



Extra Help and Prescription Assistance Programs

CLAIM Time

May 13, 2021



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THE LINK BETWEEN YOU AND MEDICARE

Today's Presenters

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Today's Discussion

Part 1

- MIPPA Grant Content
- Challenges
- Volunteer Tools
- Beneficiary Needs
- Outreach
- Results: Oct 2020 – April 2021
- Trusted Resource

Part 2

- Why use Prescription Assistance Programs
- Types and Descriptions of Assistance Programs
- Available and recommended tools
- Fundfinder
- Counseling Tips

MIPPA Grant Opportunities

- Rural and income challenged areas
- Part D
- **LIS**
- **MSP**
- Prevention and Wellness Benefits

“2020” Challenges

○ Challenges with COVID-19

- Happened with no notice
- Offices close-services suspended perhaps or modified
- Constant scramble to respond to everything-work, clients, personal lives
- Viable recovery plans
- ***Will continue as challenge 2021 & possibly into 2022***

○ Outreach suffered

- Presentations and Booths cancelled March – December
- Performance Measures not met

○ What did we learn?

- Flexibility, fast planning, process changes could be adjusted
- Face to Face while ideal is not the only way to deliver services
- Creativity and thinking out of the box are good skills to have
- ***Hybrid look for 2021 and possibly into 2022***

Volunteer Support Tools – LIS/MSP

☉ Tools & Resources

- ☉ Brochure
- ☉ Tip Sheet
- ☉ Volunteer Website Material
- ☉ Stretching Your Medicare Dollars PP
- ☉ IVT, Monthly CLAIM Time, Spring & Fall Education, all with LIS and MSP information included

☉ Other Tools & Resources Needed?

- ☉ CHAT Box, what you need
- ☉ Email to Judy with cc to your RL

Beneficiaries

☉ “What Seniors Want”:

- ☉ Financial Security

☉ Sometimes Fears of Seniors:

- ☉ Who is a Trusted Source for information and where are they located
- ☉ What help is available & do I qualify
- ☉ Uncomfortable asking for help
- ☉ Not enough money to pay for all my needs
- ☉ CHAT BOX additional fears or email Judy w cc to RL

☉ What Seniors Need:

- ☉ Information, in general
- ☉ Contact information for Trusted Resource
- ☉ Easy to understand educational material
- ☉ Comfortable conversation
- ☉ Knowledgeable counselor
- ☉ Ability to stay in contact year round
- ☉ CHAT BOX “other volunteer needs” or email Judy w cc to RL

Outreach Purpose

- Quite simply, outreach is “reaching out” into a community through various “approaches” to inform the public of
 - Who you are
 - What services you provide
 - How to contact you
- In hopes of becoming their “go to” for your services.
- Outreach is enhancing a reputation.
- Outreach is the foundation from which results occur.
- It is a branding of logo recognition with trusted service delivered.
- Outreach takes strategy, plan, repetition, and never give up attitude.
- Trusted Resource
- Results in return of clients and their referrals!

Outreach Impacts...



- Calls to Call Center
- Referrals to Counselors
- Contacts & Screenings
- Beneficiary health & healthcare \$'s
- Amount of data collected in STARS and reported at local, state and national level
- Volunteer certification
- Call Center and AEP Exit Survey results for continuous improvement

Outreach Activity for LIS/MSP--Examples

- Facebook
- Website
- Community Education
- Medicare Minutes
- Speakers Campaign
- Daily Call Center Mailings
- Medicare 101 Presentations
- Stretching Your Medicare Dollars
- County Resource Group Meetings
- Speaking engagements for organizations
- Distribution of Material, Mailings
- Radio/TV
- AEP
- Others—Check documentation of Presentations and Media SHIPTA STARS Manual

Results: October 2020 – April 30 2021

Category	MIPPA Contacts	# Applications
LIS/MSP	8,191	607
Rural	3,866	---
Outreach-LIS/MSP	7,132	---
Outreach Rural	3,866	---
Total MC beneficiaries below 150% FPL	314,741	---
LIS approx \$5000 MSP avg \$1,400		---

Trusted Resource: LIS/MSP

- Volunteer Knowledge and path for initial and continuing education by CLAIM, CMS, SHIPTA, etc.
- Experienced, confident volunteers statewide
- Screen each counseling contact for LIS/MSP to save client \$ with correct level of applications
- Current Tools and Helps for volunteer support
- Current material for Beneficiary education
- Advocates with can do attitude
- Good communication skills
- Expanding outreach strategy
- Client surveys for continuous improvement-monthly, AEP
- What else would you add? (CHAT BOX, email to Judy w cc to RL)
- How to incorporate “trusted resource” into conversation

SHIPtools: LIS/MSP data entry

○ Cindy Carr is preparing a SHIPtools training in a June timeframe. Please send your questions to her for inclusion in her training.

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