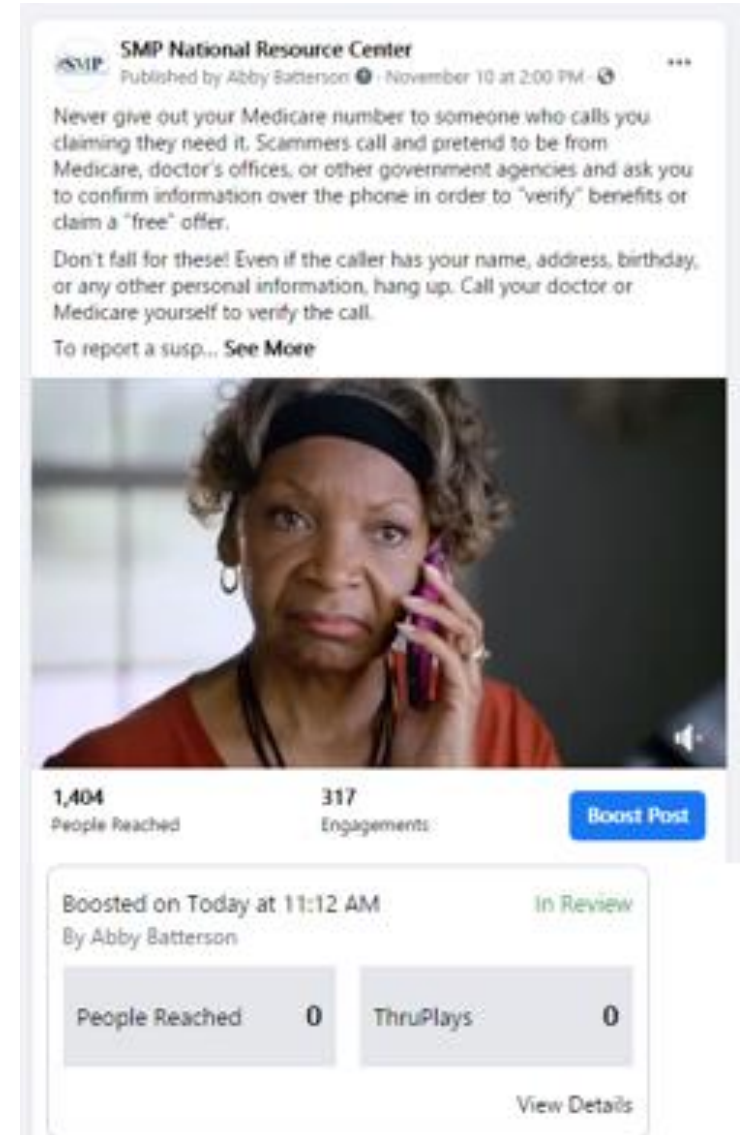
- Create and schedule posts
- Add story
- Live Producer



The screenshot displays the Facebook Creator Studio interface. On the left, a sidebar menu includes options like 'Clips', 'Instant Articles', 'Posts Timeline', and 'Insights'. A 'Create Post' button is highlighted, and a dropdown menu is open, showing options: 'Create Post', 'Add Story', 'Upload Video', 'Multiple Videos', 'Go Live', and 'Post Video Across Pages'. The main area shows the 'Content Library > Posts' section for the 'SMP National Resource Center' page. It features filters for 'All Posts', 'All Published', and 'Scheduled'. Below the filters, there are controls for 'Post Type: All' and 'All time: Jan 1, 2009 - Nov 13, 2020'. A list of posts is displayed, including a video post titled 'Status Update', a text post titled 'It is Medicare Open Enrollment! Conta...', a text post titled 'Thank you, veterans!', and a video post titled 'Watch out for Medicare Phone Scams...'. Each post includes a checkbox, a video icon, a thumbnail image, the title, and the page name 'SMP National Resource Center'.

# Boosting Posts and Utilizing Business Suite

- Organic reach
  - 4-6% of your followers see your post organically
- When to Boost?
  - When a post is getting good engagement
  - A promotion or campaign
- Is Ads Manager Important?
  - If you are running a campaign with multiple messages, testing the best reach, and monitoring frequency and ad spend, yes.
  - If you are wanting an “easy button” to try to increase awareness and reach, then don’t worry about Ads Manager and just use the Boost Post option.



The screenshot shows a Facebook post from the 'SMP National Resource Center'. The post text is a warning about Medicare scammers. Below the text is a photo of a woman on a phone. The post has 1,404 people reached and 317 engagements. A blue 'Boost Post' button is visible. Below the post, a 'Boosted on Today at 11:12 AM' notification is shown, along with a table of performance metrics.

Metric	Value
People Reached	0
ThruPlays	0

View Details

# Utilizing Facebook Events

- Used for in person or online events
- An online event can be conducted using a link that attendees will go to, such as a Zoom link, or the host will use Facebook Live.
- Provides the ability to invite guests
- Ability to boost an event using any budget



The image shows a mobile preview of a Facebook event. At the top, it says "Mobile Preview" with icons for desktop and mobile views. The main image is a woman looking at a computer monitor displaying an older man on a video call. A calendar icon shows the date "19". Below the image, the event title is "OHIC Call Example" and the date and time are "THURSDAY, NOVEMBER 19, 2020 AT 2:00 PM". The event is categorized as "Facebook Live". There is a blue "Join Live" button. Below the event title, there are three buttons: "More" with a dropdown arrow, "Interested" with a star icon, "Going" with a checkmark icon, and "Invite" with an envelope icon. The "Details" section includes: "Thursday, November 19, 2020 at 2:00 PM", "Public · Hosted by SMP National Resource Center", and "Online with Facebook Live". A description reads: "This is an example of an event! Be as descriptive as possible on what you will discuss and why it is important to attend!". At the bottom, there are three tags: "Other", "Online", and "Live Video".

# Webinar Resources in the Libraries

## SMPs

- Step 1: Login at [www.smpresource.org](http://www.smpresource.org) (click the blue SMP Login padlock).
- Step 2: Search for keyword “covid”.

A rectangular button with a blue border containing a blue padlock icon and the text "SMP Login" in blue.

## SHIPs

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

A rectangular button with a blue border containing an orange padlock icon and the text "SHIP Login" in orange.

**MIPPAs:** Resources will be emailed to the MIPPA listserv.



# OHIC Programs COVID-19 Calls are scheduled through May 2021!

## **September 2020 – May 2021**

- 3:00 p.m. – 4:00 p.m. Eastern Time
- The last Wednesday of each month, except Thursday, November 19, and Wednesday, December 9

These calls are available to register for as a series: register once to sign up for all calls!

# Questions and Discussion



*This project was supported, in part by grant numbers 90SATC0002 and 90MPRC0002 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.*