

Outreach Strategies Webinar: Experience from the Field

May 17, 2018

Welcome!

SMPs

- Senior Medicare Patrol

SHIPs

- State Health Insurance Assistance Program

MIPPAs

- Medicare Improvements for Patients and Providers Act



ACL = Administration for Community Living

Today's Presenters

Todd Dixon
SHIBA Program
Manager,
Washington
SHIP/SMP/MIPPA

Kevin Robertson
SMP Director,
North Carolina
SHIP/SMP/MIPPA

Jennifer Salazar
Program Director,
Texas SMP



Agenda

Outreach strategies: Washington state SHIBA

- Todd Dixon

North Carolina SHIP/SMP/MIPPA outreach strategies

- Kevin Robertson

Reaching isolated and diverse populations in the Lone Star State

- Jennifer Salazar

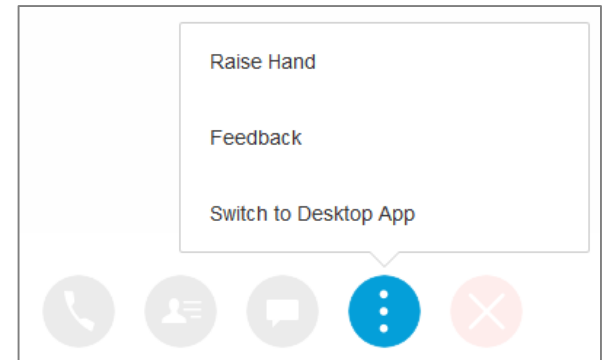
Resources

Sharing / Q&A session

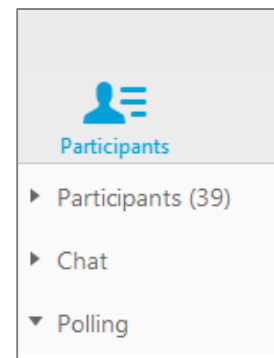
What's the organizational structure of your program? Select all that apply.

- Statewide staff
- Regional/local staff
- Statewide coordinator
- Regional/local coordinators
- Statewide partners
- Regional/local partners
- Subcontractors – fixed contracted amount
- Subcontractors – pay for performance

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When polling has ended, click the Participants icon.



Outreach strategies

Washington state SHIBA

May 17, 2018

Outreach strategies

- Todd Dixon, SHIBA Program Manager
- Statewide Health Insurance Benefits Advisors
- WA State Office of the Insurance Commissioner

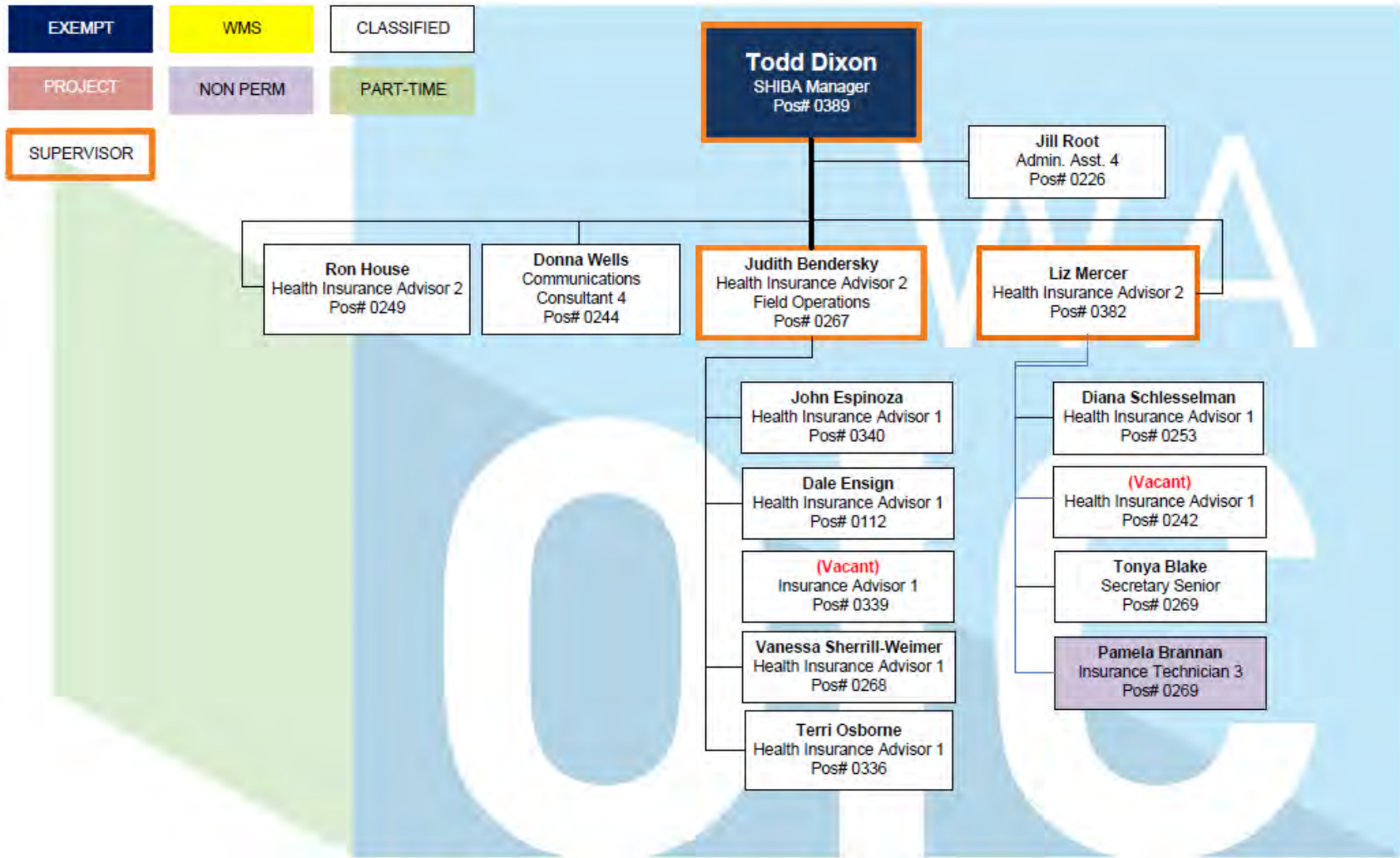
SHIBA investors (budget)

- State Health Insurance Program (SHIP): \$900,000
- Senior Medicare Patrol (SMP): \$320,000
- Medicare Improvements for Patients & Providers Act (MIPPA): \$180,000
- State of Washington: \$1,500,000
 - Plus hotline support provided as “in-kind”
 - State funding increased to serve different counties

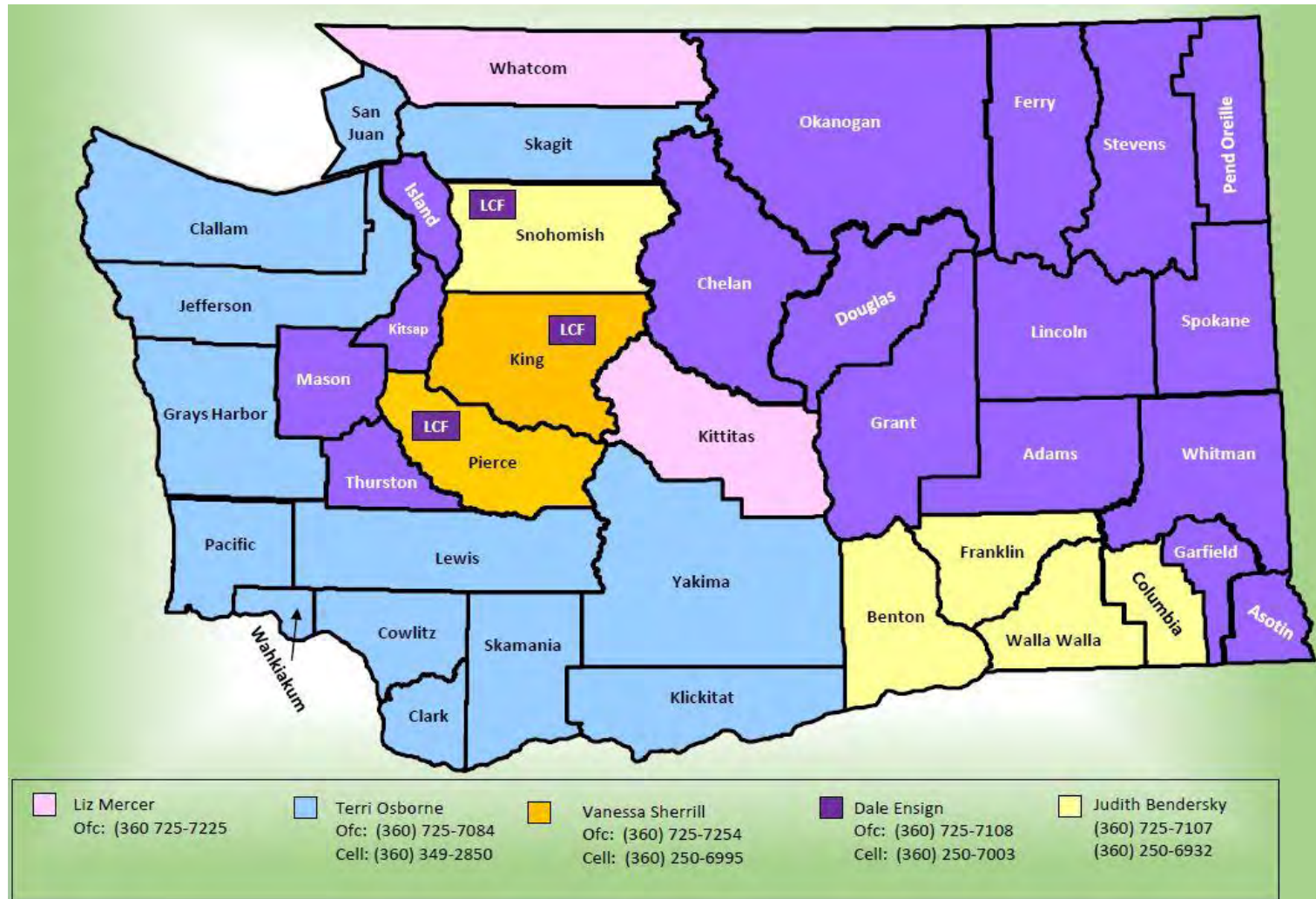
Washington state SHIBA overview

- 1.2 million Medicare beneficiaries
- 14 SHIBA staff
- 20 SHIBA sponsors
 - All 20 SHIP
 - 11 of 20 also Senior Medicare Patrol (SMP)
 - 8 are also MIPPA
- 88,000 Client Contact Records (CCRs), 120,000 Public & Media Activities (PMAs), “Likert scale ranking – ‘Good’ ranking

SHIBA organization



SHIBA regional training consultants



Pay for performance

- Client Contact Record (CCR)
- CCR LIS (Low-Income Subsidy)
- Public & Media Activity (PMA)
- 20% QTR 1, 2 and 3 each
- 40% Open Enrollment
- 6 Performance Tiers
- Base amount for each county - \$1,000
 - Per legislature
 - General overhead

Pay for performance - continued

- New performance measures July 1 in addition to ACL
- Process improvement and outcome focused
- Contract process improvement plans
- Corrective action and contract termination when needed
- Quarterly volunteer recruitment campaigns
- Volunteer surveys

Example - CCR

Quarter ending December 31:

Quarterly Minimum Payment:	\$1,625.00
Quarterly Maximum Payment:	\$28,947.00

Substantial (no quick calls) Client Counseling - all other topics, excluding CCRs with low income as a topic:

1 st tier	\$1,034.00
2 nd tier	\$2,068.00
3 rd tier	\$4,136.00
4 th tier	\$8,271.00
5 th tier	\$10,339.00
Performance Tier	\$11,473.00

Substantial (no quick calls) Client Counseling - low income as a topic:

1 st tier	\$517.00
2 nd tier	\$1,034.00
3 rd tier	\$2,068.00
4 th tier	\$4,136.00
5 th tier	\$5,170.00
Performance Tier	\$6,304.00

Payment worksheet

Senior Services of King County

For King County

Contract# C201714

Period for payment January - March 2017

Total Payment: \$ 28,000.00

Maximum Payment (top performance) \$ 40,699.00

OIC SHIBA Contract Manager

Signature

Ron House

Name

Date

KING COUNTY

				Minimum payment:	\$	1,000.00
CCRs, excluding low income as a topic			<u>1012</u>			
Tier 1	307	to	614	\$	1,250.00	\$ -
Tier 2	615	to	921	\$	2,500.00	\$ -
Tier 3	922	to	1228	\$	7,000.00	\$ 7,000.00
Tier 4	1229	to	1351	\$	9,999.00	\$ -
Tier 5	1352	to	1474	\$	11,499.00	\$ -
Performance Tier	1475	or more		\$	15,349.00	\$ -
CCRs low income as a topic			<u>468</u>			
Tier 1	106	to	212	\$	625.00	\$ -
Tier 2	213	to	318	\$	1,250.00	\$ -
Tier 3	319	to	424	\$	3,500.00	\$ -
Tier 4	425	to	467	\$	5,000.00	\$ -
Tier 5	468	to	509	\$	5,750.00	\$ 5,750.00
Performance Tier	510	or more		\$	10,100.00	\$ -

Outreach events

enrollment events for this period 3

other events for this period 10

Enrollment Events: at least 3	\$	3,125.00	\$	3,125.00
Other Events: at least 10	\$	3,125.00	\$	<u>3,125.00</u>

Total payment for King County: \$ 20,000.00

CUSTOMER SERVICE SPECIALIST HOURS

Customer Service Specialist hours 400 \$20.00 \$ 8,000.00

Reaching limited-English populations

- Latino Community Fund
- Chinese Information Service Center
- Korean Women's Association
- 3 bilingual staff – 1 out-stationed in Eastern Washington
- Spanish radio contracts
- One-time contracts with other community-based agencies
 - Community and migrant health clinics, faith-based, food banks

Reaching rural populations

- Bilingual volunteer coordinators
- Data sharing agreement with Department of Licensing
 - Welcome to Medicare birthday events
 - Those turning 65
 - Target by zip codes including rural
- MIPPA Facebook grant
- AARP fraud fighter call center
- Contracts with community colleges

Happy birthday! Welcome to Medicare

We heard you're turning age 65 soon!



Serving light refreshments!

Let us help you navigate Medicare

Join us for a FREE "Welcome to Medicare" class! We'll cover:

- Medicare A, B, C and D
- Help you understand your Medicare benefits and options
- Help paying for Medicare if you qualify

Volunteer advisors on site for 1:1 counseling

Date: Saturday, March 24, 2018

Sessions: Morning: 10 a.m. to 12 p.m. **OR**
Afternoon: 1 p.m. to 3 p.m.

Location: Clark College
Columbia Tech Ctr Campus, Rm 144
18700 SE Mill Plain Blvd, Vancouver

Reserve your space online:
ecd.clark.edu/classes/, click on **Mature Learning**, then **Welcome to Medicare**
OR call: 360-992-2939

Statewide Health Insurance Benefits Advisors (SHIBA)



If you're unable to attend, give us a call to receive one-on-one counseling:
1-800-562-6900 or 360-947-2479
www.insurance.wa.gov/shiba

We heard you're turning age 65 soon!



If you need help navigating Medicare and/or help paying for it, call us today!

1-800-562-6900

We have free, unbiased counselors ready to help you in Spokane County!



www.insurance.wa.gov/shiba

American Indian Health Commission

- Represents the 29 federally recognized tribes
- Contracted sponsor
 - Train the tribal navigators
 - Relationship statewide and with local tribes
- Developed a tribal/Medicare specific training curriculum
- Annual speaker and quarterly training
- Developing subject matter expertise together

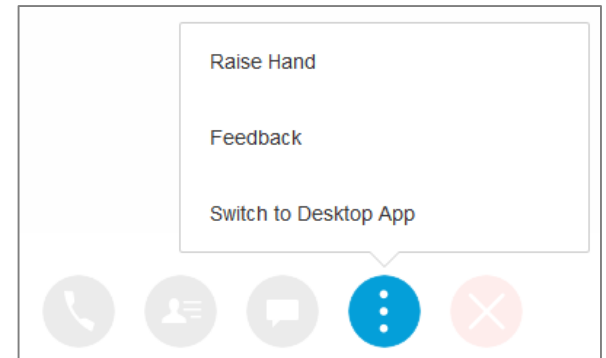
Support for success

- Field supervisor and regional training consultants
- Budget and contracts coordinator
- Considering adding a statewide Outreach position
- Communications Consultant – leadership position – makes it all go!
 - Advertisements
 - Publications
 - Social Media
 - Relationship with other state and community agencies

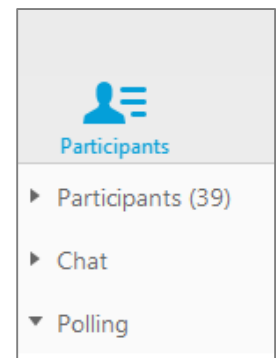
Which of these outreach strategies are you using? Select all that apply.

- Newspaper Post It Notes
- You Tube Videos
- New Partnerships

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When polling has ended, click the Participants icon.





North Carolina SHIIP / SMP / MIPPA Outreach Strategies



Kevin Robertson, SMP
Director & SHIIP
Compliance Officer



Overview Of Activities

- Newspaper Post It Note
- You Tube Videos
- New Partnership



Front Page Newspaper Post It Note

- Utilized zip code data to target potential clients
- Targeted specific dates
 - Sunday's – Largest readership
 - Mother's Day
 - Father's Day

Sample of Front Page Newspaper Post It Note

**Need help paying for your
Medicare Prescription
Coverage?**

Call **855-408-1212** or
visit **www.ncship.com** to find
out how SHIP can help you.



NC DEPARTMENT OF
INSURANCE
SENIORS' HEALTH INSURANCE
INFORMATION PROGRAM

Actual size is 3 X 3



Front Page Newspaper Post It Note

Challenges

- Rural areas may not be able to produce these items
- Cost
- Dates can be hard to get
- Getting current up-to-date data

You Tube Videos

Medicare can be confusing - SHIP can help:

<https://www.youtube.com/watch?v=l4TpYWklHwI>

Medicare Part D plans cover prescriptions:

<https://www.youtube.com/watch?v=VWdpMWpRms0>

Medicare Part A and B?

<https://www.youtube.com/watch?v=PgJviwhzeGI>



You Tube Videos

Challenges

- Time
- Agency hierarchal changes
- Staff changes
- Cost
- Getting buy-in from providers



New Partnership



North Carolina Council of Churches

Strength in Unity, Peace through Justice

- Structure is similar to NC SHIIP
- Have Regional Managers
- Meet with church groups
- They are connected to 6,200 congregations with about 1.5 million congregants
- SHIIP Provided Extra Help postcards to distribute



NC SHIIP Extra Help Postcard

**If you have to choose between
buying groceries or paying your
Medicare bills...**

SHIIP may be able to help.

Extra Help and Medicare Savings Programs are available for those who qualify, but you have to apply. For more information about these money saving programs or for help completing an application, contact SHIIP or your local Area Agency on Aging office.

www.ncshiiip.com
855-408-1212



NC DEPARTMENT OF
INSURANCE
SENIORS' HEALTH INSURANCE
INFORMATION PROGRAM



SHIIP
855-408-1212
www.ncshiiip.com

Medicare beneficiaries with limited income and assets may qualify for money saving programs called **Extra Help** and **Medicare Savings Programs**.

Extra Help provides assistance with Medicare Prescription Drug Plan premiums, deductibles and copayments.

Medicare Savings Programs provide assistance with Medicare medical coverage premiums, deductibles and copayments.

For more information or to see if you qualify, call SHIIP today.



New Partnership

Challenges

- Phone and email has been the main communication with agency
- Staff Turnover in their Regional Managers and Director



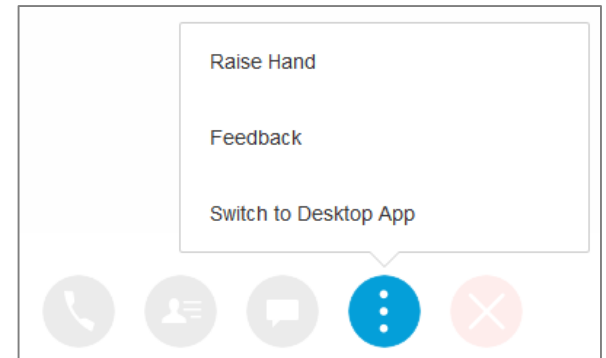
Which of these outreach strategies are you using? Select all that apply.

Networking

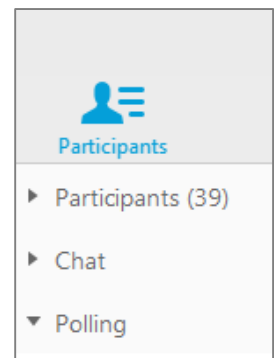
Volunteers

Social Media

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Reaching isolated and diverse populations in the Lone Star State

Presented by: Jennifer Salazar, Texas SMP Director



Geography & Population

- ★ Texas has 254 counties and covers 266,853 square miles
- ★ 2nd largest state in the US in size and population
- ★ Two different time zones (central and mountain)
- ★ 3rd Largest State for Medicare Beneficiaries (behind California and Florida)
- ★ According to the Henry Kaiser Family Foundation; as of 2015 Texas had **3,633,785** Medicare Beneficiaries



Languages in Texas

Top 10 languages other than English spoken in Texas households

- ▶ Spanish 6,983,380
- ▶ Vietnamese 193,408
- ▶ Chinese 140,971
- ▶ Tagalog 72,248
- ▶ German 69,140
- ▶ French 60,730
- ▶ Hindi 59,602
- ▶ Urdu 57,662
- ▶ Korean 55,794
- ▶ Arabic 55,304



From: <https://www.texastribune.org/2015/11/26/languages-spoken-texashomes/>



to reach isolated and diverse populations?

-  Partners
-  Networking
-  Volunteers
-  Media/Social Media



TXSMP Partners

- ★ Texas AgriLife Extension
- ★ National Senior Corp's Retired Senior Volunteer Program (RSVP program)
- ★ Family Eldercare (based in Austin)
- ★ Six Area Agencies on Aging (AAA)



Improving Lives. Improving Texas.



Texas AgriLife Extension

- ★ Serves every county in Texas with 250 offices and 1,400 personnel.
 - ★ Brings educational opportunities to low-income, rural older adults with limited access to services.
 - ★ Work in counties of every population size
 - ★ Not just 4H clubs and agriculture, some offices have a Family and Consumer Science division
 - ★ Some extensions are focusing on aging issues
- * Coverage area includes: statewide with a focus on rural communities**



Improving Lives. Improving Texas.



United States Department of Agriculture

National Institute of Food and Agriculture

NIFA LAND-GRANT COLLEGES AND UNIVERSITIES

1862



PACIFIC BASIN

- NORTHERN MARIANAS**
Northern Marianas College
- GUAM**
University of Guam
- FEDERAL STATES OF MICRONESIA**
College of Micronesia
- AMERICAN SAMOA**
American Samoa Community College

PUERTO RICO / U.S. VIRGIN ISLANDS

- University of Puerto Rico
- University of the Virgin Islands

National Senior Corp's RSVP program

- ★ The RSVP program focuses on connecting volunteers age 55 and over with service opportunities in their communities that match their skills and availability.
- * To help our RSVP partners to meet some of their needed outcomes, we are working with them to meet the Access to Benefits Measure H2 which requires the SMP/RSVP volunteers to meet the need of delivering information on health insurance, health care access and health benefits programs to clients.

Coverage area includes: The following Counties: Austin, Brazoria, Brazos, Burleson, Collin, Colorado, Dallas, Ft. Bend, Grimes, Harris, Leon, Liberty, Madison, Matagorda, Montgomery, Robertson, Walker, Waller, Washington and Wharton.



Family Elder Care

☆ Lifetime Connection Without Walls” program focused on homebound seniors to provide them monthly, Medicare education sessions using the Medicare Minutes provided to us through the SMP Resource Library.

☆ “Lifetime Connections Without Walls” is a community of seniors who join phone conversations from the comfort of their home.

* Coverage area includes: statewide homebound beneficiaries.



Lifetime Connections Without Wall

Interested in getting specific questions answered concerning Medicare without having to leave your home?

Register to join Lifetime Connections Without Walls' Medicare Minutes calls! Medicare Minutes are monthly telephone-based presentations hosted by trained Senior Medicare Patrol volunteers covering timely Medicare and fraud-related topics.

Spring 2018 Dates

Monday, 4/16 11:30 AM-12:30 PM

Monday, 5/14 11:30 AM-12:30 PM

Monday, 6/11 11:30 AM-12:30 PM

To register please call (888) 500-6472
or visit www.familyeldercare.org to learn more about the Lifetime Connections Without Walls' program.

From Family Elder Care

Area Agency on Aging

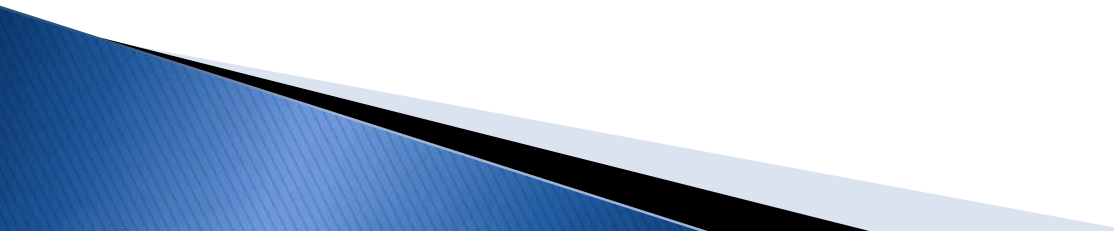
- ★ Six Area Agency on Aging includes:
 - Alamo and Bexar County AAA
 - North Central Texas Aging and Disability Center (NCTAAA)
 - East Texas AAA
 - Heart of Texas AAA
 - Concho Valley AAA
 - Panhandle AAA

*** Coverage area includes: urban, suburban areas and the rural population.**



East Texas AAA

Networking

- ★ Connect to agencies and organizations
 - ★ Become members of community boards
 - ★ Attend as many local events as possible. Ask permission to give out SMP Materials. Speeches are to follow!
 - ★ Focus on isolated/diverse populations!!!
 - ★ Local Town Hall meetings/council meetings
- 

Networking

- ▶ Connect with Meals On Wheels! Have your SMP information delivered with meals.



Places to start NETWORKING in isolated/diverse groups

- ★ Kiwanis Club
- ★ Senior Centers
- ★ Meals on Wheels
- ★ Booster Club
- ★ Section 8 Housing
- ★ Boys and Girls Club
- ★ YMCA/YWCA
- ★ Retired Teachers
- ★ National Night Out
- ★ Food Pantries
- ★ Wal-Mart
- ★ Grocery Stores



Wal-Mart in Amarillo

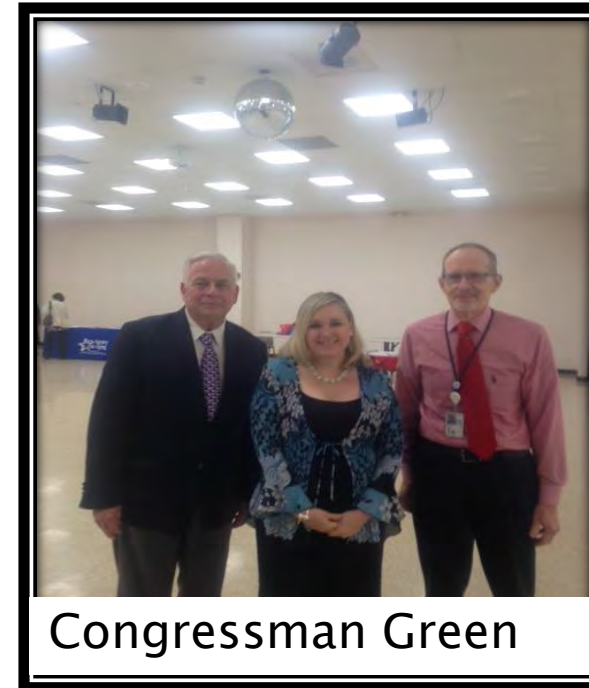
Places to start NETWORKING in isolated/diverse groups

- ★ VFW
- ★ Veterans Support Group
- ★ Migrant Coalition meeting
- ★ Alzheimer's Caregiver Support Group
- ★ Rotary Club
- ★ Loins Club
- ★ Crime Stoppers
- ★ Homeless Shelters
- ★ Hospitals



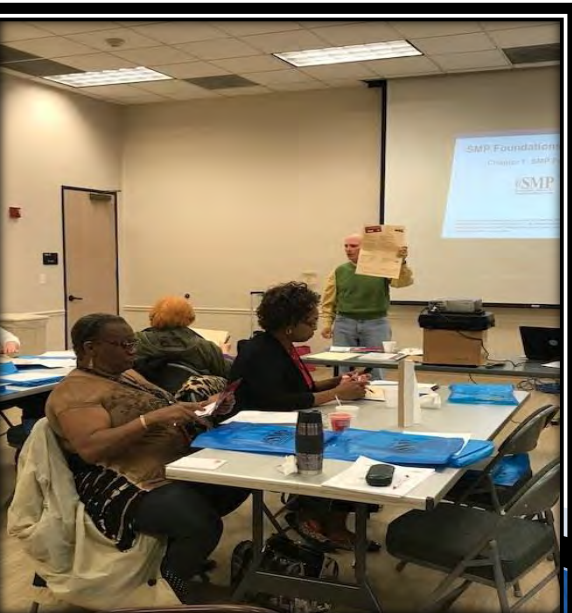
Examples of Networking in isolated/diverse groups

- ★ Assisted Livings
- ★ Nursing Homes
- ★ United Ways
- ★ Churches
- ★ Synagogue
- ★ Foster Grandparents Program
- ★ Library
- ★ Local Sheriff and Constable Offices
- ★ Congressman and Senators
- ★ AARP
- ★ Social Workers



Volunteers

- ★ Match the right volunteer with the right opportunity
- ★ Know your volunteer's passion
- ★ Let volunteers shine in their own communities



Volunteers

- * TXSMP has volunteers who speak:
 - Spanish
 - Chinese
 - Vietnamese
 - Tagalog
 - Hindi
 - French



*



Media

- ★ Bi-Annual Press Releases
- ★ Radio
- ★ News Stations Interviews
- ★ Newspaper in rural communities
- ★ As many communities newsletters
- ★ Face Book!
- ★ Best media....WORD OF MOUTH!



Radio



Television



Face book

Resources

Heather Flory, The Center

Related Webinars for SMPs, SHIPs, and MIPPAAs

Outreach to Rural Communities Webinar

Storytelling Webinars

- Storytelling 101
- Storytelling 201: How to Create and Tell a Great Story

Social Media Webinars

- Getting Smart with Your Facebook Page
- Experience from the Field
- 7 Steps of a Superb Social Media Strategy

Resource Center Facebook Pages

SMP Resource Center

- www.facebook.com/SMPNationalResourceCenter/
- **June 2018 SMP Spotlight: Hard-to-Reach Populations**

SHIP Technical Assistance Center

- www.facebook.com/SHIP-National-Technical-Assistance-Center-1757566481213427/

MIPPA Center for Benefits Access (NCOA)

- www.facebook.com/NCOAging

SHIP Profiles at www.shiptacenter.org

SHIP Profiles

Click through this map to view a profile of each SHIP's program model, key partnerships, outreach methods, counselor and volunteer engagement methods, innovative practices, and more. Summaries also include key data from the national performance report. For an at-a-glance reference, states whose grant is received by the state aging agency are blue and states whose grant is received by the state insurance agency are yellow.

- 1) Staff-level users and higher, log in at www.shiptacenter.org and click “SHIP Profiles.”
- 2) Click a state to see an overview of the state’s profile (example below).
- 3) Click the link at the top of the overview for profile details for that state.

Tip: Share your SHIP profile with your partners, e.g. SMP/MIPPA!

Volunteer Stories **How SHIP Helped Me**

North Carolina Seniors' Health Insurance (SHIIP)

This summary is based upon 2016 data obtained primarily through follow-up interview with SHIP director Van Braxton. The detail the Resource Library: [Click Here.](#)

OVERVIEW

For a summary of national successful practices by themes, see the “SHIP Profiles – Aggregated Themes” resource.

Webinar Resources:

Today's recording and PowerPoint presentation

SMPs

- Step 1: Log in to the SMP Resource Library at www.smpresource.org/resourcelibrary.
- Step 2: View the "Recent" list or conduct a search
- *Tip: Search for keywords "the field."*

SHIPs

- Step 1: Log in at www.shiptacenter.org/login.
- Step 2: Go to the Resource Library and view the "Recent" list or conduct a search.
 - *Tip: Search for keywords "the field."*

MIPPA's

- Stay tuned for resources to be emailed to the MIPPA listserv.



Strategies to share? Questions?

Thank you for participating in today's webinar!

This presentation is now available for download from WebEx.



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

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