

Tips and Guidance on Delivering the MIPPA Message

Aging and disability organizations have employed a wide variety of printed materials, mailers, media messages, and promotional items to raise program awareness and disseminate contact information. Learn more about some of the most common promotional strategies that fellow Medicare Improvements for Patients and Providers Act (MIPPA) grantees have used to educate and connect with their communities, along with tips to ensure that grant dollars are being spent in accordance with the U.S. Department of Health and Human Services (HHS) guidelines.

MIPPA program messaging

Printed brochures, flyers, and placemats have long been used to educate beneficiaries on Medicare and the State Health Insurance Assistance Program (SHIP) and explain Medicare Savings Programs (MSPs), Extra Help (Part D Low-Income Subsidy or LIS), and preventive benefits.

The materials highlighted below show how MIPPA grantees across the country have marketed their services and encouraged the public to take the next steps to learn more about the programs that save on Medicare costs.

The brochure from Kansas (right) leads with a tag line on needing extra help with prescription drug costs.

Missouri CLAIM, one of the state's MIPPA grantees, uses Facebook to remind Medicare beneficiaries to obtain their no cost Medicare preventive benefits screenings



Early detection is the key to treatment!

Wellness and Prevention benefit covers colonoscopies:

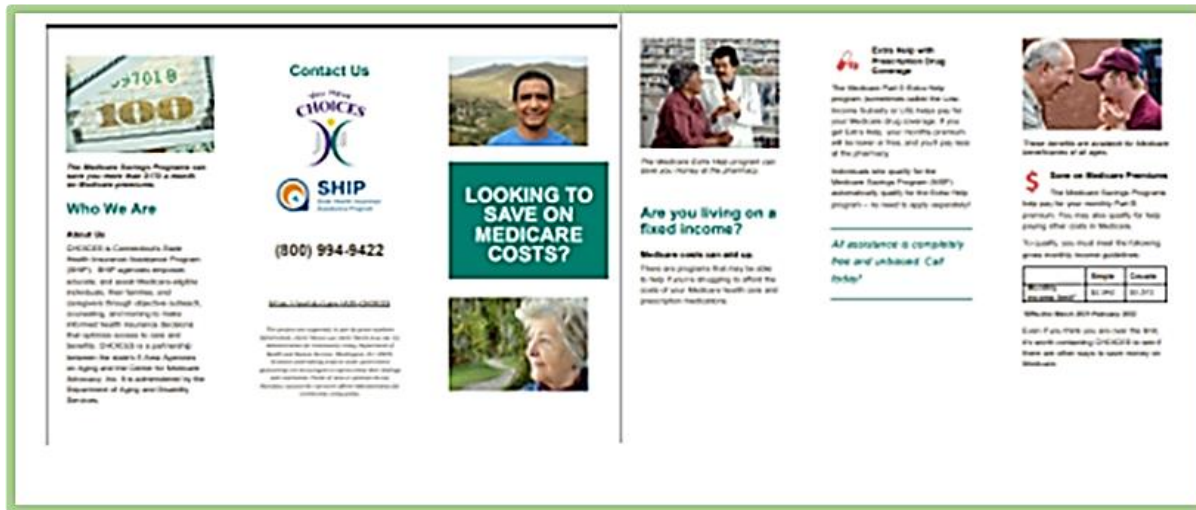
- Every ten years if you are at normal risk
- Every two years if you are at risk
- 4 years after a flexible sigmoidoscopy

Your cost is nothing if your provider accepts assignment

- If a polyp or suspicious tissue is found, you'll pay 20% of your doctor's services plus a copay.
- Part B Deductible does not apply



The CHOICES program used the NCOA customizable MIPPA flyer template to create a tri-fold brochure which reflects the Medicare Savings Program eligibility requirements in Connecticut. A link to the MIPPA flyer customizable template can be found on page 5 of this tip sheet.



Pennsylvania Medicare Education and Decision Insight (MEDI, the PA SHIP) developed a placemat (right) geared to grandparents raising grandchildren reminding them to learn more about Medicare cost savings programs. The placemats are distributed to group dining locations such as senior centers, firehalls, diners, and Lions Clubs.



Hawaii SHIP created “Medicare Quick Bites” (left) to help make Medicare more digestible. The bites are available on Facebook or Twitter.

Additionally, the Centers for Medicare & Medicaid Services (CMS) has recently released a toolkit of sample social media posts and images that you can use when promoting the Medicare Savings Programs. Find them at:

<https://www.cms.gov/files/document/medicare-savings-programs-partner-toolkit.pdf>

Raising program awareness

Given the wide variety of media outlets, grantees must make strategic choices on how to keep their program in the public eye and consumers informed about services and upcoming events.

A grantee out of Indiana shares how postcards (right) are used to market their Facebook Live events. The same cards are also distributed at health fairs and presentations.



Indiana SHIP has also fashioned a yard sign which is posted outside of counseling sites to spur interest and inquiry (left).

Hawaii SHIP shares an open enrollment flyer (right) that is available in print and posted on their website and Facebook page.



Missouri CLAIM posts a series of videos on their Facebook page describing the services offered available Medicare counseling services

Reminder: If materials or items are generated with SHIP or SMP program dollars, each national program logo with tagline, as well as the appropriate disclaimer that expresses acknowledgment of federal dollars, must appear on all public information materials. Agencies may not alter the national program logo for state-specific use. The ACL disclaimer language reads:

This resource was supported in part by grant 90XXXXXXX from the U.S. Administration for Community Living, Department of Health and Human Services. Points of view or opinions do not necessarily represent official ACL policy.

Educational and outreach materials or items that relate to the program purpose are allowable

Outreach items can be purchased with grant dollars under the HHS [policy on reasonable and allowable costs](#). Per the guidance items must be applicable to the purpose of the grant, costs must be reasonable, and purchased items can be used during the grant award period. Grantees should be prepared to provide the rationale for purchase of items related to outreach and are reminded to contact their project officer with any questions on spending for items intended for outreach.

Promotional items often used by grantees to promote program awareness. Examples of items that are tied to the grant program and are often reasonably priced include but are not limited to: hand sanitizer, tote bags, pens, pencils, all-purpose clip, masks, magnets, magnifiers, letter openers, pill containers, or water bottles. All outreach items should include program information and the national program logo (if there is one).

Here are examples of how grantees from across the country have used items to raise program awareness:

- Kansas grantees found that tote bags were a popular and useful outreach item, but the MIPPA logo created by the state did not resonate with beneficiaries. The program has pivoted to more LIS, MSP, and preventive benefits promotion.
- Washington State reports that a 3-sided pen is the most popular item distributed to clients at counseling sessions and outreach events. The three sides allow more room for messaging.
- Arkansas SHIP uses a wide array of promotional items, including hand sanitizer, which was widely distributed in the past few years.

Be sure to check with your state to determine if there are additional restrictions on use of funds for promotional products.

Creating culturally competent outreach materials

Grantees have recognized the importance of adapting outreach methods and materials to reflect the communities they serve. In recent years we have seen an increase in the recruitment of multi-lingual volunteers and staff that are then able to assist in translating program materials into languages beyond English. Counselors also report that they often turn to local community partners to provide translation services.

Highlighted below are examples of program material translations or adaptation to increase program accessibility:



Oregon SHIBA offers *A Guide to Oregon Medicare Plans* in 11 languages. The Somalian guide appears at left.

Alaska SHIP utilized the skills of a Korean speaking volunteer to translate a number of program materials into Korean. The program first used Word to translate materials into Korean and then had the volunteer review the documents for clarity and accuracy. At left is the Medicare Minute cost assistance handout in Korean.

Medicare Minute cost assistance handout in Korean.

MEDICARE RIGHTS

Medicare Minute cost assistance handout in Korean.

MSP	금액	일 수의 한도	상대 한도
의료 서비스 의약품 수진자 (MSP)	- 의료 A 및 B 보험료 지불 - 의료 서비스 보험료 지불 - 의료 서비스 보험료 지불	금액 \$1,094 후 \$1,472	금액 \$7,670 후 \$11,960
의료 서비스 의약품 수진자 (HMO)	- 의료 B 보험료 지불	금액 \$1,308 후 \$1,782	금액 \$7,670 후 \$11,960
의료 서비스 의약품 수진자 (PPO)	- 의료 B 보험료 지불	금액 \$1,490 후 \$1,964	금액 \$7,670 후 \$11,960

Extra Help Medicare 처방약 비용의 대부분을 지불하는 데 도움이 되는 연방 프로그램입니다. Medicare 비용 보조는 Medicare 비용 지불을 줄여 추가 도움을 줄 수 있습니다. Medicare 비용 보조는 Medicare 비용 지불을 줄여 추가 도움을 줄 수 있습니다. Medicare 비용 보조는 Medicare 비용 지불을 줄여 추가 도움을 줄 수 있습니다.



The Numaga Senior Services Program of Pyramid Lake Paiute Tribe of Nevada developed a calendar (left) which features pictures of tribal leaders and cultural landmarks, along with the tribe's name for each month of the year. The calendar reminds readers about Medicare annual enrollment periods.

Washington state SHIP shares a Saving On Medicare Costs flyer translated into Vietnamese.

(right) to reach residents of several housing communities.

Nhận trợ giúp thanh toán Medicare

Quyển 11 phòng ngừa Medicare Phần 1

1. Nhận trợ giúp thanh toán Medicare

2. Nhận trợ giúp thanh toán Medicare

3. Nhận trợ giúp thanh toán Medicare

4. Nhận trợ giúp thanh toán Medicare

5. Nhận trợ giúp thanh toán Medicare

6. Nhận trợ giúp thanh toán Medicare

7. Nhận trợ giúp thanh toán Medicare

8. Nhận trợ giúp thanh toán Medicare

9. Nhận trợ giúp thanh toán Medicare

10. Nhận trợ giúp thanh toán Medicare

11. Nhận trợ giúp thanh toán Medicare

12. Nhận trợ giúp thanh toán Medicare

13. Nhận trợ giúp thanh toán Medicare

14. Nhận trợ giúp thanh toán Medicare

15. Nhận trợ giúp thanh toán Medicare

16. Nhận trợ giúp thanh toán Medicare

17. Nhận trợ giúp thanh toán Medicare

18. Nhận trợ giúp thanh toán Medicare

19. Nhận trợ giúp thanh toán Medicare

20. Nhận trợ giúp thanh toán Medicare

21. Nhận trợ giúp thanh toán Medicare

22. Nhận trợ giúp thanh toán Medicare

23. Nhận trợ giúp thanh toán Medicare

24. Nhận trợ giúp thanh toán Medicare

25. Nhận trợ giúp thanh toán Medicare

26. Nhận trợ giúp thanh toán Medicare

27. Nhận trợ giúp thanh toán Medicare

28. Nhận trợ giúp thanh toán Medicare

29. Nhận trợ giúp thanh toán Medicare

30. Nhận trợ giúp thanh toán Medicare

31. Nhận trợ giúp thanh toán Medicare

32. Nhận trợ giúp thanh toán Medicare

33. Nhận trợ giúp thanh toán Medicare

34. Nhận trợ giúp thanh toán Medicare

35. Nhận trợ giúp thanh toán Medicare

36. Nhận trợ giúp thanh toán Medicare

37. Nhận trợ giúp thanh toán Medicare

38. Nhận trợ giúp thanh toán Medicare

39. Nhận trợ giúp thanh toán Medicare

40. Nhận trợ giúp thanh toán Medicare

41. Nhận trợ giúp thanh toán Medicare

42. Nhận trợ giúp thanh toán Medicare

43. Nhận trợ giúp thanh toán Medicare

44. Nhận trợ giúp thanh toán Medicare

45. Nhận trợ giúp thanh toán Medicare

46. Nhận trợ giúp thanh toán Medicare

47. Nhận trợ giúp thanh toán Medicare

48. Nhận trợ giúp thanh toán Medicare

49. Nhận trợ giúp thanh toán Medicare

50. Nhận trợ giúp thanh toán Medicare

51. Nhận trợ giúp thanh toán Medicare

52. Nhận trợ giúp thanh toán Medicare

53. Nhận trợ giúp thanh toán Medicare

54. Nhận trợ giúp thanh toán Medicare

55. Nhận trợ giúp thanh toán Medicare

56. Nhận trợ giúp thanh toán Medicare

57. Nhận trợ giúp thanh toán Medicare

58. Nhận trợ giúp thanh toán Medicare

59. Nhận trợ giúp thanh toán Medicare

60. Nhận trợ giúp thanh toán Medicare

61. Nhận trợ giúp thanh toán Medicare

62. Nhận trợ giúp thanh toán Medicare

63. Nhận trợ giúp thanh toán Medicare

64. Nhận trợ giúp thanh toán Medicare

65. Nhận trợ giúp thanh toán Medicare

66. Nhận trợ giúp thanh toán Medicare

67. Nhận trợ giúp thanh toán Medicare

68. Nhận trợ giúp thanh toán Medicare

69. Nhận trợ giúp thanh toán Medicare

70. Nhận trợ giúp thanh toán Medicare

71. Nhận trợ giúp thanh toán Medicare

72. Nhận trợ giúp thanh toán Medicare

73. Nhận trợ giúp thanh toán Medicare

74. Nhận trợ giúp thanh toán Medicare

75. Nhận trợ giúp thanh toán Medicare

76. Nhận trợ giúp thanh toán Medicare

77. Nhận trợ giúp thanh toán Medicare

78. Nhận trợ giúp thanh toán Medicare

79. Nhận trợ giúp thanh toán Medicare

80. Nhận trợ giúp thanh toán Medicare

81. Nhận trợ giúp thanh toán Medicare

82. Nhận trợ giúp thanh toán Medicare

83. Nhận trợ giúp thanh toán Medicare

84. Nhận trợ giúp thanh toán Medicare

85. Nhận trợ giúp thanh toán Medicare

86. Nhận trợ giúp thanh toán Medicare

87. Nhận trợ giúp thanh toán Medicare

88. Nhận trợ giúp thanh toán Medicare

89. Nhận trợ giúp thanh toán Medicare

90. Nhận trợ giúp thanh toán Medicare

91. Nhận trợ giúp thanh toán Medicare

92. Nhận trợ giúp thanh toán Medicare

93. Nhận trợ giúp thanh toán Medicare

94. Nhận trợ giúp thanh toán Medicare

95. Nhận trợ giúp thanh toán Medicare

96. Nhận trợ giúp thanh toán Medicare

97. Nhận trợ giúp thanh toán Medicare

98. Nhận trợ giúp thanh toán Medicare

99. Nhận trợ giúp thanh toán Medicare

100. Nhận trợ giúp thanh toán Medicare

Available Tools to Create Outreach Materials

With guidance from the MIPPA network, NCOA designed a trifold template for agencies to customize and use in their outreach. Grantees are encouraged to swap out photos and content to more closely reflect the communities served. The accompanying Word document provides tips on how to customize the template and check that the eligibility guidelines to match those in your state: <https://ncoa.org/article/sample-mippa-outreach-materials>.

The SHIP TA Center has also created a customizable local SHIP program flyer in seven languages. The templates allow programs space insert program specific information. Consult the www.shiphelp.org for more information.

Please contact Ann Kayrish at the NCOA Center for Benefits Access: ann.kayrish@ncoa.org with any questions.

This resource was supported in part by grant 90MINC0002-02-02 from the U.S. Administration for Community Living, Department of Health and Human Services. Points of view or opinions do not necessarily represent official ACL policy.