TURNING LEMONS INTO LEMONADE: REACHING HARD TO REACH COMMUNITIES

Speakers: Travis Trumitch, Coordinator, Illinois SMP, Age Options; María Alvarez, Executive Director, NYS SMP, NYStateWide Senior Action Council
If life gives you lemons, make lemonade.
Reaching Underserved and hard to reach Communities Agenda

- Creating Partnerships with underserved populations/communities
- Special Project Sub-Grants
- Using targeted advertising on Social Media
- Adapting to different resources during the Covid-19 Pandemic
- Team Member management strategies
Creating Partnerships
With Underserved Populations and Communities
Creating Partnerships with Underserved Communities

The Illinois SMP has prioritized reaching the underserved population of Latinos and Hispanics in Illinois.

We have one full time employee (Jesus Enriquez) who focuses on Spanish/Latino Outreach across the State of Illinois. He has been with the SMP Program for 3 years and was hired to focus on this important demographic.

Jesus has created multiple partnerships throughout the Latino Community.

Jesus Enriquez (left) and Travis Trumitch (right)
Partnership with Mexican Consulate

- About 2.2 million Hispanics reside in Illinois, 4% of all Hispanics in the United States. Illinois's population is 17% Hispanic, the 10th largest Hispanic statewide population share nationally.
- 25.5% of Cook County (Chicagoland Area) Is Hispanic or of Latino decent.
Partnership with Mexican Consulate

- Jesus and the Mexican Consulate have developed a partnership that transcends Immigration status.
- Jesus created this relationship by a community event at the Mexican History Museum in Little Village where I met Carolina Nava from Alivio Medical Center. Alivio manages Ventanilla de Salud at the Mexican Consulate.
- Once a month Jesus presents at the Mexican Consulate Chicago. He presents on SMP multiple times throughout the day and has a table each week to answer any questions the beneficiaries may have.
- Jesus also presents at The Mexican Consulate’s Consulate on Wheels which travels throughout the State of Illinois. He presents at these functions once a month as well.
Partnership with Latino Community

- Jesus Enriquez presented a Spanish SMP presentation about how to Prevent, Detect, and Report Medicare and Medicaid fraud.

- The event was organized by Centro Juan Diego in the south side of Chicago.
Special Project Grants for Statewide Partners (Rural)
Special Project Grants

• The Illinois SMP has 15 statewide partners.
• Many of our partners are part of the rural community and do not have access to outreach events as many beneficiaries do in the Chicagoland Area.
• Carryover from Fiscal Year 1 to Fiscal Year 2 of our 5 year ACL Grant Award.
Special Project Grants Application Rules

• Special projects must be in addition to the six SMP-specific events in the base SMP Grant Award.

• The special project must focus on health care fraud or the SMP program and clearly show how the intended audience will know and understand:
  – The definition of health care fraud;
  – How to prevent health care fraud;
  – How to detect health care fraud; and
  – How to report health care fraud (including whom to contact).

• Projects may include, but are not limited to:
  – Special health care fraud outreach
  – Volunteer recognition
  – Media outreach
Special Project Grant Request for Proposals (RFP)
Special Project Grant Timeline

• May 9, 2019- RFP and Application sent to Illinois SMP Partners
• May 21, 2019- RFP Informational Webinar
• June 28, 2019 5pm- Deadline for submissions
• July 16, 2019- Partners notified if selected for funding
• On or before August 5, 2019- NGA addendum issued to partner
SMP FY20 Special Projects: Request for Proposals

Current Illinois Senior Medicare Patrol Grantees may submit ideas and a budget for a Special Project to be conducted between June 1, 2019 and May 31, 2020 (SMP FY20). The purpose of these special projects is to encourage partner creativity in spreading the SMP message.

Overview of Special Projects

Special projects must be in addition to the six SMP-specific events in the base SMP Grant Award. Any special project must be pre-approved by AgeOptions and the Administration for Community Living (ACL). The special project must focus on health care fraud or the SMP program and clearly show how the intended audience will know and understand:

- The definition of health care fraud;
- How to prevent health care fraud;
- How to detect health care fraud; and
- How to report health care fraud (including whom to contact).

Projects may include, but are not limited to:
- Special health care fraud outreach
- Volunteer recognition
- Media outreach

Examples of special projects include:
- Organize an event or training that involves the entire area in your PSA (e.g., an agency could train (with AgeOptions approval) all funded agencies in a PSA on SMP)
- Work with the local housing authority to educate all resident service coordinators in senior buildings
- Reach a targeted population (limited English speaking, people with disabilities, or racial and ethnic minorities, etc.) with a specific outreach project that is distinct from your
**Approved Use of Funds**

All projects and use of SMP funds require AgeOptions (and ACL) approval. AgeOptions reserves the right to request either more information or modification to a proposal before approval.

SMP is federally funded and has restrictions on use of funds, particularly with regards to food and/or giveaways. For food or other promotional materials, the grantee must show how they are necessary to educate about health care fraud.

AgeOptions recognizes that special projects require staff time (including fringe benefits) and overhead. These are acceptable requests as long as they are justified and connected to the special project.

<table>
<thead>
<tr>
<th>Unacceptable Use of Funds</th>
<th>Acceptable Use of Funds (with Approval)</th>
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<tr>
<td>Food for a presentation or fair (including candy or small snacks).</td>
<td>Providing a reasonably priced lunch in the middle of a daylong educational session for volunteers.</td>
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<tr>
<td>Giveaways that only include logos and phone numbers (e.g. pens, stress balls, etc.).</td>
<td>Educational materials that clearly describe fraud prevention and provide information on how to contact SMP (e.g., creating and printing a folder to hold MSNs and other records that includes fraud/SMP prevention tips).</td>
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<td></td>
<td>Staff time and agency overhead related to the special project (including fringe).</td>
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<td></td>
<td>Equipment or software that is needed for the special project as long as the grantee makes the justification and connection clear.</td>
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Evaluation and Selection Criteria

The Illinois SMP program will evaluate applications based on, but not limited to:

- funding considerations
- competition
- innovation
- strength of the applicant’s rationale for the proposed special project
- reasonableness of proposed costs

Prior to a funding decision, AgeOptions may:

- Request a special presentation by the applicant(s)
- Assess community support, infrastructure, and history of providing client centered services, etc.
- Consider AgeOptions experience with the provider, including, but not limited to, history of monitoring and compliance
- Request additional clarification of information

The Illinois Senior Medicare Patrol Program will notify respondents if the bid submitted will be selected for funding or not. Organizations will be notified on or around Tuesday, July 16, 2019.

Notifications of Grant Award will be issued to each successful applicant on or before Friday, August 2, 2019. If you need to modify your work plan or budget, you must notify AgeOptions prior to making any changes to how you implement your work plan.

Applicants whose applications are not funded may also request a debriefing, which will provide feedback that can assist applicants in developing applications for future funding. Debriefings
will take the form of advice to applicants on the strengths and weaknesses of their application in terms of the evaluation and review criteria. Debriefings are not part of any formal Appeal Process.

**Rejection of Proposals**

AgeOptions reserves the right to accept or reject any and all proposals, to waive technical defects, and to accept or reject any part of any proposal submitted in response to this RFP.

Proposals must be presented in the format and sequence detailed in this RFP. Failure to do so, and/or to respond to specific questions or requirements is sufficient for a proposal's automatic disqualification.

**Estimated funding levels**

$500 up to $2,000 USD per award

SMP Special Project Grant monies are all pending receipt of funds from Administration for Community Living to AgeOptions.
Special Project
Grant Application
Illinois Senior Medicare Patrol Fiscal Year 2020
Special Project Grant Application

Date
Agency Name
Contact Person
Email Address
Phone Number
Address

1. In a few short sentences, describe your proposed special project.

2. Who will benefit from this special project? Provide the estimated number of beneficiaries reached (If applicable).

3. When do you anticipate your special project will take place (e.g., the month or date range you are planning for) (If applicable)?
4. Please provide a timeline of how you will plan and implement this project (Add additional lines as needed)

<table>
<thead>
<tr>
<th>No.</th>
<th>Activity</th>
<th>Duration</th>
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<tr>
<td>Ex:</td>
<td>Example: Contact senior buildings about hosting health fair</td>
<td>2 weeks</td>
</tr>
<tr>
<td></td>
<td>Create list of vendors to ask to fraud fair</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Come up with multiple possible dates</td>
<td></td>
</tr>
<tr>
<td>Ex:</td>
<td>Example: Confirm location and date</td>
<td>3 weeks</td>
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<tr>
<td></td>
<td>Email vendors</td>
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<td>1:</td>
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<td>2:</td>
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<td>3:</td>
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</table>
7. Provide a brief description of how these budget items are necessary for your proposed project and briefly describe how you arrived at the estimated price.
Funded Special Project Grants

- **AAA for Lincolnland**- SMP Folders with tips sheets and other materials distributed by their SHIP counselors in all 9 of their counties in their PSA during the Annual Open Enrollment Period.
- **AgeSmart**- Take the Fright Out of Aging Event (Halloween Themed Fraud Event).
- **Egyptian AAA**- SMP Billboard on Route 13 (Busiest Highway in Southern Illinois).
- **Midland AAA**- Shred event in each of the 5 counties in their PSA distributing SMP folders, magnets and placemats.
- **Northwestern AAA**- 2 Shred Events with the Whiteside TRIAD featuring SMP and both promoted by advertisements at local fast food chains.
- **Southeastern Illinois Agency on Aging**- SMP Billboard on Highway 50.
- **West Central Illinois AAA**- SMP Folders to be distributed during Medicare’s Annual Open Enrollment Period.
- **White Crane Wellness Center/Chicago Department of Family Support Services** – Health Care Fraud Awareness Day across the City of Chicago.
- **Central Illinois Agency on Aging**- Fraud Fair at the First United Methodist Church in Peoria.
FIGHT FRAUD IN YOUR COMMUNITY

Medicare fraud steals billions of dollars from U.S. taxpayers every year.

Contact AgeOptions for information about volunteering with SMP.
(800)699-9043 www.illinoisSMP.org

AgeOptions Call SEIADA 618-262-2306

PROTECT Medicare & Medicaid
PREVENT Schemes & Errors
FIGHT Fraud, Waste & Abuse

You've Lost Billions!
Report MEDICARE/MEDICAID FRAUD
(800)699-9043
www.ageoptions.org

MEDICARE LOSES BILLIONS TO FRAUD EACH YEAR!

REPORT MEDICARE FRAUD
1-800-699-9043
www.ageoptions.org

2020 SMP/SHIP National Conference
Facebook Boosted Posts

• Travis Trumitch along Miranda Davis created a social media campaign to run from January 2020 through the end of April 2020.
• We boosted each post and they were seen by four times as many people as most of our other posts.
• They sparked some conversations in comments, and we gained more followers.
• The cost to boost each post was low (about $25-50 each) and it proved to be affective. We will continue to boost posts during the next fiscal year of 2021.
Facebook Campaign

- January- New Years, New Goals – Each week a different Medicare goal for the year was shared like checking your MSN, scheduling an annual wellness visit, and attending an SMP presentation.

- February- Fraud Tip February – Simple tips were shared with a light bulb graphic each week.

- March- Spring Clean Up – We encouraged cleaning out unused prescription drugs, including opioids.

- April- Celebrating Volunteers – We highlight volunteer accomplishments and photos along with a message to encourage people to volunteer with us.
Facebook Campaign Examples

GOAL #2

Attend an SMP Presentation

Set goals in January with the Illinois SMP.

Did you know that we offer free, informative presentations across the state of Illinois? We teach the community how to PROTECT, DETECT and REPORT Medicare fraud.

Need help finding a presentation in your area? Drop us a comment with your location or give us a call at (800) 699-8043 and we will get you the details!
Facebook Campaign Examples

Save the date
National Drug Take Back Day
April 25, 2020

Spring Clean Up with the Illinois SMP!
April 25, 2020 is a great day to clean out your medicine cabinets!

Twice a year the DEA holds a National Prescription Drug Take Back Day. Check out this website for a drop off site near you: https://takebackday.daa.gov/

According to the DEA’s website, the 2018 National Survey on Drug Use and Health reported that 9.9 million Americans misused controlled prescription drugs. The study shows that a majority of abused prescription drugs were obtained from family and friends, often from the home medicine cabinet.
Targeted Posts

Our most popular post, seen by 15,803 people, was the “Please sign up for our NEW Weekly Webinar Series! Click the link below to see Registration Links!” This webinar series post was started on March 19 during the beginning stages of the COVID-19 Pandemic.
Fraud Alerts

Bi-Weekly Fraud Alerts are sent to over 700 subscribers throughout the state.

This includes libraries, police departments, politicians, beneficiaries and care givers just to name a few.

FBI Warns of Internet Extortion Scams During COVID-19 Pandemic

The Federal Bureau of Investigation (FBI) has warned that they have seen a number of reports of online extortion scams during the current "stay at home" orders due to the COVID-19 crisis. These scams have been around for a long time but because most of the population is staying at home and using their email and Internet to communicate they are seeing an increase in the number of online extortion scams.

The fraudsters are emailing users that they are going to release sexually explicit photos and/or videos to friends and family if they do not pay them money. Scammers will adjust their schemes to exploit on current events such as the COVID-19 pandemic and other high profile news stories.

The FBI warns that many of these emails have similar characteristics. Please read below for just a few of the similarities.

- The email comes from an unknown party and is often written in broken English with grammatical errors.
- Some of the recipient’s personal information (such as a user name or password) is provided in the email or letter to create a threat more intimidating.
- The recipient is asked to do something that would put them in a compromising situation if it got out, like visiting adult websites.

You can get the whole Press Release from the FBI here.

If you believe you have been a victim of this scam, reach out to your local FBI field office (https://www.fbi.gov/contact-us) and file a complaint with the internet Crime Complaint Center (IC3) at www.ic3.gov. Please provide any relevant information in your complaint, including the online extortion email with header information.

Join us for Mother Conference Calls this May!

Apologies and the Illinois SMP are partnering with Mother and their Telephone Topics program to bring engaging and interesting topics to older adults in the comfort of their own homes. People can just call in!

The Illinois SMP will present twice this month on these calls. You can see the times, dates, and topics below.

Participants can use the following information to call in:

- Call in from your phone
- Enter Meeting ID when prompted: 386 399 7039

Types of Medicare Fraud
Miranda Davis, Senior Medicare Patrol Outreach Specialist and Jesus Enriquez, Outreach and Information Specialist, AgeOptions
Monday, May 11, 8:00 am CT
We will discuss the different types of Medicare fraud, current trends we are seeing in 2020 and how scammers use different forms of communication to pull off their schemes.

Tips to Prevent Medicare Fraud
Miranda Davis, Senior Medicare Patrol Outreach Specialist and Jesus Enriquez, Outreach and Information Specialist, AgeOptions
Friday, May 15, 2:00 pm CT
We will go over what to look for when dealing with fraudsters, tips to avoid getting scammed. Signs you can identify. If you feel like you are getting scammed and what to do if you do fall victim to one of these Medicare fraud schemes.

As older adults need to stay indoors, Market Telephone Topics provides a great way for them to stay engaged and connected with others. Please share this with your clients. To learn more about Telephone Topics and see the full May schedule, click here.

The 2020 Census and COVID-19

The 2020 Census is still going on. If you have not completed your 2020 Census, it is the perfect thing to do while sheltering in place. Go to www.my2020census.gov or call (844)330-2020. If you have completed your Census, encourage your neighbors and friends to fill out their Census.

Due to the COVID-19 pandemic, the Census Bureau is delaying when Census takers will be knocking on doors to follow up with people who have not completed the Census. Originally scheduled for mid-May, Census workers will not be knocking on doors until mid-August. However, if anyone comes to your door or calls you claiming to be from the Census Bureau, you must tell them your name and what they are asking you for. You are not required to participate in the Census.

The Census Bureau continues to conduct other surveys besides the 2020 Census. While they do not email you to complete the 2020 Census, or send any unsolicited emails, there is a new survey about how people are adjusting during this pandemic called the Household Pulse Survey that will collect household data. They will email (COVID19survey@cdc.gov).

You can read more about this and how to avoid other Census fraud by clicking here and if you are ever unsure if you are receiving a legitimate contact from the Census Bureau, you can call (844)330-2020.

Have a safe and healthy week!

Travis Trumich
travistrumich@ageoptions.org

Please share this Fraud Alert with colleagues, consumers, or other professionals in your area. If you would like to sign up to receive the Fraud Alert directly, visit click here.

This project was supported, in part, by grant number 90CM065903, from the U.S. Administration for Community Living, Department of Health and Human Services.
Part 2

Please hold all questions until the end of the presentation.

Thank you!
If life gives you lemons, make lemonade.
This presentation will outline how the NYS SMP, when confronted with the realities of a pandemic, took the following steps:

1. Assessed the situation
2. Adapted our services
3. Continues to provide services to effectively reach our clients and community
4. Strengthens our infrastructure
5. Looks forward to becoming a more robust program when the pandemic subsides.
CORONAVIRUS OUTBREAK

Coronavirus lockdown

Face mask shortage

COVID-19: WHEN WILL THE OUTBREAK END?

Seniors at risk
WE NEEDED TO QUICKLY ASSESS THE SITUATION

NY BECOMES A HOTSPOT
As of 6/29:
392,930 confirmed cases
24,842 deaths
MARCH 7 – Governor Cuomo declares State of Emergency.

MARCH 20 – Cuomo orders all nonessential businesses closed statewide due to the Coronavirus Outbreak.

- **CDC Reports** - The risk of getting severely ill from COVID-19 increases as you get older.

- **8 out of 10** COVID-19-related deaths reported in the US have been among **adults aged 65 years and older**. (cdc.gov)

JUNE 29 – Worldwide death toll surpasses 500,000 worldwide. (NYT, 6/29/20)

- In New York State, 94.8% of deaths among adults aged 50+ (NYS DOH, 6/29/20)
CONTINGENCY PLAN

Launch Plan Quickly
Educate the Team
Organize & Disseminate Information
Continually Adapt to Changing Events
March 13: Shut down offices
March 14: First Coronavirus Email Alert
March 16: Employees begin working from home
March 17: First ZOOM meeting – Staff
March 18: Outreach Counselors reach out to clients, 10 contacts/day
March 20: Stay Connected Email out; Special Coronavirus Newsletter mailed
March 25: Education Video Channel created
April 3: First SMP Volunteer ZOOM Meeting
May 1-31: Social Media Ad Campaign in Western, NY
May 13: Senator Kirsten Gillibrand Conversation
June 1: Senator Rachel May Facebook Event
ADAPT: ZOOM VIRTUAL MEETINGS

- Rescheduled all in-person meetings
- Reviewed virtual options – Free Conference, WebEx, ZOOM.
- First ZOOM meeting on March 17, 2020
Mailed on March 20, 2020 – members, clients, member organizations, community centers, partners
ADAPT: VIDEO EDUCATION CHANNEL

- Collection of educational videos
- Shared via email and on our Website
- Continuing to work on various topics including EPIC, Home Health Care Fraud and more

https://vimeo.com/407720970
ADAPT: VIDEO EDUCATION CHANNEL

MEDICARE
Tips for Reading Your Medicare Summary Notice (MSN)

MEDICARE SAVINGS PROGRAM (MSP)

What Can YOU Do to STOP COVID-19 Fraud?

2020 SMP/SHIP National Conference
ADAPT: CORONAVIRUS E-MAIL

Emails sent out immediately to our clients and community:
(Click on date to see full text)

- March 13, 2020
- March 20, 2020
ADAPT: WEEKLY E-MAIL ROUNDUPS

Pushed out weekly emails highlighting:

- Events
- Education
- Membership
- Contact Info
Starting March 17, 2020, all outreach counselors called ten contacts daily to:

- Identify seniors whose health, safety or general well being might be in question.
- Assess their needs and provide follow-up services as needed.
- Share upcoming events that they may be interested in participating.
Monthly Newsletter for volunteer education:

- 2-page, educational
- The latest SMP News
- Volunteer of the Month
- SMP Reminders
- SMP Trivia
ADAPT: VOLUNTEER BI-MONTHLY ZOOM MEETINGS

- Friendly check in
- Group discussions
- Educational Speakers
- SMP tips and reminders
- What’s happening in your community
ADAPT: SOCIAL MEDIA AD CAMPAIGN

**Budget:** $15 per Ad  **Timeline:** 3 weeks  **Versions:** 4  **Target Audience:** Western NY, Residents, 40+

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**BE AWARE!**
Social Security, Medicare and the IRS will never contact you.

Call the New York State Senior Medicare Patrol for help.
800-333-4374

If you receive a call from any of those offices it may be a scam.

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**BEWARE!**
Fake offers for COVID-19 testing that are popping up online.

You need a doctor’s order to receive a COVID-19 test.

Call the New York State Senior Medicare Patrol for help.
800-333-4374

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The NYS Senior Medicare Patrol Program is supported by a grant from the U.S. Administration for Community Living and is a New York StateWide Senior Action Council Program.

Call our helpline for free and unbiased assistance
Call us at 1-800-333-4374
In May 2020, the Facebook Ad Campaign reached over 47,000 Western NY residents over the age 40+
ADAPT: SENATOR KIRSTEN GILLIBRAND

- Conversation with Senator Kirsten Gillibrand
- Teleconference, 400+ listeners
- Addressed questions posed by our members and network concerning New York seniors and their families.

A CONVERSATION with
SENATOR KIRSTEN GILLIBRAND

May 13, 2020 | 1:00 PM
Call in: 712-832-8330, 605-562-0400
Access Code: 471 5203#

Teleconference Recording
Discussion with Senator Rachel May

Facebook Live, 714 views

Panel of speakers

Focus on the COVID-19 pandemic and the toll it has taken on nursing home residents
ONGOING SERVICES

- Telephone Teach ins
- Medicare Fraud Helpline
- Counseling
- Monthly Chapter Meetings
- Newsletters (February, March, May)
- COVID-19 Flyers, E-mail Alerts
- E-News
- MEDIA Interviews
- Marketing & Digital outreach

- Group Events: -70%
- Contacts: -2%
- Media Events: +76%
- Volunteers: +169%
- Hours: +27%
STRENGTHEN INFRASTRUCTURE

LOOKING AHEAD:

- Develop an improved program interface with the STARS & SIRS Reporting systems.
- Create a single platform for managing client contacts, events, and grant administration.
- Easy to use case management system for outreach counselors.
- Increase program staff efficiency.
- Improve volunteer management and engagement.
- Better management of our contacts and events with our network of providers.
By making the best of this situation we are:

▪ Adapting our operations;
▪ Incorporating new tools; and
▪ Adding value and capacity to our program.

This will lead to a more robust program when the pandemic subsides.
Cheers!
Any questions?
Travis Trumitch, Illinois SMP
María Alvarez, NYS SMP