Activating the Community: Reaching Diverse and Rural Populations

Jonathan Burlison, NE SHIP/SMP Program
Lucilia Prates Ramos, MA SMP Program
Kristen Westaway, MA SMP Program

July 22–25, 2019 • San Diego, CA
Nebraska SHIIP

• Summary of Program/State

• Outreach
  – Medicare Minute/Bingo
  – Facebook
  – Limited/Non-English
  – Other Outreach Activity

• Goals
Nebraska SHIIP

2018
BEST YEAR EVER

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Nebraska SHIIP

• Between April 2018 – March 2019 – 34,052 Client Contacts
  • Part D – 74%
  • Medicare Fraud and Abuse – 53%
  • Medicare Part A/B – 34%
  • New Medicare Cards – 33%
  • Medicare Supplements – 22%
  • Medicare Advantage Plans – 14%
Nebraska SHIIP

– 701 Outreach Events
  • Presentations
  • Enrollment Event
  • Health Fairs

– 338 Media Events
  • Newspaper or Newsletter Articles
  • Facebook Posts
  • Radio and TV Interviews

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Nebraska SHIIP

As a program we helped Nebraskans save

$25,887,572!!!

That is almost $7,000,000 more than we have ever saved!
Nebraska SHIIP

• How do we calculate our savings?
  – Part D Comparison
  – LIS Applications
  – Medicaid Application
  – Denied Claims
  – Switching Insurance Policies
Nebraska SHIIP

• 341,341 individuals with Medicare
  – Original Medicare – 83%
  – Medicare Part D – 59%
  – Medicare Advantage or Other – 17%

• Increase of 5,807 (1.7%) in one year
Nebraska SHIIP

Western
Medicare Benes – 23%
- Scottsbluff – 23%
- Banner – 29%

Northeast
Medicare Benes – 20%
- Madison – 19%
- Keya Paha – 30%

Central
Medicare Benes – 26%
- Blain – 26%
- Pawnee – 25%

Lincoln
Medicare Benes – 17%
- Lancaster – 15%
- Polk – 24%
- Webster – 26%

South Central
Medicare Benes – 20%
- Buffalo – 16%
- Blain – 26%

Blue Rivers
Medicare Benes – 24%
- Gage – 25%
- Pawnee – 25%

Eastern
Medicare Benes – 15%
- Douglas – 15%
- Cass – 20%

Lincoln
Medicare Benes – 17%
- Lancaster – 15%
- Polk – 24%
- Webster – 26%
Medicare Minute/Bingo

• December 2017 – December 2018
  – Senior Centers
  – Retirement Communities
  – Assisted Living Communities
  – Church Groups
  – Kiwanis Clubs

• Reaching
  – 1,602 individuals
  – 75 events
  – Average of 21 attendees per event
Medicare Minute/Bingo

• Subject matter determined by current activity or Medicare Rights material
  – New subject each month
  – Highlights relevant points
    • Hand out for bene
    • Teaching material
  – Provides case study for both SHIP and SMP
**Medicare Bingo**

<table>
<thead>
<tr>
<th>Clue</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Formulary</strong></td>
<td>A <strong>formulary</strong> is a drug plans covered medication list. Federal law requires a drug plan's <strong>formulary</strong> to include at least two drugs from each class of drug category. You should keep your plan's <strong>formulary</strong> to verify which drugs are covered by your plan.</td>
</tr>
<tr>
<td><strong>Drug Tier</strong></td>
<td>Drug plans use a <strong>drug tier</strong> to classify the drugs by cost. Each <strong>drug tier</strong> has a specific co-pay or co-insurance. Lower <strong>drug tiers</strong> typically have lower costs versus higher <strong>drug tiers</strong>.</td>
</tr>
<tr>
<td><strong>Co-pay</strong></td>
<td>A <strong>co-pay</strong> is the amount you pay directly to the pharmacy. A <strong>co-pay</strong> is a set dollar amount paid for a drug. Part D plans usually use <strong>co-pay</strong> for lower, less expensive, drugs.</td>
</tr>
<tr>
<td><strong>Co-insurance</strong></td>
<td><strong>Co-insurance</strong> is the amount you pay directly to the pharmacy. A <strong>co-insurance</strong> amount is a percentage of the drug price. <strong>Co-insurance</strong> is usually applied to higher, more expensive, drugs.</td>
</tr>
</tbody>
</table>
Medicare Minute/Bingo

• PRIZES!!!
  – Low Cost Options
    • Flu & Cold Season – Hand sanitizer, tissue
    • Holiday/Seasonal Items
    • Puzzles and Puzzle Books
    • Stuffed Animals
    • Coffee Cups
    • Candy
Medicare Minute/Bingo

Nebraska SHIIP Presents

Medicare Minute
&
Medicare BINGO

Join us for a Medicare Minute concerning the current Medicare fraud and abuse activity in Nebraska, followed by a quick game of Medicare BINGO!

https://www.facebook.com/NebraskaSHIIP/posts/10156684470878442
www.facebook.com/NebraskaSHIIP/
www.facebook.com/NebraskaSHIIPP/

• Fraud Prevention
  – Tips
  – Current Scams/News
• Promotion of Services
  – One-on-one Counseling
  – Events/Presentations
  – Important Dates/Reminders
• Feel Good Stories/Funny Posts
• Volunteer Recognition
Utilized “Boost” option to target audience
  – Previous 12 boosted ads:

<table>
<thead>
<tr>
<th></th>
<th>Total Reached</th>
<th>Avg. Reached</th>
<th>Total Cost</th>
<th>Avg. Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 SHIP Ads</td>
<td>6626</td>
<td>947</td>
<td>$223.00</td>
<td>$31.86</td>
</tr>
<tr>
<td>5 SMP Ads</td>
<td>10658</td>
<td>2131</td>
<td>$249.00</td>
<td>$49.80</td>
</tr>
</tbody>
</table>

  – Previous 12 not boosted ads:

<table>
<thead>
<tr>
<th></th>
<th>Total Reached</th>
<th>Avg. Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 SHIP Ads</td>
<td>1914</td>
<td>273</td>
</tr>
<tr>
<td>5 SMP Ads</td>
<td>1091</td>
<td>218</td>
</tr>
</tbody>
</table>
Our counselor, Eric Hansen is making Medicare less confusing in Beatrice! Call today for a one-on-one counseling session to understand your Medicare benefits. Nebraska SHIIP gives out unbiased information and is not affiliated with any insurance companies. Contact us today at 1-800-234-7119.

Medicare is confusing.

We make it easier.

Nebraska SHIIP
Free, unbiased Medicare information for Nebraskans
1-800-234-7119
Limited/Non-English

• Partnerships with Community Services
  – Asian Community & Cultural Center
  – El Centro de las Américas
    • Group Education
    • Fraud Awareness
    • Referrals
    • Volunteer Recruitment
Limited/Non-English

• Partnerships with Community Services
  – Asian Community & Cultural Center
  – El Centro de las Américas
    • Group Education
    • Fraud Awareness
    • Referrals
    • Volunteer Recruitment
Limited/Non-English

• Challenges
  – Communication
  – Trust

• Access to Service
  – Language Line
  – Remote Appointments
  – Translation of Materials
Limited/Non-English

Vietnamese Medicare Basics

Spanish Medicare Basics
Other Outreach Activities

• TV - *Pure Nebraska*
  – Fraud/New Medicare Cards
  – Open Enrollment
  – Medicare Advantage vs. Part D
  – Volunteer Recognition

• Radio
  – *Aging Well with Guardian Angels*
  – *Talk of the Town*
Other Outreach Activities

• Staff Group Outreach
  – Meals On Wheels
  – Serving/Delivering Lunch Local Senior Centers

• Regional Representative Outreach
  – Shredding Events
  – Volunteer Fairs
  – State/County/Local Fairs
  – Employee Health/Benefit Fairs
Just one of the many things that Nebraska SHIIP does to help defeat fraud in Nebraska. Always, SHRED documents with your personal information on it. Cutting them or ripping them into small pieces does not do the trick. Shout out to our very own Bev Myers at the Northeast Agency on Aging in Norfolk for all she does to help us with our mission.

Reducing risks of fraud through May 24 Shredding Event
Some showed up with multiple boxes while some simply had one to two
Other Outreach Activities

• Classes via Community Colleges
  – Southeast Community College
    • In Person or via Lifesize (video app)
    • Webinar
  – Central Community College

• Nebraska Extension
  – Volunteer Services
  – Education
  – Press Releases
Does Medicare Cover DNA Genetic Testing?

News Release
Jonathan Burlison
Training Specialist
NE Department of Insurance
(402) 471-3599

Does Medicare Cover DNA Genetic Testing?
Medicare coverage of tests or services can sometimes be confusing. Many times it’s easy to assume tests or procedures are covered when in some cases they...
Nebraska SHIIP Goals

• Continued/Focused Outreach
  – Limited/Non-English
  – Minority Communities
  – Individuals with Limited Income/Resources
  – Individuals with Disabilities
  – Recently Released Individuals
Nebraska SHIIP Goals

• Expanded Use of Technology
  – Website Chat
  – Webinars
  – WebEx Counseling
• Expand Outreach with other Non-Profits
• Younger Volunteer Base
Rural Counties of MA
MA LEP Population Enclaves

State of Massachusetts

- Spanish: 39%
- Vietnamese: 26%
- French Creole: 14%
- Chinese: 11%
- Portuguese: 6%
- All Other Languages: 4%

Total LEP (LVW) = 565,818

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MA LEP Population Enclaves

Number of Limited English-Speaking (LES) Adults in Massachusetts by County Subdivision

County Subdivisions with the Highest Number of LES Adults

<table>
<thead>
<tr>
<th>County Subdivision</th>
<th>Number of LES Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>100,147</td>
</tr>
<tr>
<td>Worcester</td>
<td>25,165</td>
</tr>
<tr>
<td>Lawrence</td>
<td>25,143</td>
</tr>
<tr>
<td>Lowell</td>
<td>19,866</td>
</tr>
<tr>
<td>Springfield</td>
<td>18,982</td>
</tr>
<tr>
<td>Lynn</td>
<td>17,987</td>
</tr>
<tr>
<td>Quincy</td>
<td>16,962</td>
</tr>
<tr>
<td>Brockton</td>
<td>15,746</td>
</tr>
<tr>
<td>New Bedford</td>
<td>14,331</td>
</tr>
<tr>
<td>Malden</td>
<td>14,046</td>
</tr>
</tbody>
</table>

Number of LES Adults

- 0
- 1 - 499
- 500 - 999
- 1,000 - 4,999
- 5,000 - 12,999
- 13,000 - 24,999
- 25,000 - 99,999
- 100,000+

Note: A "limited English-speaking adult" is one who does not speak only English or speaks English "very well" in addition to another language.
Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-year Estimates, BPDA Research Division Analysis

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In-Person Outreach: Educational Sessions
In-Person Outreach Methods: Health and Wellness Fairs
If you live in Massachusetts you should have received your new Medicare card by now!

All Medicare beneficiaries in the country should have received their new card by April 30, 2019. If you live in Massachusetts you should have received your new card by now. If your new Medicare card has not arrived, you need to call Medicare at 1-800-MEDICARE (1-800-633-4227) or the Massachusetts Senior Medicare Patrol (SMP) Program at 1-800-692-0890. You need to make sure you have your new Medicare card, unique to you, and that it didn’t fall into the wrong hands. Destroy your old card when your new Medicare card arrives. Social Security numbers have been removed from Medicare cards to protect your personal identity.

THERE WILL BE NO CHANGES TO YOUR BENEFITS!

DO NOT GIVE YOUR PERSONAL INFORMATION TO ANYONE YOU DO NOT KNOW AND TRUST.

Beware! Medicare and Social Security will never call you to ask you for your personal information.

Protect yourself and your medical identity. Do not fall victim to unscrupulous marketers asking for your Medicare number and other personal information in exchange for ‘free’ medical supplies and equipment. Nothing is free!
Using Print Media: MA SMP Placemats

MA SMP Placemats at the Westfield Senior Center

MA SMP Placemats at the Nantucket Senior Center
Brace Yourself: Don’t get tied up in the Brace Scam!

Protect Yourself Against Deceptive Marketing:
• Do not provide your Medicare Unique ID or Social Security number to anyone, except your trusted medical providers.
• Do not respond to deceptive TV Ads.
• Do not accept or open any packages you did not order.
• Do not reply to any postcards you receive in the mail offering free braces, creams, pain medication, or other products.

Remember Nothing is FREE!
Contact the Massachusetts Senior Medicare Patrol (SMP) Program to report such scams, deceptive calls, receipt of items you did not order and any other suspicious activities.

We are here to help you!

Call 800-892-0890 or visit www.MASMP.org

Tenha Cautela: Não se deixe levar pelo esquema fraudulento dos corretores ortopédicos!

Proteja-se Contra Tácticas de Marketing Enganosas:
• Não dé o seu Cartão de Identificação do Medicare ou o seu número de Segurança Social a ninguém, excepto aos seus provadores médicos de confiança.
• O Medicare e a Segurança Social NÃO irão telefonar-lhe e pedir-lhe informações pessoais.
• Desligue se alguém lhe telefonar a oferecer produtos gratuitos ou a alegar ser do Medicare para obter informações pessoais. Tenha cuidado!
• Não responda a qualquer cartão postal que receba pelo correio a oferecer corretores ortopédicos, pomadas, medicação para a dor ou outros produtos gratuitos.
• Não responda a anúncios na TV enganosos.
• Não aceite ou abra quaisquer pacotes que não tenha encomendado.
• Entre em contacto com o a MA SMP ac receber pacotes surpreza que contém produtos ortopédicos.

Lembre-se que nada é gratuito! Entre em contacto com o Senior Medicare Patrol (SMP) Program de Massachusetts para denunciar tais esquemas fraudulentos, telefonemas enganosos, recepção de artigos que não encomendou a qualquer outra atividade suspeita.

Estamos aqui para ajudá-lo!

Ligue para 800-882-0890 ou visite www.MASMP.org

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Using Print Media: Brace Yourself Scam Alert
Flyer in English and Spanish

Protect Yourself Against Deceptive Marketing:
- Do not provide your Medicare Unique ID or Social Security number to anyone, except your trusted medical providers.
- Medicare and Social Security will NOT call you and ask for personal information.
- Hang up if anyone calls offering you free products or claiming to be from Medicare to obtain personal information. Beware!
- Do not reply to any postcards you receive in the mail offering free braces, creams, pain medication, or other products.
- Do not respond to deceptive TV Ads.
- Do not accept or open any packages you did not order.
- Contact the MA SMP Program if you receive surprise packages in the mail.

REMEMBER NOTHING IS FREE!
Contact the Massachusetts Senior Medicare Patrol (SMP) Program to report such scams, deceptive calls, receipt of items you did not order and any other suspicious activities.

We are here to help you!
Call 800-892-0890 or visit www.MASMP.org

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Protéjase contra mercadeos engañosos:
- No proporcione su identificación única de Medicare o número de seguro social a nadie, excepto a sus proveedores médicos de confianza.
- Medicare y el seguro social NO llaman ni piden información personal.
- Cualquier alguien llama ofreciéndole productos gratuitos o se ofrece a ser de Medicare para obtener información personal. ¡Cuidado!
- No responda a ninguna de las postales que reciba en el correo que ofrezca equipos gratuitos, medicamentos para el dolor u otros productos.
- No responda a anuncios de TV engañosos.
- No acepte ni abra ningún paquete que usted no haya ordenado.
- Comuníquese con el programa MA SMP si recibe paquetes en sorpresa por correo.

RECUERDE QUE NADA ES GRATIS
Comuníquese con el programa Massachusetts Senior Medicare Patrol (SMP) para reportar tales estafas, llamadas engañosas, el recibo de artículos que no ha pedido y cualquier otra actividad sospechosa.

¡Estamos aquí para ayudarle!
Llame al 800-892-0890 o visite www.MASMP.org
¡No se deje engañar por la estafa nacional de los aparatos ortopédicos!

¿Le ofrecieron un aparato ortopédico que su médico no le ordenó? Llame al 800-892-0890 para reportarlo.

Nunca proporcione su información personal a un representante de ventas que no conozca. Si alguien llama pidiendo su información personal, cuelgue el teléfono.

El Massachusetts Senior Medicare Patrol Program está aquí para ayudar a proteger a los beneficiarios de Medicare y Medicaid de ser víctimas de errores, fraudes y abusos. Llame al 800-892-0890 para reportarlo.

Si usted desea unirse a nuestro equipo para ser voluntario, llame al 800-892-0890.

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PR Newswire: Multimedia Distribution

• Picked up by 233 mainstream media outlets
  – News Services: State House News Service, Dow Jones Newswires- Boston Bureau
  – Radio: 17 different stations
  – Television: 15 different stations
  – Websites: 27 different websites
Using Print Media:
Local Newspapers in Massachusetts

- Arlington Advocate
- Barnstable Patriot
- Berkshire Eagle
- Cape Cod Times
- Eagle Tribune
- Epoch Times
- Gardner News
- Lowell Sun
- Marblehead Reporter
- Martha’s Vineyard Times
- MetroWest Daily News
- O Jornal
- Portuguese Times
- Rumbo News
- Standard Times
- Springfield Republican
- Thang Long
- Westfield News
- Worcester Telegram & Gazette
Social Media: Facebook

• English Flyer and Facebook Post about DME Scams
Social Media: Facebook

- **Q&A Session with Joan Hatem-Roy, Elder Services of Merrimack Valley CEO, on The Eagle Tribune**

[Image of Facebook post: Elder Services of the Merrimack Valley - May 7

Ask Joan: Weekly Q&A Column

Q) I've been having lower back pain for quite some time. It gets worse after too much physical activity. I've seen commercials on T.V. promoting back and knee braces covered by Medicare. If it isn't going to cost me anything is there any reason why I shouldn't call the number?

#ElderServices #AskJoan #QandA

Be wary of TV pitches for back and knee braces - Elder Services

ESMV.ORG

4 Likes

3 Shares

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Social Media: Facebook

Article from the Lowell Sun

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Social Media: Email Blasts

Volunteering Opportunities:

A message from your AARP state office.

You can help reduce health care fraud

Dear Jennifer,

Did you know Medicare fraud costs American taxpayers $60 to $90 billion annually?

Please join AARP and the Massachusetts Senior Medicare Patrol (MA SMP) Program to help combat Medicare fraud. Volunteers are needed to support the mission of the MA SMP Program to reduce errors and fraudulent claims by training Medicare beneficiaries and caregivers to spot questionable bills and to make sure Medicare dollars are being spent appropriately.

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Social Media: YouTube

Lucilia Prates-Ramos delivering a Webinar for NeedyMeds
Social Media: YouTube

SMP Presentation at Uxbridge Senior Center
LGBTQ+ Community Outreach

• Utilizing broader language such as “significant other” or “partner”
• Inserting LGBTQ+ friendly media in presentation for education sessions

Reach, educate, and activate Medicare and Medicaid beneficiaries, family members, life partner, caregivers and professionals on the importance of being an engaged healthcare consumer.
LGBTQ+ Community Outreach

Supper Clubs:

- Meeting House Lunch, Medfield, MA
- Mystic Tea, Malden, MA
- Over the Rainbow, Salem, MA
- Friends Café, Chelmsford, MA
- South County Senior Center, South Deerfield MA

Province Town Festival:
Using Broadcasted Ethnic Media: Gois Broadcasting

MEDICARE BENEFICIOS - SPOT: 2019.mp3

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Using Broadcasted Media:
Valley Eye Radio, Community Affairs

Initial Interview with Scott Simundza,
MA SMP Volunteer

Lucilia Prates-Ramos Interview with Valley Eye Radio

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Using Broadcasted Ethnic Media: Portugal 73

• Reoccuring PSA—airs every Sunday morning between 9 a.m. to 12 p.m.

“Healthcare errors cost Medicare and Medicaid billions of dollars..., but most importantly medical errors can cost you your life or the life of a loved one...”
Using Broadcasted Media: Public Service Announcements

• Maria Pimentel

• Lucilia Prates, Portuguese PSA

• Daisy Varela
Other Community Groups

- NAARFE
- RSCs
- ELKS, Lions, Kiwanis, Sons of Italy
- Community Based Organizations
- Faith-based Organizations
- Civic Clubs and Associations
- National Federation of Women’s Clubs
- Men’s Clubs
- Mainstream Organizations
- Healthcare Organizations
- Assisted Livings and Independent Livings