

We know that SMP, SHICK and MIPPA are all important programs; however getting this important information into people's homes isn't always as easy as it sounds. In Kansas we work in the department for aging and disability services and there was often talk about the health needs of our seniors and those with disabilities and providing services to keep them in their homes. Here are some scary statistics about falls:

- * Falls are the leading cause of death due to injury among the elderly 87% of all fractures in the elderly are due to falls.
- * About one third of the elder population over the age of 65 falls each year, and the risk of falls increases proportionately with age. At 80 years, over half of seniors fall annually.
- * As alarming as they are, these documented statistics fall short of the actual number since many incidents are unreported by seniors and unrecognized by family members or caregivers.
- * About half (53%) of the older adults who are discharged for fall-related hip fractures will experience another fall within six months.
- * Falls are the leading cause of death due to injury among the elderly 87% of all fractures in the elderly are due to falls.
- * Falls account for 25% of all hospital admissions, and 40% of all nursing home admissions 40% of those admitted do not return to independent living; 25% die within a year.
- * For the elderly who fall and are unable to get up on their own, the period of time spent immobile often affects their health outcome. Muscle cell breakdown starts to occur within 30-60 minutes of compression due to falling. Dehydration, pressure sores, hypothermia, and pneumonia are other complications that may result.

- * Getting help after an immobilizing fall improves the chance of survival by 80% and increases the likelihood of a return to independent living.

From these statistics, I decided to see if we could look at a way to assist with these incidences in Kansas while getting the information out for SMP, SHICK, and MIPPA. This led up to my marketing plan for SMP, SHICK and MIPPA for the next few years, find a need in the community that you can assist with, while getting our information out there as well.

I wish I could say after hours and days of research I thought up Operation Red File, but I didn't...I actually thought it up one night when I couldn't sleep! Believe it or not...Red Files are nearly impossible to find, but after looking everywhere we finally found them (I tell you this because if you want to do this project, let me help you get the files!)

We knew we needed community partners to get this project up and running, so we decided to do this in Shawnee County to start with and then to expand to other counties. Here we have AMR as our ambulance company and we contacted them as they seemed like a natural partner in this project. They immediately said yes and we set our project in motion. The local police, fire and sheriff's department soon came on board as partners too, as well as our local Meals on Wheels. They all absolutely loved this project and talk about how much it assists them when they go into a home and not have to dig thru pill boxes or bedside tables or deal with frantic loved ones or caretakers, they are able to just grab the file and immediately begin medical care. 5000 files were ordered and inside the files we placed the Red File Instruction and information sheet and our SMP/SHICK/MIPPA brochures, volunteer information, and the Kansas Insurance Commissioner contacted us about putting information in about identity theft. Here is our press release we sent out

KDADS' Senior Medicare Patrol Launches New Emergency Medical Information Initiative
Operation Red File Inaugurates in Shawnee County

TOPEKA -- The Kansas Department for Aging and Disability Services' (KDADS) Senior Medicare Patrol joined American Medical Response (AMR), Topeka firefighters, Topeka police officers and Shawnee County Meals on Wheels Thursday to launch Operation Red File at Lexington Park

Independent Living in Topeka. Operation Red File is designed to help seniors keep their critical health information accessible if needed in an emergency.

“It is important to keep copies of key medical records at hand in case of an emergency. Operation Red File makes those records instantly available and recognizable to first responders,” said KDADS Interim Secretary Tim Keck, who was on hand to inaugurate the program. “This is life-saving information.”

“The Red File provides an extra level of protection for older Kansans and those with disabilities when it is most critical,” Secretary Keck said.

Participants in Operation Red File receive a large, red, magnetic folder that they can place on their refrigerator for instant access, where first responders will know to look for it. Participants are encouraged to put copies of their medical information and other critical documents in the folder, such as a clear, current photograph of the participant; a medical form with all current medical information; a medication list that can be updated as needed; and medical coverage information.

First responders and emergency staff can use this information to:

- Instantly access medical history and medication records in an emergency
- Avoid delays caused by trying to get information from a confused patient
- Ensure that the family/responsible party will be notified quickly
- Have a photograph available in the case of a Silver Alert

We had a big kickoff at one of the local independent living centers and had the newspaper and both news channels there doing articles, so it was a great media event. Nearly 3,500 were given out that day. The police, fire, sheriff and AMR all carry them around in their vehicles and hand them out. Everyone in Shawnee County who receives Meals On Wheels, including the homebound population received one. We received about 20 calls a day for 3 weeks wanting the files. We knew it was a huge success, but wanted to see how it would affect our SMP/SHICK/MIPPA outreach. So a month after the release, we have been contacted by doctors, banks, nursing homes, other counties to bring Operation Red File to their communities. We have had 20 calls from different groups in Shawnee County to come speak to the about Operation Red File and SMP, SHICK and MIPPA (which is what we were hoping for!!), doctors have called us to come talk to their staff, churches have called for us to come talk to their congregations, independent living facilities want to know about fraud and abuse, and many others saw the fraud information and have called in just to see what they need to be looking

for. So in our county we have 5000 people with information in their hands about SMP, SHICK and MIPPA, future speaking engagements on the calendar, and a list of interested volunteers. We consider this a huge SUCCESS!!

May want to know about the cost and here is the breakdown

Files and printing \$.94

Inserts \$.12

Magnets (we got heavy duty ones so they would stay on the refrigerator and not fall to the ground) \$.4

So where are we headed now? We have 3 more counties set up to kick off Operation Red File in, one sponsored by a bank, one by the whole county. SMP was started as a grassroots program and we are living by that, one person, one community, and one county at a time, we are getting the information out to Kansans.