2018 SMP/SHIP
NATIONAL CONFERENCE
August 20–23 • Chicago, IL

Videos You Can Use

Montana SMP
Outreach Panel - Medical Provider Videos and Partnerships

Kris Gross and Renee Labrie-Shanks
Useable Medicare SMP Educational Video Series

• MT SMP wrote and produced a series of 4 videos available on YouTube
• They are branded with National Logo and phone for all to use
Useable Medicare SMP Educational Video Series

• Places and ways to use include:
  – Website, including partner websites (libraries, senior centers, etc)
  – Use in presentations where WiFi available
  – Use as part of volunteer training
Useable Medicare SMP Educational Video Series

- Episode 1: https://youtu.be/WCu2Ep8Z8HQ
- Episode 2: https://youtu.be/QgNLjtC_Qzk
- Episode 3: https://youtu.be/JQfcAPfu6Fo
- Episode 4: https://youtu.be/zRB_ZVnfK6U
Useable Medicare SMP Educational Video Series

They will be uploaded into Resource Library and available for all beginning next week.

Contact Montana SMP Program Manager Renee Labrie-Shanks with any questions.

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Leveraging Medical Clinics as SHIP Partners

Kris Gross
Iowa SHIIP Director
Iowa SHIIP

- Based in Iowa Insurance Division
- Centralized model
- 140 sponsors sites
- 363 volunteer counselors
Getting Ready & In the Door
Multiple Entry Points

- Clinic manager
- Care coordinator
- Pharmacy
- Uncompensated care
Internal Medicine or Family Practice

Long term relationship with general Medicare population
Incentives to Become SHIIP Sponsor Site

- Payer mix
- ACO involvement
- Cost of staff time dealing with Medicare issues
- Cost of insured
- Prescription compliance related to patient health
Overcoming Barriers to Sponsorship

- HIPPA
- Operational issues
- Build relationships with staff
- Help staff understand what SHIIP can do
Get the Right People in the Room

- Medicare Basics briefing critical
  Examples:
  - Dealing with Part D restrictions
  - LIS and MSP as resources
  - Losing Medicaid benefits when Medicare eligible
Making It Work
Clinic Success

- Identify a champion in the staff
- System for referring patients to SHIIP
- Sharing information to do Part D comparisons
- Mailing to patients turning 65
- Include LIS/MSP screening in charity care applications
Volunteer Counselor Preparation

- Understand clinic environment and incentives
- Experienced counselors
- Pro-active—build referral process; nurture relationships; problem solve
- Training and materials to support volunteer counselors
For more information:

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