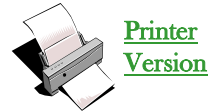


THE SENTINEL

A PUBLICATION OF THE CENTER OF SERVICE AND INFORMATION FOR
SENIOR MEDICARE PATROL (SMP) PROJECTS



ACL UPDATE

[SIRS Turns One; Materials, OIG Report, Conference Info Coming](#)

Thanks for mastering SIRS in its first year, new brochures and Personal Health Care Journals are coming, the OIG will start reviewing data, and the conference will be next summer.

NEWSROOM

[Health Plan Oversight: How CMS Responds to Marketing and Enrollment Complaints at Two Levels](#)

It's the time of year when beneficiaries are most vulnerable to misleading or mistaken claims that could lead them to select a plan that is not the best choice for them. SMPs should report enrollment and misrepresentation complaints promptly. These kinds of complaints often entail serious access-to-care issues that demand immediate attention. They also help CMS identify and rectify systemic problems.

[Beyond the AEP: Alternatives for Beneficiaries](#)

There are options for beneficiaries who need to enroll in or change plans after the Annual Election Period ends December 7. Beneficiaries in plans that are not renewing have, in effect, an "extended" AEP. There are opportunities that arise immediately after the AEP as well as several other kinds of Special Enrollment Periods.

[Elder Financial Exploitation: A Growing Epidemic](#)

Financial exploitation may cause seniors stress, depression, health issues, and lost time in addition to legal fees, bounced check fees, and lost wages. It disproportionately impacts minorities. There are networks in addition to SMP that are working to fight it that can be resources.

[Understanding Medicare Changes for LGBT Older Adults](#)

SAGE provides up-to-date information on Medicare benefits for LGBT older adults. Fact sheets explain benefits changes for married same-sex couples, an overview of new Medicare and Affordable Care Act rules, and referral information. Webinars delve into Medicare updates.

continued

NHCOA Launches New Curricula on Working with Hispanic Older Adults

Hispanic older adults are difficult to reach and serve because of deep cultural and linguistic differences. The NHCOA has developed a series of toolkits of outreach and education materials, including online curricula, designed to reach and educate Hispanic older adults on Medicare fraud.

SMP Resource Center Picks Favorites

With all the resources on www.smpresource.org to choose, which stand out to Center staff? Here are some highlights from all members of the Resource Center.

SMP Resource Library: Updating Your Entries

Resource Library users should periodically review their entries to ensure they're still up-to-date. Here are tips on how to find, edit, and delete them.

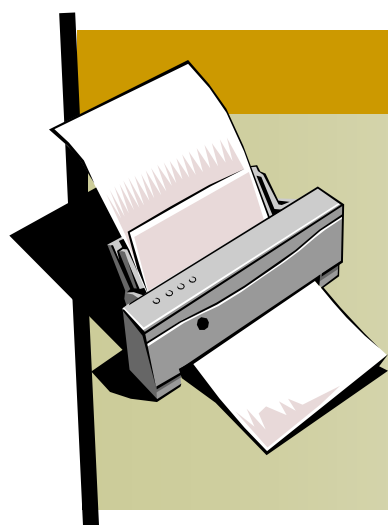
SMP BEST PRACTICES

Iowa Learns How to Use Facebook to Spread the SMP Message

To expand exposure and recruit new volunteers, the Iowa SMP launched a two-week Facebook campaign. This story includes details about the advantages of Facebook, examples of analytics the site provides, and tips on managing accounts.

Texas Senior Medicare Patrol: Reaching Large Populations

With a big, diverse state, Texas is collaborating with organizations that cover both rural and urban areas to embed the SMP message and to recruit and train volunteers. They've expanded into 11 new counties.



Printer Friendly

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