

Senior Medicare Patrol/SHIP Annual Conference

Hilton Milwaukee City Center

August 2-5, 2016

Best Practices-Group Education Sessions

Charles Clarkson, Project Director, SMP of New Jersey

- 1) Do not use power point presentations
 - a) Seniors have a hard time reading power points on screen
 - b) Seniors get bored when presenters read from power points
- 2) Do not read from notes. Know your presentation so you are comfortable giving it.
- 3) Allow questions during your presentation. It permits seniors to become more involved in the presentation and can lead to some interesting conversations.
- 4) Do not stand at a podium
 - a) Standing at a podium is the same as giving a lecture. You want to personalize the experience.
 - b) Sit amongst the senior group. (I would recommend sitting at a table occupied by some seniors who are part of the group or setting up a table just in front of the group.)
- 5) Use appropriate props and refer to these props during the presentation
 - a) Have at your disposal a sample Medicare Summary Notice, Personal Health Care Journal, Medicare and You Handbook, etc.
- 6) Provide hand-outs at every presentation. (It is important that at least one hand-out contains your contact information.)
 - a) In NJ we hand out the Personal Health Care Journals, SMP Fraud Brochure, and CMS Guide “Your Medicare Benefits.”
 - b) Depending on the time of year, the SMP of NJ will hand out different items. When we get close to and during Open Enrollment, we hand out the “Yearly Medicare Plan Review.”
 - c) Depending on the nature of the group we are speaking to, we may hand out information on hospice care (for assisted living or nursing home.)
- 7) Do not leave immediately after the presentation is over.

- a) I make it a habit to stay after every group session to answer personal questions.
 - b) Some seniors may be shy or uncomfortable speaking about personal issues during the group session.
- 8) Add personal stories that seniors can relate to.
- a) Give your experiences about your own, a relative's or a friend's dealing with Medicare fraud.
 - b) If some particular issue is causing beneficiaries to call, be sure to talk about it.
- 9) Start off the presentation with something that gets their attention.
- a) In my case, I always introduce myself and talk about how I became Project Director when my wife kicked me out of the house after I retired because I was driving her crazy.
- 10) End the presentation with a humorous tale or joke that they will remember and hits home the point about Medicare fraud
- a) The joke about a woman who owned a pet duck.....