VRPM Topic:

SMP Strategies, Challenges, and Lessons Learned

Screening Volunteers

The good, the bad and the ugly. Oh yeah, and the issues.

1. **Challenges in "selling" the background check to partners and/or volunteers and how we overcame**
2. **Challenges in the screening process itself and what we learned**

Montana SMP
Empowering Seniors To Prevent Healthcare Fraud

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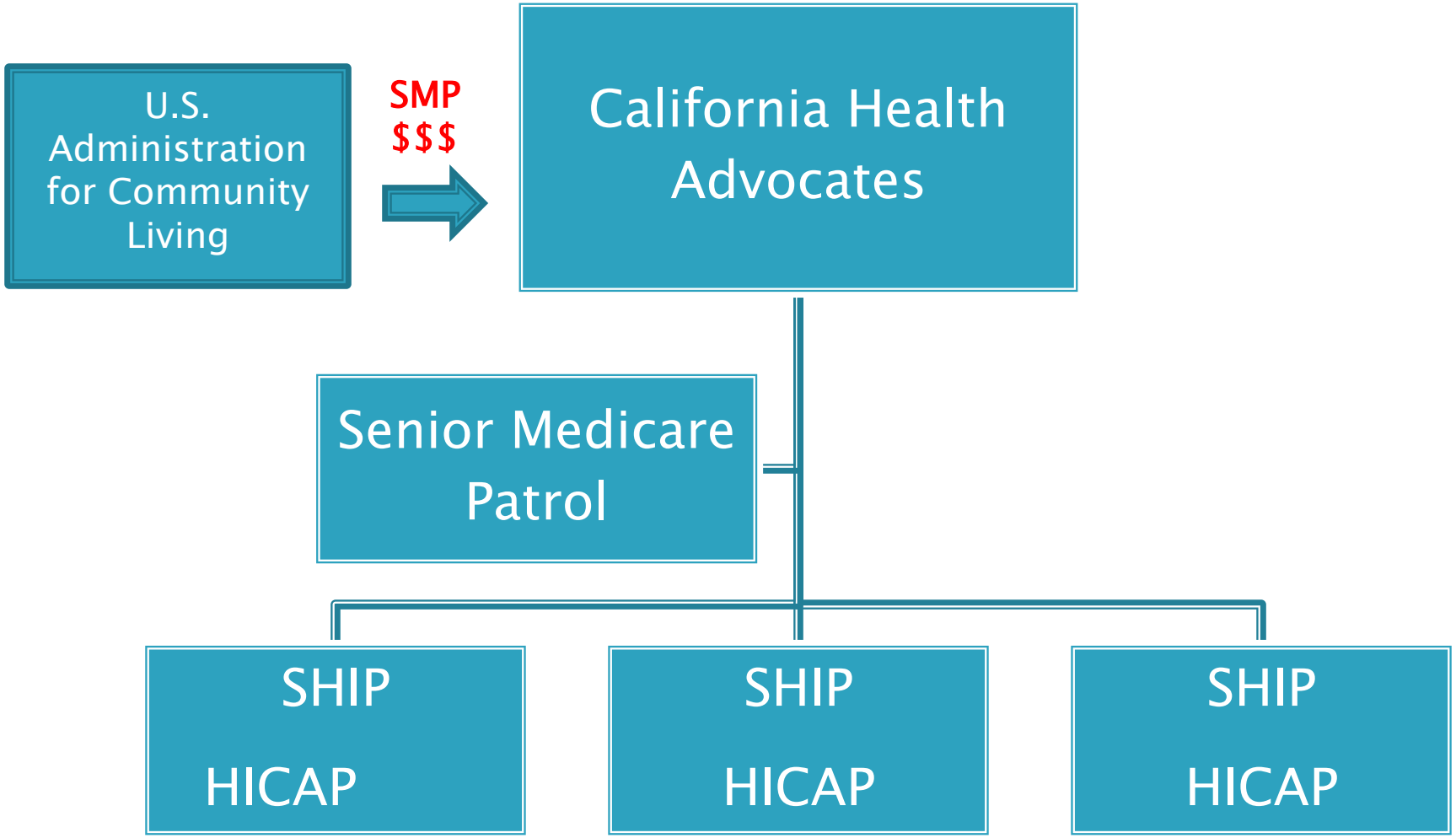
California Senior Medicare Patrol

"Screening/Volunteer Performance Management"

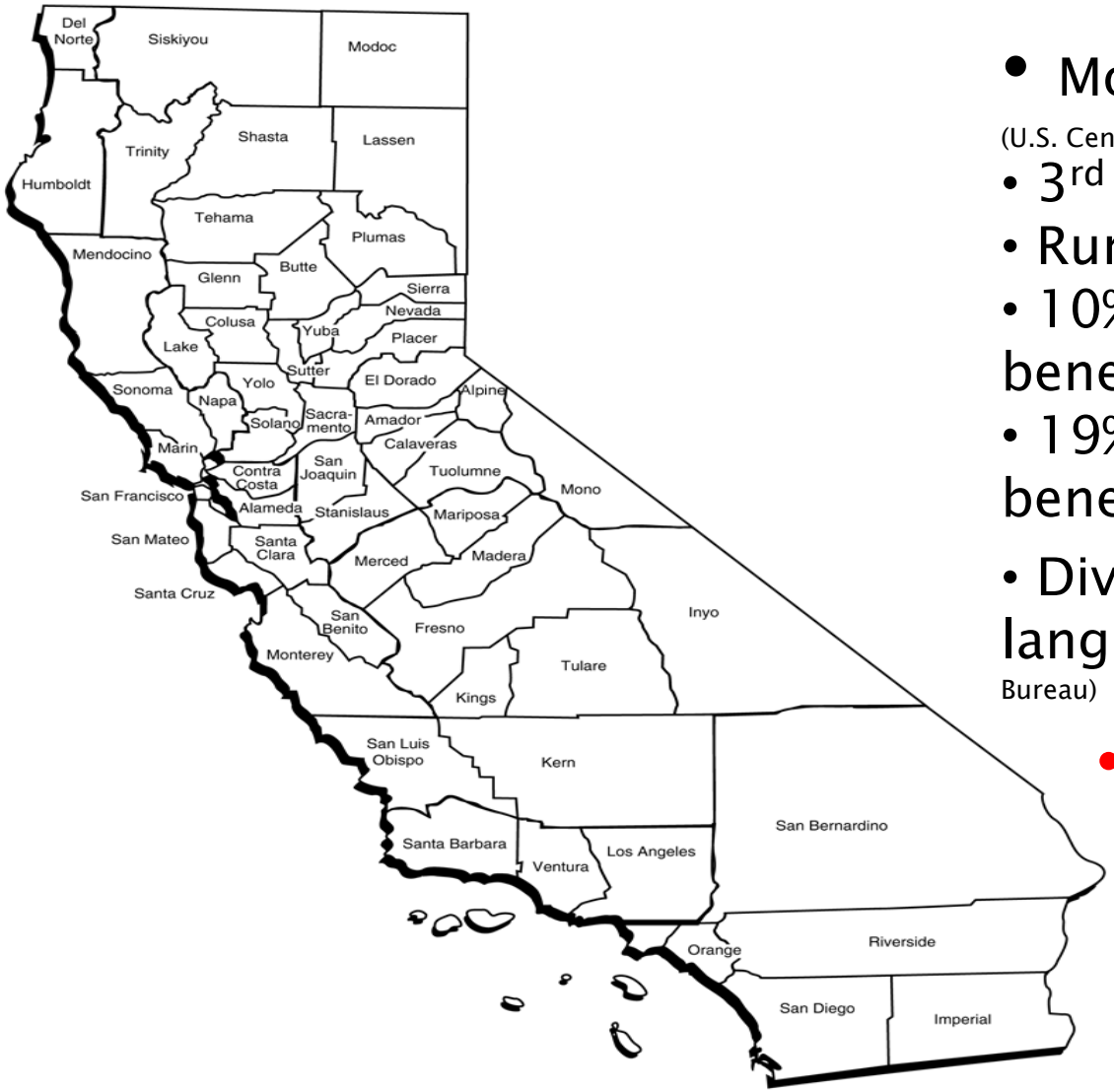
2012 SMP Regional Conference
Denver, Colorado
August 14 – 17

California Health Advocates Holds the Grant



There are 24 branches of the SHIP to cover the state of California

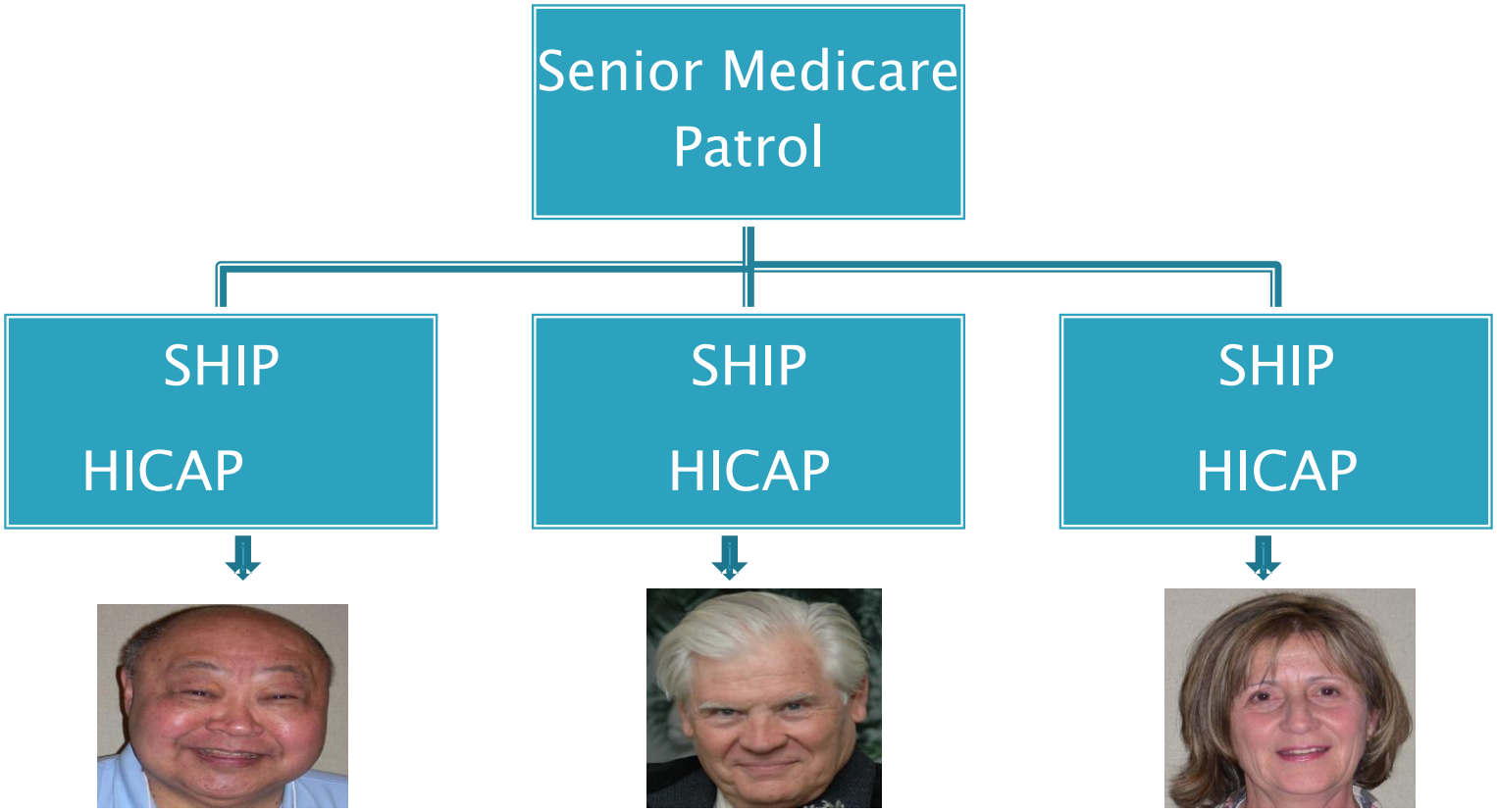
Our Challenges



- Most populous state in U.S. (U.S. Census Bureau)
- 3rd largest in area
- Rural and urban
- 10% of Medicare beneficiaries (Kaiser Family Foundation)
- 19% of Medicaid beneficiaries (Kaiser Family Foundation)
- Diversity: hundreds of languages represented (U.S. Census Bureau)

- **Outreach and Communication**

Under the Expansion Grant Funding



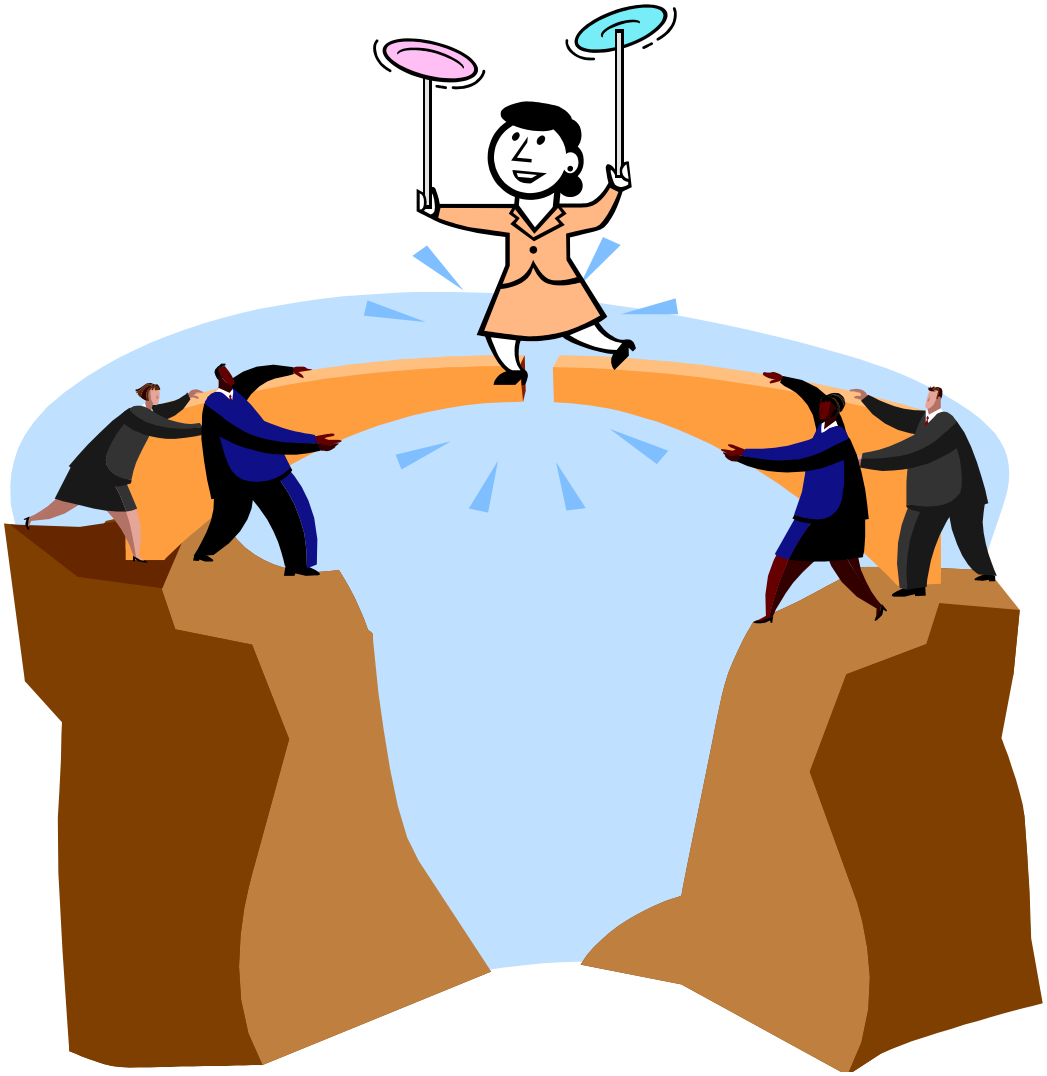
- We provide a stipend to 20 of the SHIPs
- They in turn provide us with a Liaison volunteer

Our Strategies

- Share the Load
- Promote partnership
- Communicate Constantly and Consistently
- Instill ownership
- Meet in-person regularly
- Be adaptable and flexible and understanding
- Train and Educate routinely

SHARE THE LOAD: The SMP Liaison is a Bridge

HICAP Office



Senior Medicare Patrol

COMMUNICATE CONSTANTLY

- Focus on constant and consistent communication
- Regular e-mail messages
- 2 webinars per month
  - 1 Linked Up, 1 Training/Topic du Jour
- 2 regional in-person conferences
  - Ownership is key
  - Agendas are initiated by the Liaisons
  - Presentations are conducted by the Liaisons
- A Media Team helps spread the word

Because of the SMP Liaisons, we have been better able to:

- More accurately provide and track community outreach and group education
- Collect one to one counseling activities and complex case reporting
- Have a media group to monitor and provide media events
- Keep the fraud message front and center in each SHIP throughout the state

Lessons Learned

- Communication is an ongoing challenge
- Responsibilities must be spelled out in MOUs
- More ownership = more engagement
- Personal contact is paramount
- Be prepared; always have a contingency plan

- We are happy to share more info –
- Call us at 855-613-7080