

# 2018 SMP/SHIP

NATIONAL CONFERENCE

August 20–23 • Chicago, IL

## Videos You Can Use

Montana SMP

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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>
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- Episode 2: [https://youtu.be/QgNLjtC\\_Qzk](https://youtu.be/QgNLjtC_Qzk)
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- Episode 3: <https://youtu.be/JQfcAPfu6Fo>
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- Episode 4: [https://youtu.be/zRB\\_ZVnfK6U](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 SHIP Director







# 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 SHIP 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 SHIP
- 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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