

2017 SMP/SHIP National Conference

JULY 10–13, 2017 AUSTIN, TX

SHIP/SMP Sharing: Tips and Tricks for Engaging Hard-to-Reach Beneficiaries

Illinois SHIP, Ohio SMP and OSHIIP,
Wisconsin SHIP, and North Dakota SMP

How do you engage the hard-to-reach?

Do you travel through back roads or cities to teach?
Do you sit down with people with disabilities
to share tips on being a savvy Medicare beneficiary?
Do your counselors speak Russian or maybe Chinese,
and perform plan finders for immigrants with ease?
Whether you work with tribes, families or cliques,
there are things you can add to your bag of tricks.
SMPs and SHIPs from all over the nation,
let's share our ideas and unique situations!

Reaching Non-English Speaking Beneficiaries: Illinois SHIP

- Illinois SHIP sub-granted funding to Coalition for Limited English Speaking Elderly (CLESE).
- CLESE marketed SHIP to 6 agencies in Chicago.
- SHIP trained and certified 24 counselors.

Reaching Non-English Speaking Beneficiaries: Illinois SHIP

CLESE Partnership

- CLESE has a mission to improve the lives of limited English speaking persons through education, leadership and advocacy.
- Has 53 organizations and works with over 70 languages.
- Has with many funding sources, including state, federal and private foundations.

Reaching Non-English Speaking Beneficiaries: Illinois SHIP

SHIP and CLESE as Partners

- There are 10 CLESE sites today.
- CLESE performed 5,500 client contacts last year.
- SHIP counseling: Russian, Polish, Assyrian, Arabic, Spanish, Hindi, Gujarati, Chinese, Mandarin and Korean.
- SHIP sites work with non-English beneficiaries who are dual eligible for Medicare/Medicaid and counsel on Medicare and Medicaid Alignment Initiative plans for duals.

Reaching Non-English Speaking Beneficiaries: Illinois SHIP

For more information:

- State Health Insurance Assistance Program (SHIP)
Illinois Department on Aging
www.illinois.gov/aging/ship/
- Sandy Leith, SHIP Director
sandy.leith@illinois.gov / 217-785-4047

Reaching Persons with Disabilities: Ohio SMP and OSHIIP

How We Began

MOBILE

Center for Independent Living



2017 SMP/SHIP National Conference

Reaching Persons with Disabilities: Ohio SMP and OSHIIP

The Process We Followed:

- Scheduled phone meetings with key staff.
- Met in person.
- Trained staff as volunteers.
- Created video of their clients in action.



Reaching Persons with Disabilities: Ohio SMP and OSHIIP

The Process (continued)

- Met with OSHIIP.
- Brainstormed on ways to collaborate on how to reach out to other CLOs as a team.
- Fraud, Facts, and Food.



Reaching Persons with Disabilities: Ohio SMP and OSHIIP

Fraud, Facts, and Food

- “Quick in, quick out” way to reach staff and clients.
- Show two short videos over lunch which we sponsor.
- Send personalized letter along with flyer to CILs directors offering to show the videos at their facilities.



Reaching Persons with Disabilities: Ohio SMP and OSHIIP

For more information:

- Ohio SMP – Pro Seniors, Inc.
www.proseniors.org
- Anne Fredrickson, Project Manager
afredrickson@proseniors.org / 513-458-5522
- Jane Winkler, Volunteer Coordinator
jwinkler@proseniors.org

Reaching Rural Communities: Wisconsin SHIP

Demographics of Wisconsin

- By 2030, over 20% of the state's population will be 65 or older.
- Northern, non-metropolitan counties have highest concentration of older people

Reaching Rural Communities: Wisconsin SHIP

Programs and Services

- Three Area Agencies on Aging (AAAs)
 - 72 county aging units
 - 11 tribal aging units
- 41 Aging and Disability Resource Centers (ADRCs)
 - Branch offices in every county
 - Tribes may be ADRC partner or have an ADRS
- Statewide SHIP helplines operated by Board on Aging and Long Term Care, and Disability Rights Wisconsin

Reaching Rural Communities: Wisconsin SHIP

Benefit Specialists: The “Red Tape Cutters”

- Available at ADRCs and Aging Offices in every county and tribe to provide public outreach, individualized counseling and advocacy services.
- Trained and supported by legal services providers and by state SHIP helpline staff.
- Disability benefit specialists serve adults aged 18-59.
- Elder benefit specialists serve people aged 60+.

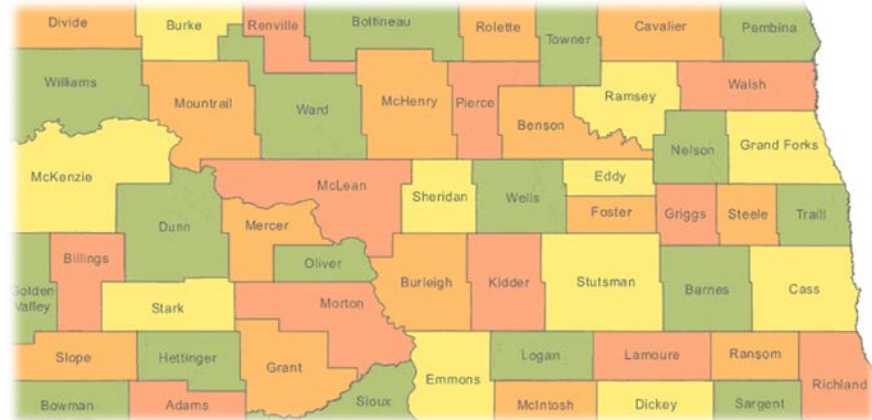
Reaching Rural Communities: Wisconsin SHIP

For more information:

- Wisconsin Department of Health Services
www.dhs.wisconsin.gov – Do a key word search for “Medicare Counseling”
- **Phoebe Hefko**, Wisconsin SHIP Director
phoebe.hefko@wi.gov / 608-267-3201
- **Vicki Buchholz**, Medigap Helpline Supervisor
vicki.buchholz@wi.gov / 608-246-7016
- **Ginger Rogers**, Disability Drug Benefits Helpline
ginger.rogers@drwi.org / 414-773-4646

Reaching Frontier Populations: North Dakota SMP

Demographics



- ND is recognized as one of the most rural states.
- 37 of the 53 counties are designated as frontier counties.
- Citizens are dispersed at 9.3 persons per square mile.

Reaching Frontier Populations: North Dakota SMP


Reaching Underserved Counties

- ND is one of 10 of the least densely populated states across America.
 - Others include Alaska, Wyoming, Montana, North Dakota, South Dakota, New Mexico, Idaho, Nebraska, Utah, Kansas
- The sparse population contributes to difficulty for the SMP program to provide education for hard-to-reach populations.
- This creates a challenge to make beneficiary contact, conduct educational events, and even advertise.

Reaching Frontier Populations: North Dakota SMP

Educating Beneficiaries in Rural ND

- Scam of the Month
 - Senior Centers
 - SMP volunteers
- Quarterly Volunteer Newsletter
 - SMP volunteer recruitment
- Parish Fact Sheets
- Veterans Services Offices



ND SMP Scam of the Month – June 2017

Do you throw an empty prescription bottle?

You may have no need for an empty prescription bottle once you've finished your medication, but an empty pill bottle with the label intact is a gold mine for an identity thief or someone who wants to fill a prescription fraudulently.

There is a growing trend of using information contained on the label of medicine bottles to gain access to medical benefits and to gain access to identities that the public needs to be aware of. Unlike other forms of identity theft, medical identity theft can sometimes take longer to catch onto. Criminals realize most people do not pay attention to the information printed on their pill bottles.

Details printed on prescription bottle labels usually includes your full name, address, phone number, medication name, prescription number, the number of pills, and number of refills, so someone digging through your trash could use this information to steal your identity or attempt to get the medication refilled under your name. According to a spokesperson from the American Pharmacists Association, it doesn't happen often, but IT CAN AND IT DOES HAPPEN!

To combat this new trend of medical identity theft, be as protective of information on medical receipts and pill bottles as you would be with any other item that contains personal information. Some tips to prevent information from falling into the wrong hands:

- Peel off labels from bottles prior to disposal.
- Shred all labels and papers that come with the prescription from your pharmacy.
- If you are unable to remove the label from the pill bottle, use a permanent marker to blacken out all the information on the label before discarding.

What can you do to protect yourself from fraud?

- Keep your personal and financial information private.
- Keep your personal numbers (Medicare, Social Security, and bank account numbers) **PERSONAL**.
- Contact the ND Attorney General Consumer Protection office at 1-800-472-2600.
- Call the ND SMP office if you have questions about Medicare fraud.

The information provided is intended to be a general summary only. Source of information: HGTV Magazine, June 2017. Mohamed Jaloh, Pharm.D., American Pharmacists Association.

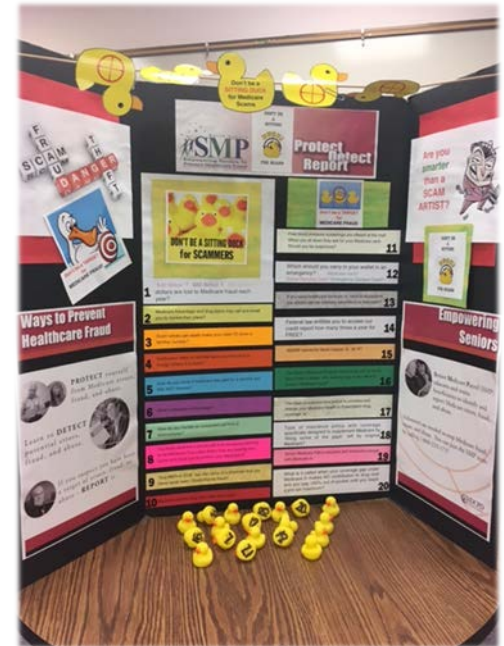
North Dakota Senior Medicare Patrol Phone: 800-233-1737 or (701) 858-3580
For more information or to locate your SMP, visit www.ndcpd.org/smp

This project was supported, in part, by grant number 90MP0217, from the Administration for Community Living, Department of Health and Human Services. Points of view or opinions do not necessarily represent official Ad-

Reaching Frontier Populations: North Dakota SMP

How do you get their attention?

- Restaurants
- Church Groups
- Game component
 - Don't Be a Sitting Duck
 - Medicare Bingo
- Senior Day and Senior Health Fairs
- Round Table Discussions



Reaching Frontier Populations: North Dakota SMP

For more information:

- ND SMP Project - www.ndcpd.org/smp/
ND Center for Persons with Disabilities
Minot State University
- Brenda Munson, Coordinator of Volunteers
brenda.munson@minotstateu.edu / 701-858-4477

