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, Guajarati, 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
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 CILOs 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](http://www.dhs.wisconsin.gov) – Do a key word search for “Medicare Counseling”

• Phoebe Hefko, Wisconsin SHIP Director
  [phoebe.hefko@wi.gov](mailto:phoebe.hefko@wi.gov) / 608-267-3201

• Vicki Buchholz, Medigap Helpline Supervisor
  [vicki.buchholz@wi.gov](mailto:vicki.buchholz@wi.gov) / 608-246-7016

• Ginger Rogers, Disability Drug Benefits Helpline
  [ginger.rogers@drwi.org](mailto: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
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/](http://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