

# From Eligibility to Enrollment:

## Strategies to Increase MSP, SNAP and SSI Participation

NCOA's new [Benefits Participation Map](#) revealed that millions of older adults are eligible for but not enrolled in Medicare Savings Programs (MSP), Supplemental Nutrition Assistance Programs (SNAP), and Supplemental Security Income (SSI). Finding staggering variations between counties with both high- and low-participation rates, we conducted research with enrollment entities in select counties to understand what factors influence participation rates in each population and what strategies increase program enrollment. This webinar will highlight:

- ❖ The social and demographic make-up of participating counties
- ❖ Changes in benefits participation rates between 2018 and 2023
- ❖ Challenges and barriers to benefits participation
- ❖ Factors that create enabling environments for older adults to access benefits
- ❖ Recommendations for best practices in closing the participation gap

**Tuesday, April 14<sup>th</sup>, 2026**

**1:00-2:00pm ET**

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### *Meet Our Presenters*

Opening Remarks: **Katherine Hempstead, PhD**, Senior Policy Officer, Robert Wood Johnson Foundation.

Presentation: **Ryan Ramsey**, Associate Director of Health Coverage and Benefits, NCOA.



Ryan has over 12 years of experience working to support older adults. His previous roles have included working with the Tennessee Department of Aging and Disability, overseeing the State Health Insurance Assistance (SHIP) Program, Medicare Improvement for Patients and Providers Act (MIPPA) program, and data system on delivery of Older American Act services.

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