

Welcome to HAP's July Webinar

Conference Call Instructions:

- To access the audio portion of the Webinar, please follow these steps
- Dial 1-866-740-1260
- When prompted, enter the access code 7376340
- When lines are muted:
 - Press *7 to un-mute
 - Press *6 to re-mute

“Working Together to Help Medicare Beneficiaries”

July 2009

www.hapnetwork.org

Webinar Goals

- Discuss the expanding role of the SHIP network
- Learn about new opportunity to provide feedback to Medicare program through HAP's public education and policy project funded by the Retirement Research Foundation - "Troubleshooting Medicare"
- Discuss examples of public education and policy activities, such as:
 - Promoting the value of your SHIP at the state and local level
 - Submitting comments on CMS policy guidances and manuals

About HAP

-HAP partners with SHIPs on capacity-building and policy initiatives to help them better reach and serve Medicare beneficiaries.

-HAP supports SHIPs by providing strategies, best-practices, and tools to assist beneficiaries.

-HAP is a project of Families USA.

The Expanding Role of SHIPs

What are the different roles you play as a SHIP coordinator or counselor?

- Educator
- Case manager
- Consumer advocate
- Researcher
- Billing problems troubleshooter
- Public benefits coordinator

SHIPs Assist Many Populations

Medicare beneficiaries are vulnerable

- Weak economy
- Complexity of Medicare program and plan choices

Different Medicare populations with different needs

- Beneficiaries dually eligible for Medicare and Medicaid
- Limited English proficient beneficiaries
- Young Medicare-eligible veterans with permanent service-related disabilities
- Baby boomers

Public Education and Policy Activities

What does HAP mean by public education?

- Informing key audiences about a specific issue, usually for an educational or public benefit purpose
- Identifying various policymaker and decision maker audiences
- Developing substantiated message points based on SHIP and beneficiary experiences

“Troubleshooting Medicare”

HAP’s new public education and policy project to help Medicare beneficiaries and improve the Medicare program as a whole:

- Working with SHIP network to identify systemic and persistent issues affecting beneficiaries across Medicare program
- Develop trainings and tools to build SHIP capacity to address issues when counseling clients
- Develop recommendations for policymakers
- Funded by the Retirement Research Foundation

What Issues Do We Track?

Four categories of issues in “Troubleshooting Medicare” project:

- Access to care (e.g. cost-sharing)
- Informed decision making (e.g. ABNs)
- Healthcare inequities and disparities (e.g. language barriers)
- Plan design and benefits (e.g. Part D and MA plan features)

Using Issue Log to Track Issues

Web-based tool to help SHIPs track and share information on specific issues affecting their clients

- Part of SHIPTools, HAP's web-based management system designed by SHIPs for SHIPs

Benefits of using Issue Log:

- Record and share information about a particular issue affecting a client
- Track client issues over time
- Learn about issues that other counselors are seeing in the field
- Access project resources and tools, including training materials on select issues

Using Issue Log to Track Issues

How will HAP use the issues logged by SHIPs?

To learn more about the project, and start logging issues, go to www.hapnetwork.org/troubleshooting-medicare/

Or if you have questions, contact HAP at SHIPhelp@hapnetwork.org

Using Issue Log to Track Issues

Issues | SHIPTools - Windows Internet Explorer

https://qa.shiptools.org/hap/issues/add_issue.html

File Edit View Favorites Tools Help

Links >>

Issues | SHIPTools

HAP
AAA of Greater Region MD

you're logged in as John Parks LOGOUT

FEEDBACK HELP FAQ A A A SEARCH

HOME RESOURCES ORS ISSUE LOG TRAININGS REPORTS

HealthAssistance
PartnerSHIP

User

Beneficiary

Issue Information

Submit

Counselor*: Parks, John

Organization*: AAA of Greater Region MD

How did you learn about this issue?*

- Worked directly with beneficiary
- Person under your supervision brought this issue to your attention
- Brought to your attention during an outreach event
- From a caregiver
- Community based organization
- State agency
- Other

Next

© 2009 Health Assistance Partnership

Communicating Value of SHIP Program

Have you had to describe your SHIP program?

Describe the value your program brings to its community?

Describe the impact your program has on beneficiaries?

Communicating Value of SHIP Network

Massachusetts: 12 Months of SHIP Value in Action

Benefit Enrollment Savings:*	
State Pharmaceutical Assistance Programs	\$9,184,100
Part D & Low-Income Subsidy	\$10,001,700
Medicaid & Supplemental Security Income	\$8,933,732
Claims, Billing & Appeals	\$2,608,048
Total Saving to Medicare Consumers:	\$30,727,580
Total Counseling Hours:	25,963 *
Total Volunteer Value:	\$493,297 **

* Based on 4/1/07 – 3/30/08 Massachusetts SHINE reporting period

** Volunteer savings calculated using 2008 Senior Medicare Patrol volunteer dollar estimates of \$19/hour

Communicating Value of SHIP Network

The Challenges Facing SHIPs

- **Increasing demand in tough times**

Dramatic downshifts in the economy mean significant increases in the ranks of lower-income Medicare consumers. Almost 40 percent of states are reporting that the economic downturn has resulted in a significant increase in the need for services provided by SHIPs, and particularly around low-income benefits.

- **Helping the most vulnerable populations**

Almost half of all Medicare beneficiaries, 46 percent, have an income below 200 percent of the federal poverty level. Although there are more than 9 million beneficiaries eligible for the low-income subsidy (LIS) that helps pay premiums for Part D prescription drug plans and the copayments for medications, millions are still unaware that they're eligible for the subsidy, and are not enrolled in Part D plans. Low-income and vulnerable populations have the greatest need, and SHIPs are on the front lines of reaching and enrolling these beneficiaries in the increasingly complex array of public programs and federal subsidies.

- **Displacement in the Medicare Advantage market**

Anticipated shifts in the private Medicare plan market as a result of legislative reform will likely result in displacement from plans, and the disruption in health care benefits for a significant percentage of the beneficiary population in the near term. SHIPs are critical in protecting beneficiaries through the process, and preserving their access to essential care and prescription drugs.



Medicare Timeline

1965	Medicare enacted as part of Social Security Act
1972	Medicare adds coverage for persons with disabilities
1990	SHIPs established under OBRA
2003	Medicare Modernization Act
2006	Medicare Part D enacted
2008	Medicare Improvements for Patients and Providers Act
2011	First of baby boomers retire

Recent HAP Public Education Activities

- Moving the Part D enrollment period
- Increasing SHIP funding

Providing Feedback on Medicare

Submitting comments to CMS on policy guidances and manuals

- Based on SHIP network feedback
- Working with partners and other beneficiary advocates

HAP also serves as a resource for other organizations and stakeholders on Medicare:

- Barack Obama Transition Team on Healthcare Policy
- U.S. Senate Special Committee on Aging
- MedPAC
- GAO

Draft Medicare Marketing Guidelines

Comment on Plan Materials and Appropriate Labeling

From a local SHIP coordinator...

“Many Medicare beneficiaries complain to SHIP programs about the abundance of mail they receive from plans, resulting in difficulty determining what is important information vs. what is not. In order to address this problem, we urge CMS to require plans to employ standard language on the envelope and cover of key plan information (such as ID cards, ANOC, EOC, SBs) such as "This is Important Plan Information -- Keep For Future Reference." In turn, plans should be prohibited from including this language in advertising and other non-key plan information, which should also be labeled by information such as "This is an Advertisement" to allow recipients to more easily distinguish information they receive. In addition, plan materials should be required to include information about local SHIP programs.”

Things to Think About...

- What feedback do you want to provide?
- What audiences do you want to reach?
- What important messages do you want to share?



Contact Information

Do you have suggestions?

Unanswered questions?

Contact us at SHIPhelp@hapnetwork.org

www.hapnetwork.org