The Ohio and Vermont SMPs will introduce new technology with Apps and Podcasts to reach a diverse audience for Medicare fraud prevention.
• https://vimeo.com/336666406/cedab0404d
Goals

• Create a resource for beneficiaries, caregivers, and volunteers/peer educators
  • Online and Offline
• Educate hard to reach populations
• Create a framework of the app for other SMPs to utilize
• Keep pace with Medicare as they move forward with mobile applications
Benefits for other SMPs

• Educate populations you may not be reaching
• Inherited knowledge from Ohio SMP
• Pre-established contractor
  • Medicascript LLC is already well versed about what SMPs do
• Less work on the front end of creating the application
Development Process

- Research
- Contract agreement
- Basic structure
- Content creation/upload
- Publication
- Continual updates
- Marketing
- Reporting
Research and Contract - Pre-Publication Process

• Research
  • Obtain basic information on creating/publishing an application
  • Options to self-create or to use a larger agency
  • Obtaining information on price points from different sources

• Contract Agreement
  • Mediascript LLC creates proposal
  • reviewed and revised by SMP staff
  • Continuous content without drawbacks
Basic Structure and Content Creation - Pre-Publication Process

• Basic Structure
  • What is online/offline?
  • What set tabs do we need?

• Content Creation/Upload
  • Learning how to use the application website
  • Obtaining stories, contacts, publications, events, etc.
Publication and Post-Publication

- Publication
  - The Ohio SMP App was launched on Google Play and the Apple App store March 23, 2019
  - Peer Educator/Volunteer feedback
- Marketing
  - Current initiatives
  - Future initiatives
- Reporting
  - Monthly subscribers
  - Push notifications
Engagement

• Connection to Pro Seniors’ website
• Promotion of App on social media and vice versa
• Event promotions through social media and app
• “News and Alerts” translate to social media content
• Peer Educator/Volunteer recruitment
• Form to report potential fraud
Contact Information

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• Ron Horne
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  • https://mediascriptllc.com/
Vermont SMP

Podcasts

Southern Vermont Regional Coordinator
Kelly McElheny
COVE/VT SMP Website

- https://vermontelders.org/PodTrainCon/
- Resources available?
  - Audacity training
  - Examples
  - Web resources

Inspiration...
Goals

• New platform for outreach
• Partnership collaboration
• Vehicle for learning for disabled – audio & literacy
• Creativity
• Expansion
Benefits

• New learning environment
• Remote collaboration
• Access to information
• Up to date technology
• Nat’l training and continuing ed
Development

• Based on my experience...
• Proposal
• Research
  – Adobe Pro CC; iMusic; Audacity
  – Soundcloud
  – Timing, space/bandwidth, people
• Coordination of Interviews
• Recording Platform – Freeconferencecall.com; Audio Recorder App – Smartphone recorder and our office uses the IK iRig Mic Lav compact....simple and functional
Research

- Recording interviews
- Storing files
- Sharing files
- Publication
- Dissemination
Structure/Tech needs

• Space & bandwidth
• 1-2 month scheduling time
• Dedicated phone line
• Usability – Audacity training

https://www.audacityteam.org/

• Dissemination
Production – Nuts & Bolts

• Review Audacity training – (https://vermontelders.org/PodTrainCon/)
  – 21 slides
  – 15 minute step by step audio recording
• Youtube.com tutorials
• Putting the pieces together
Publication

• Soudcloud.com
• iTunes.com
• NPR – VPR Experience
• other
Q&A

• Experience reaching diverse populations
• Funny Story – 1st experience with VABVI
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