



Collaborative State Projects

About the Project

A Collaborative State Project (CSP) is a twelve-month partnership between the Health Assistance Partnership (HAP) and a State Health Insurance Assistance Program (SHIP). The purpose of a CSP is to build the capacity of the SHIP to educate and counsel Medicare beneficiaries.

The overall goals of a CSP are:

- To expand upon and strengthen existing SHIP initiatives through customized assistance,
- To develop innovative and sustainable practices or models based on proven interventions; and
- To share best-practices with the entire SHIP network that can be replicated in other SHIP programs with similar needs.

Project Activities

Both HAP and SHIP are committed to and engaged in the following key activities:

- **Needs Assessment:** HAP begins a CSP by conducting a “Needs Assessment” to explore the area that the SHIP would like to strengthen, and identify needs and challenges. This activity is conducted with state staff, a sample of local SHIPs, and other stakeholders.
- **Objective Setting:** Based on the needs assessment, HAP and SHIP discuss and finalize project objectives and strategies.
- **Outcomes and Action Planning Workshop:** HAP staff facilitates a workshop with key SHIP staff to develop a work plan that details the activities that will be undertaken to meet the project objectives, and assigns responsibility and timeframes.
- **Implementation of the Action Plan:** HAP and SHIP jointly implement activities and develop products/tools as specified in the Action Plan.
- **Evaluation:** HAP and SHIP monitor and track outcomes of project activities to determine their effectiveness and impact.
- **Best-Practices:** HAP and SHIP document “Best-Practices” and develop a “case-study” to share with other SHIPs.

In addition to these key activities, the project will require periodic conference calls and face-to-face meetings, as well as participation in surveys and/or interviews to gather information and data that are critical to the success of the project. For a specific breakdown of the CSP activities, please see the [Implementation Schedule](#).

Areas of Customized Assistance

Over the past five years, HAP has engaged in capacity-building efforts with state and local SHIPs by providing customized assistance in a variety of areas including:

- **Volunteer Program Development:** HAP has worked with SHIPs on a myriad of volunteer initiatives including the development of volunteer roles, recruitment, and quality assurance issues.
- **Training and Counseling Initiatives:** HAP has partnered with state SHIP programs to design and implement comprehensive training and counseling initiatives around Medicare and related programs.
- **Web-based Tool Development:** Working collaboratively with several state SHIP programs, HAP has developed a web-based management system ([SHIPTools](#)) that allows SHIPs to: 1) collect and report data required by CMS; 2) train SHIP counselors; and 3) support beneficiary outreach activities.

Examples

HAP works with up to four states per year. Below are examples of CSPs.

- **Alabama:** HAP and the SHIP developed a “Volunteer Recruitment Toolkit,” which includes tip sheets and training materials, to support volunteer recruiters so that they can recruit other volunteers, including educators, counselors, and marketers.
- **Kansas:** HAP partnered with SHICK (State Health Insurance Counseling for Kansas) to test the effectiveness of long-distance training methods as a means to provide up-to-date information.
- **Maine:** HAP and the SHIP implemented an online certification program for SHIP counselors around Medicare Part D. HAP and the SHIP developed a Medicare Part D Training Manual and a series of certification reviews.
- **Massachusetts:** In partnership with the Boston Housing Authority, HAP and SHINE (Serving the Health Information Needs of Elders) developed an outreach plan to reach more African-American Medicare beneficiaries in the city of Boston.