



2019 SMP/SHIP NATIONAL CONFERENCE

Using Technology for Outreach

The Ohio and Vermont SMPs will introduce new technology with Apps and Podcasts to reach a diverse audience for Medicare fraud prevention.

Vermont SMP

Ohio SMP

July 22–25, 2019 • San Diego, CA

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Ohio SMP App



Anne Fredrickson, Geoff Larson, Ron Horne
July 22–25, 2019 • San Diego, CA

- <https://vimeo.com/336666406/cedab0404d>

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Goals

- Create a resource for beneficiaries, caregivers, and volunteers/peer educators
 - Online and Offline
- Educate hard to reach populations
- Create a framework of the app for other SMPs to utilize
- Keep pace with Medicare as they move forward with mobile applications

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Benefits for other SMPs

- Educate populations you may not be reaching
- Inherited knowledge from Ohio SMP
- Pre-established contractor
 - Medicascript LLC is already well versed about what SMPs do
- Less work on the front end of creating the application

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Development Process

- Research
- Contract agreement
- Basic structure
- Content creation/upload
- Publication
- Continual updates
- Marketing
- Reporting

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Research and Contract - Pre-Publication Process

- Research
 - Obtain basic information on creating/publishing an application
 - Options to self-create or to use a larger agency
 - Obtaining information on price points from different sources
- Contract Agreement
 - Mediascript LLC creates proposal
 - reviewed and revised by SMP staff
 - Continuous content without drawbacks

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Basic Structure and Content Creation - Pre-Publication Process

- Basic Structure
 - What is online/offline?
 - What set tabs do we need?
- Content Creation/Upload
 - Learning how to use the application website
 - Obtaining stories, contacts, publications, events, etc.

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Publication and Post-Publication

- Publication
 - The Ohio SMP App was launched on Google Play and the Apple App store March 23, 2019
 - Peer Educator/Volunteer feedback
- Marketing
 - Current initiatives
 - Future initiatives
- Reporting
 - Monthly subscribers
 - Push notifications

Quick Response
(QR) Code



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Engagement

- Connection to Pro Seniors' website
- Promotion of App on social media and vice versa
- Event promotions through social media and app
- “News and Alerts” translate to social media content
- Peer Educator/Volunteer recruitment
- Form to report potential fraud

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Questions & Suggestions



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Contact Information

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Vermont SMP

Podcasts



Southern Vermont Regional Coordinator
Kelly McElheny

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COVE/VT SMP Website

- <https://vermontelders.org/PodTrainCon/>
- Resources available?
 - Audacity training
 - Examples
 - Web resources

Inspiration...

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Goals

- New platform for outreach
- Partnership collaboration
- Vehicle for learning for disabled – audio & literacy
- Creativity
- Expansion

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Benefits

- New learning environment
- Remote collaboration
- Access to information
- Up to date technology
- Nat'l training and continuing ed

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Development

- Based on my experience...
- Proposal
- Research
 - Adobe Pro CC; iMusic; Audacity
 - Soundcloud
 - Timing, space/bandwidth, people
- Coordination of Interviews
- Recording Platform – Freeconferencecall.com; Audio Recorder App – Smartphone recorder and our office uses the IK iRig Mic Lav compact....simple and functional

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Research

- Recording interviews
- Storing files
- Sharing files
- Publication
- Dissemination

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Structure/Tech needs

- Space & bandwidth
- 1-2 month scheduling time
- Dedicated phone line
- Usability – Audacity training



<https://www.audacityteam.org/>

- Dissemination

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Production – Nuts & Bolts

- Review Audacity training –
(<https://vermontelders.org/PodTrainCon/>)
 - 21 slides
 - 15 minute step by step audio recording
- Youtube.com tutorials
- Putting the pieces together

Publication

- Soundcloud.com
- iTunes.com
- NPR – VPR Experience
- other

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Q&A

- Experience reaching diverse populations
- Funny Story – 1st experience with VABVI

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