Archway Partnership
Washington County
Archway Partnership: Health

Medicare Outreach Initiative

Provide opportunities for older adults (and their caretakers) in the Washington County area to choose the Medicare coverage option that best meets their needs. Individual attention for each client is key in this initiative.

I. Fall 2009 Medicare Annual Election Event
   - November 15 – December 31, 2009
   i. Part D - UGA College of Pharmacy Community Outreach Project
   ii. Medicare Advantage (Open Enrollment: Jan – March 2010)
   iii. Advertisement
       - ABC Social Marketing Campaign Postcards
       - Flyers
           1. Churches
           2. Wellness Works
           3. WaCo Senior Center
           4. Physicians Offices
           5. Pharmacies
           6. Chamber of Commerce
           7. City Halls
           8. Civic Groups
       - Sandersville Georgian, Inc (Wash, Hancock, Johnson)
       - Radio
       - WCRMC Health Fair
   iv. Other
       - Require client sign up
       - WCRMC Health Fair
   iv. Need
       - Local Co-Sponsor
       - Client Counselors
       - Volunteers
       - Considerations should be made for health literacy and education.
II. Medicare Outreach Initiative Evaluation
   i. Event Evaluation Tools
2009 Medicare Open Enrollment Event
“Medicare Made Easy”
In Washington County

What is the benefit?

Come ask questions and get FREE, personal, and unbiased help from local professionals with:

- Medicare A and B
- Medicare Advantage Plans (Part C)
- Medicare Part D Drug Plans
- Medicaid (Dual Eligibility)
- Medigap

Medicare Open Enrollment Event Details:

Sandersville Technical College (Main Entrance)
Monday, November 16, 2009
1:00pm - 6:00pm
Anyone eligible for or currently enrolled in a Medicare plan is invited to attend.

What to bring:

- All current prescription medications
- Red, White, and Blue Medicare card
- Other insurance cards
- Date of birth
- Zip code

Sign-Up Information:

Call Laura Bland
Archway Partnership: Health
Phone: 478-552-2011
E-mail: lvbland@uga.edu

Event Sponsors:

This project is supported in part by the UGA Office of the Vice President for Public Service and Outreach 2009-2010 Scholarship of Engagement Grant.
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[Medical icons and logos]

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Stop! Don’t let them sell you anything you don’t need or want. It’s ok to be firm!

Caution! Don’t give them any information over the phone! Write down the name of the company, the plan that is being offered, and their phone number. Call your doctor or pharmacist to discuss what’s best for YOU.

Go! Make the decision best for YOU, not the telemarketer!

When telemarketers offer you health insurance, remember...Ask, Before, Changing!

“Medicare Made Easy” 2009 Medicare Open Enrollment Event in Washington County
November 16, 2009, 1:00—6:00 pm
Sandersville Technical College

To Sign Up, Contact:
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“MEDICARE MADE EASY”
2009 WASHINGTON COUNTY
MEDICARE OPEN ENROLLMENT EVENT
What is the event?

- Medicare open enrollment brown-bag event
  - Patients will bring all of their medications and insurance information
  - Trained professionals and volunteers will provide individualize counsel to clients on Medicare plan options
    - Part D
    - Medicare Advantage
    - Dual Eligibility
    - Medigap
Event Details

- “Medicare Made Easy” Event
  - November 16, 2009 1pm to 6pm at Sandersville Technical College
  - RSVP Requested

- Volunteer Training
  - October 26, 2009, 3pm – 4:30pm
  - Sandersville Technical College, Rm. 117
How will it work?

- Enrollees and their caregivers can seek counsel on any aspect of their Medicare coverage

- Client Information
  - Required to bring:
    - All current prescription medications
    - Medicare Red, White and Blue Card
    - Other insurance cards
    - Date of birth
    - Zip code
How will it work? (cont.)

- Medicare.gov Website
  - Volunteers will walk clients through the website which identifies Medicare plans based on their needs
  - Clients will have opportunity to talk with trained professionals to seek unbiased counsel for choosing a plan
Why are we holding this event?

- Identified as a community need through Archway Partnership: Health
- Potential for deceptive marketing practices in Washington county
- The elderly population is vulnerable
- Limited time for doctors and pharmacists to counsel patients
- It can be difficult to find unbiased sources
Deceptive Marketing Practices

- Despite new Medicare marketing regulations:
  - Materials presented from HMOs are often times incomplete or give misleading views of plan offerings
  - Beneficiaries may not understand limitations of some private plans
  - Beneficiaries may not understand the network-based model of care and may not realize they will need to switch to an “in-network” primary care physician
Deceptive Marketing Practices

- Others can be misled into thinking that HMO coverage is free or costs less than traditional Medicare.
- Many do not understand the parameters of extra benefits: drug coverage, eye exams, eye glasses, hearing aids, and more.
- Lower-income individuals (specifically Medicare/Medicaid dual eligible), beneficiaries over 80, as well as racial and ethnic minorities experience greater dissatisfaction with certain aspects of managed care.
Here are some examples of misleading Medicare ads:

- “Unlimited generic and brand name prescription drug coverage”
- “More benefits than Original Medicare”
- “$0 Premium”
Why do we need your support?

- You are a trusted source of information for your patients
- Your knowledge of the event will benefit your patients
- Your patients will be more clear on their options
- You are an integral part of the healthcare system in Washington County
What can you do to help?

- You can help with the publicity for the event by advertising it to qualified patients
  - You can post fliers and share information in your office
- You, or someone you think may be a good counselor, can be present at the event to help advise patients
Any and all support on your part would be greatly appreciated!

For more information, please contact Laura Bland:

- Phone: 478-552-2011
- E-mail: lvbland@uga.edu