

**2020 SMP/SHIP
National Conference**

July 21-23, 2020



**TURNING LEMONS INTO LEMONADE:
REACHING HARD TO REACH COMMUNITIES**

Speakers: **Travis Trumitch**, Coordinator, Illinois SMP, Age Options;

María Alvarez, Executive Director, NYS SMP, NYStateWide Senior Action Council



If
Life gives
you
Lemons
make
Lemonade

Reaching Underserved and hard to reach Communities Agenda

- Creating Partnerships with underserved populations/communities
- Special Project Sub-Grants
- Using targeted advertising on Social Media
- Adapting to different resources during the Covid-19 Pandemic
- Team Member management strategies

Creating Partnerships With Underserved Populations and Communities

Creating Partnerships with Underserved Communities

The Illinois SMP has prioritized reaching the underserved population of Latinos and Hispanics in Illinois.

We have one full time employee (Jesus Enriquez) who focuses on Spanish/Latino Outreach across the State of Illinois. He has been with the SMP Program for 3 years and was hired to focus on this important demographic.

Jesus has created multiple partnerships throughout the Latino Community.



Jesus Enriquez (left) and Travis Trumitch (right)

Partnership with Mexican Consulate

- About 2.2 million Hispanics reside in Illinois, 4% of all Hispanics in the United States. Illinois's population is 17% Hispanic, the 10th largest Hispanic statewide population share nationally.
- 25.5% of Cook County (Chicagoland Area) Is Hispanic or of Latino decent.

Partnership with Mexican Consulate

- Jesus and the Mexican Consulate have developed a partnership that transcends Immigration status.
- Jesus created this relationship by a community event at the Mexican History Museum in Little Village where I met Carolina Nava from Alivio Medical Center. Alivio manages Ventanilla de Salud at the Mexican Consulate.
- Once a month Jesus presents at the Mexican Consulate Chicago. He presents on SMP multiple times throughout the day and has a table each week to answer any questions the beneficiaries may have.
- Jesus also presents at The Mexican Consulate's Consulate on Wheels which travels throughout the State of Illinois. He presents at these functions once a month as well.



Partnership with Latino Community

- Jesus Enriquez presented a Spanish SMP presentation about how to Prevent, Detect, and Report Medicare and Medicaid fraud.
- The event was organized by Centro Juan Diego in the south side of Chicago.



Special Project Grants for Statewide Partners (Rural)

Special Project Grants

- The Illinois SMP has 15 statewide partners.
- Many of our partners are part of the rural community and do not have access to outreach events as many beneficiaries do in the Chicagoland Area.
- Carryover from Fiscal Year 1 to Fiscal Year 2 of our 5 year ACL Grant Award.

Special Project Grants Application Rules

- Special projects must be in addition to the six SMP-specific events in the base SMP Grant Award.
- The special project must focus on health care fraud or the SMP program and clearly show how the intended audience will know and understand:
 - The definition of health care fraud;
 - How to prevent health care fraud;
 - How to detect health care fraud; and
 - How to report health care fraud (including whom to contact).
- Projects may include, but are not limited to:
 - Special health care fraud outreach
 - Volunteer recognition
 - Media outreach

Special Project Grant Request for Proposals (RFP)

Special Project Grant Timeline

- May 9, 2019- RFP and Application sent to Illinois SMP Partners
- May 21, 2019- RFP Informational Webinar
- June 28, 2019 5pm- Deadline for submissions
- July 16, 2019- Partners notified if selected for funding
- On or before August 5, 2019- NGA addendum issued to partner



SMP FY20 Special Projects: Request for Proposals

Current Illinois Senior Medicare Patrol Grantees may submit ideas and a budget for a Special Project to be conducted between June 1, 2019 and May 31, 2020 (SMP FY20). The purpose of these special projects is to encourage partner creativity in spreading the SMP message.

Overview of Special Projects

Special projects must be in addition to the six SMP-specific events in the base SMP Grant Award. Any special project must be pre-approved by AgeOptions and the Administration for Community Living (ACL). The special project must focus on health care fraud or the SMP program and clearly show how the intended audience will know and understand:

- The definition of health care fraud;
- How to prevent health care fraud;
- How to detect health care fraud; and
- How to report health care fraud (including whom to contact).

Projects may include, but are not limited to:

- Special health care fraud outreach
- Volunteer recognition
- Media outreach

Examples of special projects include:

- Organize an event or training that involves the entire area in your PSA (e.g., an agency could train (with AgeOptions approval) all funded agencies in a PSA on SMP)
- Work with the local housing authority to educate all resident service coordinators in senior buildings
- Reach a targeted population (limited English speaking, people with disabilities, or racial and ethnic minorities, etc.) with a specific outreach project that is distinct from your

10 x 11.00 in

Approved Use of Funds

All projects and use of SMP funds require AgeOptions (and ACL) approval. AgeOptions reserves the right to request either more information or modification to a proposal before approval.

SMP is federally funded and has restrictions on use of funds, particularly with regards to food and/or giveaways. For food or other promotional materials, the grantee must show how they are necessary to educate about health care fraud.

AgeOptions recognizes that special projects require staff time (including fringe benefits) and overhead. These are acceptable requests as long as they are justified and connected to the special project.

Unacceptable Use of Funds	Acceptable Use of Funds (with Approval)
Food for a presentation or fair (including candy or small snacks).	Providing a reasonably priced lunch in the middle of a daylong educational session for volunteers.
Giveaways that only include logos and phone numbers (e.g. pens, stress balls, etc.).	Educational materials that clearly describe fraud prevention and provide information on how to contact SMP (e.g., creating and printing a folder to hold MSNs and other records that includes fraud/SMP prevention tips).
	Staff time and agency overhead related to the special project (including fringe).
	Equipment or software that is needed for the special project as long as the grantee makes the justification and connection clear.

Evaluation and Selection Criteria

The Illinois SMP program will evaluate applications based on, but not limited to:

- funding considerations
- competition
- innovation
- strength of the applicant's rationale for the proposed special project
- reasonableness of proposed costs

Prior to a funding decision, AgeOptions may:

- Request a special presentation by the applicant(s)
- Assess community support, infrastructure, and history of providing client centered services, etc.
- Consider AgeOptions experience with the provider, including, but not limited to, history of monitoring and compliance
- Request additional clarification of information

The Illinois Senior Medicare Patrol Program will notify respondents if the bid submitted will be selected for funding or not. Organizations will be notified on or around Tuesday, July 16, 2019.

Notifications of Grant Award will be issued to each successful applicant on or before Friday, August 2, 2019. If you need to modify your work plan or budget, you must notify AgeOptions prior to making any changes to how you implement your work plan.

Applicants whose applications are not funded may also request a debriefing, which will provide feedback that can assist applicants in developing applications for future funding. Debriefings

will take the form of advice to applicants on the strengths and weaknesses of their application in terms of the evaluation and review criteria. Debriefings are not part of any formal Appeal Process.

Rejection of Proposals

AgeOptions reserves the right to accept or reject any and all proposals, to waive technical defects, and to accept or reject any part of any proposal submitted in response to this RFP.

Proposals must be presented in the format and sequence detailed in this RFP. Failure to do so, and/or to respond to specific questions or requirements is sufficient for a proposal's automatic disqualification.

Estimated funding levels

\$500 up to \$2,000 USD per award

SMP Special Project Grant monies are all pending receipt of funds from Administration for Community Living to AgeOptions.

Special Project Grant Application

4. Please provide a timeline of how you will plan and implement this project (Add additional lines as needed)

<i>No.</i>	<i>Activity</i>	<i>Duration</i>
<i>Ex:</i>	<i>Example:</i> Contact senior buildings about hosting health fair Create list of vendors to ask to fraud fair Come up with multiple possible dates	<i>Example:</i> 2 weeks
<i>Ex:</i>	<i>Example:</i> Confirm location and date Email vendors	<i>Example:</i> 3 weeks
1:		
2:		
3:		

BUDGET

Total Budget: _____

Please delete examples when submitting this document. (Add lines as necessary)

<i>No.</i>	<i>Description</i>	<i>Supplier</i>	<i>Cost in USD</i>
	<i>Ex: Personnel (5 hours of Staff Time @ \$20/hour)</i>	<i>Ex: Area Agency on Aging</i>	<i>Ex: \$100.00</i>
	<i>Ex: 4 Shredding Bins</i>	<i>Ex: Destruction Docs Inc.</i>	<i>Ex: \$257.00</i>
1.			
2:			
3:			
4:			
5:			
6:			
7:			

7. Provide a brief description of how these budget items are necessary for your proposed project and briefly describe how you arrived at the estimated price.

Funded Special Project Grants

- **AAA for Lincolnland-** SMP Folders with tips sheets and other materials distributed by their SHIP counselors in all 9 of their counties in their PSA during the Annual Open Enrollment Period.
- **AgeSmart-** Take the Fright Out of Aging Event (Halloween Themed Fraud Event).
- **Egyptian AAA-** SMP Billboard on Route 13 (Busiest Highway in Southern Illinois).
- **Midland AAA-** Shred event in each of the 5 counties in their PSA distributing SMP folders, magnets and placemats.
- **Northwestern AAA-** 2 Shred Events with the Whiteside TRIAD featuring SMP and both promoted by advertisements at local fast food chains.
- **Southeastern Illinois Agency on Aging-** SMP Billboard on Highway 50.
- **West Central Illinois AAA-** SMP Folders to be distributed during Medicare's Annual Open Enrollment Period.
- **White Crane Wellness Center/Chicago Department of Family Support Services –** Health Care Fraud Awareness Day across the City of Chicago.
- **Central Illinois Agency on Aging-** Fraud Fair at the First United Methodist Church in Peoria.



Facebook Boosted Posts

- Travis Trumitch along Miranda Davis created a social media campaign to run from January 2020 through the end of April 2020.
- We boosted each post and they were seen by four times as many people as most of our other posts.
- They sparked some conversations in comments, and we gained more followers.
- The cost to boost each post was low (about \$25-50 each) and it proved to be affective. We will continue to boost posts during the next fiscal year of 2021.

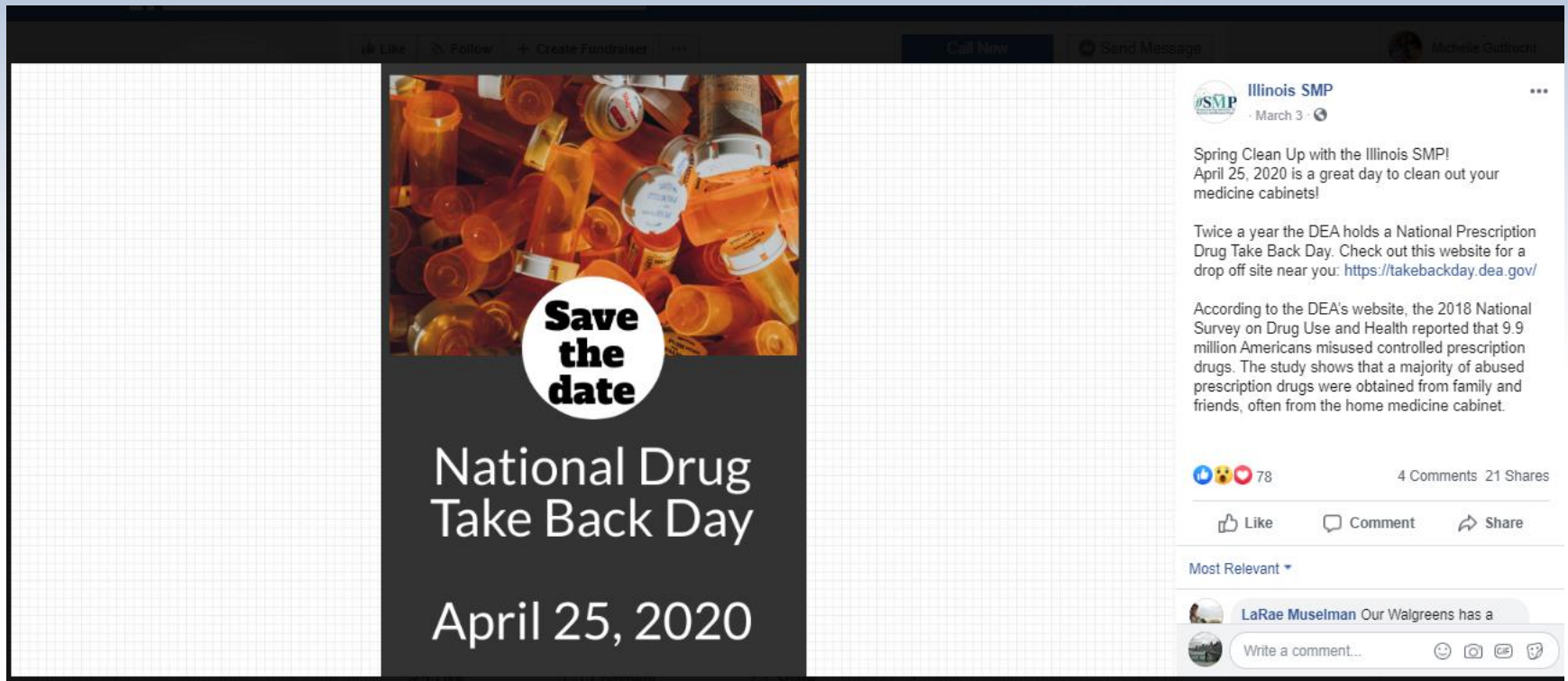
Facebook Campaign

- January- New Years, New Goals – Each week a different Medicare goal for the year was shared like checking your MSN, scheduling an annual wellness visit, and attending an SMP presentation.
- February- Fraud Tip February – Simple tips were shared with a light bulb graphic each week.
- March- Spring Clean Up – We encouraged cleaning out unused prescription drugs, including opioids.
- April- Celebrating Volunteers – We highlight volunteer accomplishments and photos along with a message to encourage people to volunteer with us.

Facebook Campaign Examples

The screenshot shows a Facebook post from Angie Sweeney Seder, dated November 4. The post is a promotional campaign for the Illinois SMP (Senior Medicare Patrol). It includes a graphic on the left with the text "GOAL #2" and "Attend an SMP Presentation". The central image shows a woman presenting to a group of people seated at tables in a room decorated with colorful balloons. The text on the right of the post reads: "Set goals in January with the Illinois SMP! Did you know that we offer free, informative presentations across the state of Illinois? We teach the community how to PROTECT, DETECT and REPORT Medicare fraud. Need help finding a presentation in your area? Drop us a comment with your location or give us a call at (800)699-9043 and we will get you the details!". Below the text are interaction buttons for "Tag Photo", "Add Location", "Edit", "Like", and "Comment". A comment box is visible at the bottom with the placeholder text "Write a comment...".

Facebook Campaign Examples



The image displays two examples of Facebook campaign content. On the left is a promotional graphic for National Drug Take Back Day, featuring a background of orange pill bottles and a white circle with the text "Save the date". Below this, the text reads "National Drug Take Back Day" and "April 25, 2020". On the right is a screenshot of a Facebook post from the "Illinois SMP" page, dated March 3. The post text reads: "Spring Clean Up with the Illinois SMP! April 25, 2020 is a great day to clean out your medicine cabinets! Twice a year the DEA holds a National Prescription Drug Take Back Day. Check out this website for a drop off site near you: <https://takebackday.dea.gov/> According to the DEA's website, the 2018 National Survey on Drug Use and Health reported that 9.9 million Americans misused controlled prescription drugs. The study shows that a majority of abused prescription drugs were obtained from family and friends, often from the home medicine cabinet." The post shows 78 reactions, 4 comments, and 21 shares. Below the post, a comment from "LaRae Muselman" is partially visible, stating "Our Walgreens has a".

Targeted Posts

Our most popular post, seen by 15,803 people, was the “Please sign up for our NEW Weekly Webinar Series! Click the link below to see Registration Links!” This webinar series post was started on March 19 during the beginning stages of the COVID-19 Pandemic.

Illinois SMP
March 19 · 🌐

Please sign up for our NEW Weekly Webinar Series! Click the link below to see Registration Links!
<https://conta.cc/2xNMzh7>

Empowering Seniors To Prevent Healthcare Fraud
FRAUD ALERT

March 19, 2020

Illinois SMP Weekly Webinar Series

Good Afternoon,

During this time of crisis, the Illinois Senior Medicare Patrol is still devoted to giving our beneficiaries, partners, friends and family the most up to date information regarding the current Medicare Scams across the United States of America.

We hope you join us every Thursday for the next month! Stay Safe!

1. Senior Medicare Patrol (SMP) Basics Thursday, March 26, 2020

An introduction to what the Illinois SMP provides to Medicare beneficiaries and how we serve our message of Protect, Detect and Report in the communities we serve. We will also go over current trends of what is happening in the world of Medicare Fraud including COVID-19.

Register for Part 1 [here](#).

2. How to Read Your Medicare Summary Notice (MSN) Thursday, April 2, 2020

Learn how to read your MSN and what to look out for when looking for potential fraud on your MSN.

Register for Part 2 [here](#).

3. Types of Medicare Fraud Thursday, April 9, 2020

We will discuss the different types of Medicare fraud, current trends we are seeing in 2020 and how scammers use different forms of communication to pull off their schemes.

Register for Part 3 [here](#).

4. Tips to Help Prevent Medicare Fraud Thursday, April 16, 2020

We will go over what to look out for when dealing with fraudsters, tips to avoid getting scammed, signs you can identify if you feel like you are getting scammed and what to do if you do fall victim to one of these Medicare fraud schemes.

Register for Part 4 [here](#).

Questions regarding these webinars please reach out to me at chf@apeacons.org and I will respond to your inquiry within 24 hours.

Illinois SMP
Nonprofit Organization

21 Likes · 13 Shares

Like Comment Share

Write a comment...

Fraud Alerts



FRAUD ALERT

May 4, 2020

FBI Warns of Internet Extortion Scams During COVID-19 Pandemic

The Federal Bureau of Investigation (FBI) has warned that they have seen a number of reports of online extortion scams during the current "stay at home" orders due to the COVID-19 crisis. These scams have been around for a long time but because most of the population is staying at home and using their email and internet to communicate they are seeing an increase in the number of online extortion scams.

The fraudsters are emailing users that they are to release sexually explicit photos and/or videos to friends and family if they do not pay them money. Scammers will adapt their schemes to capitalize on current events such as the COVID-19 pandemic and other high profile new stories.

The FBI warns that many of these emails have similar characteristics. Please read below for just a few of the similarities.

- The email comes from an unknown party and is often written in broken English with grammatical errors.
- Some of the recipient's personal information (such as a user name or password) is provided in the e-mail or letter to make the threat more intimidating.
- The recipient is accused of something that would put them in a compromising situation if it got out, like visiting adult websites.

You can the whole Press Release from the FBI [here](#).

If you believe you have been a victim of this scam, reach out to your local FBI field office (<https://www.fbi.gov/contact-us>) and file a complaint with the Internet Crime Complaint Center (IC3) at www.ic3.gov. Please provide any relevant information in your complaint, including the online extortion email with header information.

Join Us for Mather Conference Calls this May!

AgeOptions and the Illinois SMP is partnering with Mather and their Telephone Topics program to bring engaging and interesting topics to older adults in the comfort of their own homes. People can just call in!

The Illinois SMP will present twice this month on these calls. You can see the times, dates, and topics below.

Participants can use the following information to call in:

- Call-in number: (309) 600-1240
- Enter Meeting ID when prompted: 386 399 7030#

Types of Medicare Fraud

Miranda Davis, Senior Medicare Patrol Outreach Specialist and Jesus Enriquez, Outreach and Information Specialist, AgeOptions

Monday, May 11, 9:30 a.m. CT

We will discuss the different types of Medicare fraud, current trends we are seeing in 2020 and how scammers use different forms of communication to pull off their schemes.

Tips to Prevent Medicare Fraud

Miranda Davis, Senior Medicare Patrol Outreach Specialist and Jesus Enriquez, Outreach and Information Specialist, AgeOptions

Friday, May 15, 2:30 p.m. CT

We will go over what to look out for when dealing with fraudsters, tips to avoid getting scammed, signs you can identify if you feel like you are getting scammed and what to do if you do fall victim to one of these Medicare fraud schemes.

As older adults must stay indoors, Mather Telephone Topics provides a great way for them to stay engaged and connected with others. Please share this with your clients. To learn more about Telephone Topics and see the full May schedule, [click here](#).

The 2020 Census and COVID-19

The 2020 Census is still going on. If you have not completed your 2020 Census, it is the perfect thing to do while sheltering in place. Go to www.my2020census.gov or call (844)330-2020. If you have completed your Census, encourage your neighbors and friends to fill out their Census.

Due to the COVID-19 pandemic, the Census Bureau is delaying when Census takers will be knocking on doors to follow up with people who have not completed the Census. Originally scheduled for mid-May, Census workers will not be knocking on doors until mid-August. If anyone comes to your door or calls you claiming to be from the Census Bureau, they must tell you their name and what they are contacting you for, and you can verify that they work for the Census Bureau by calling (844)330-2020.

The Census Bureau continues to conduct other surveys besides the 2020 Census. While they do not email you to complete the 2020 Census or send other unsolicited emails, there is a new survey about how people are adjusting during this pandemic called the Household Pulse Survey that select households will receive via email (COVID_survey@census.gov).

You can read more about this and how to avoid other Census fraud by clicking [here](#) and if you are ever unsure if you are receiving a legitimate contact from the Census Bureau, you can call (844)330-2020.

Have a safe and healthy week!

Travis Trumitch
travis.trumitch@ageoptions.org

Please share this Fraud Alert with colleagues, consumers, or other professionals in your area. If you would like to sign up to receive the Fraud Alert directly, [visit click here](#).

This project was supported, in part by grant number 90MPPG0036, from the U.S. Administration for Community Living, Department of Health and Human Services.

Bi-Weekly Fraud Alerts are sent to over 700 subscribers throughout the state.

This includes libraries, police departments, politicians, beneficiaries and care givers just to name a few.

Part 2

Please hold all questions until the end of the presentation.

Thank you!



If
Life gives
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AGENDA

This presentation will outline how the NYS SMP, when confronted with the realities of a pandemic, took the following steps:

1. Assessed the situation
2. Adapted our services
3. Continues to provide services to effectively reach our clients and community
4. Strengthens our infrastructure
5. Looks forward to becoming a more robust program when the pandemic subsides.

CORONAVIRUS OUTBREAK

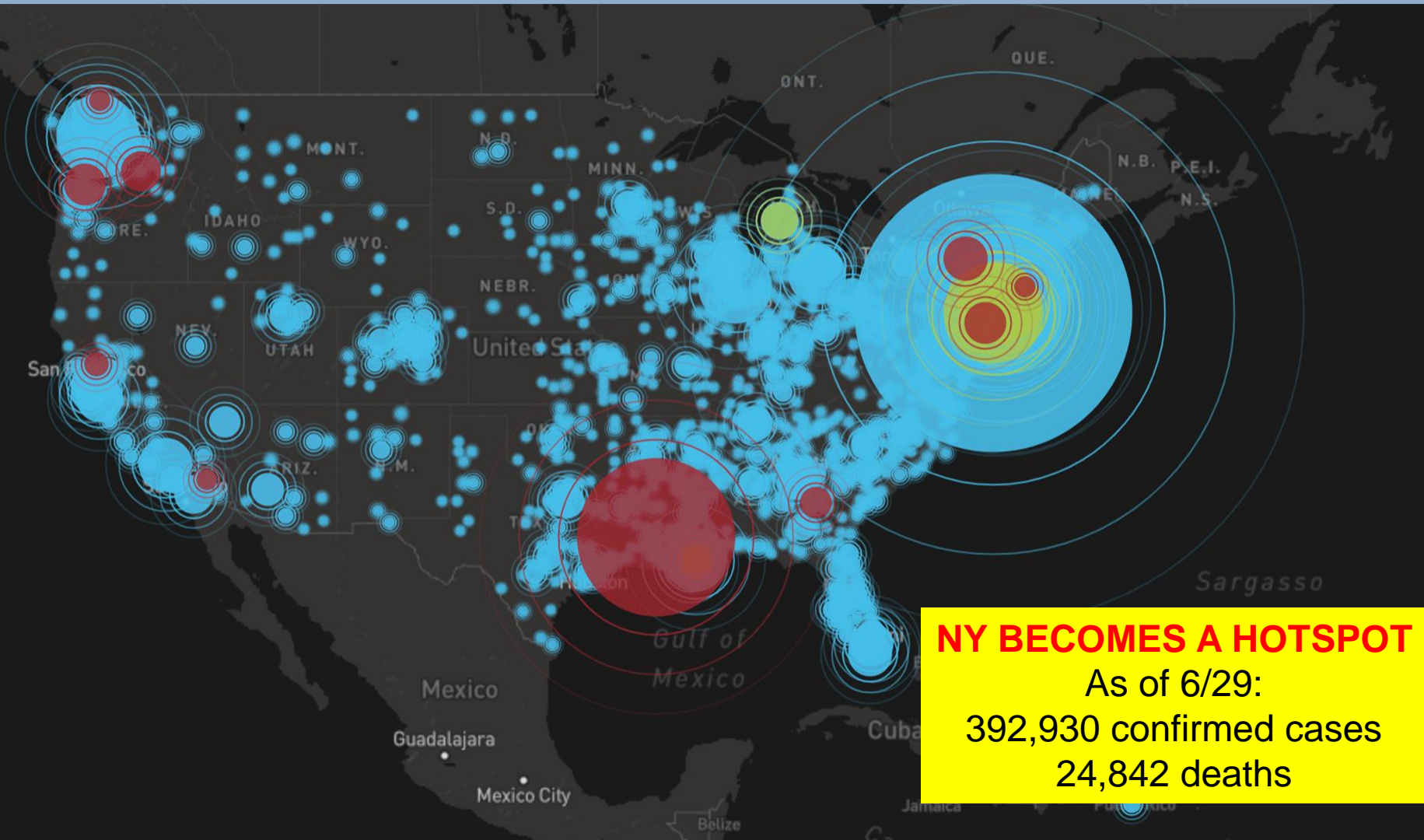
Coronavirus lockdown

Face mask shortage

COVID-19: WHEN WILL THE OUTBREAK END?

Seniors at risk

WE NEEDED TO QUICKLY ASSESS THE SITUATION



ASSESS: THE FACTS

MARCH 7 – Governor Cuomo declares State of Emergency.

MARCH 20 - Cuomo orders all nonessential businesses closed statewide due to the Coronavirus Outbreak.

- **CDC Reports** - The risk of getting severely ill from COVID-19 increases as you get older.
- **8 out of 10** COVID-19-related deaths reported in the US have been among **adults aged 65 years and older.** (cdc.gov)

JUNE 29 – Worldwide death toll surpasses 500,000 worldwide. (NYT, 6/29/20)

- In New York State, 94.8% of deaths among adults aged 50+ (NYS DOH, 6/29/20)



CONTINGENCY PLAN

Launch
Plan
Quickly

Educate
the Team

Organize &
Disseminate
Information

Continually
Adapt to
Changing
Events

ADAPT: TIMELINE

- March 13: Shut down offices
- March 14: First Coronavirus Email Alert
- March 16: Employees begin working from home
- March 17: First ZOOM meeting – Staff
- March 18: Outreach Counselors reach out to clients, 10 contacts/day
- March 20: Stay Connected Email out; Special Coronavirus Newsletter mailed
- March 25: Education Video Channel created
- April 3: First SMP Volunteer ZOOM Meeting
- May 1-31: Social Media Ad Campaign in Western, NY
- May 13: Senator Kirsten Gillibrand Conversation
- June 1: Senator Rachel May Facebook Event

ADAPT: ZOOM VIRTUAL MEETINGS

- Rescheduled all in-person meetings
- Reviewed virtual options – Free Conference, WebEx, ZOOM.
- First ZOOM meeting on March 17, 2020



ADAPT: CORONAVIRUS NEWSLETTER

Mailed on March 20, 2020 –
members, clients, member organizations, community centers, partners

New York StateWide Senior Action Council MEMBER UPDATE



We all have to look out for each other now. And we wanted to make sure you know that StateWide is here for you.

You can call StateWide at anytime at **800-333-4374** for information as we face these challenging times together or if you need help navigating the health care system. We will be answering our phones – or you can leave a message and we'll get back to you within a day.

- We will have information posted to our Coronavirus page on our website at nysenior.org.
- We will have conference calls with experts to keep you up-to-date.
- We will have a recorded message for updates at 518-689-1084.

WHAT YOU NEED TO KNOW

There is widespread community transmission of COVID-19 (Coronavirus Disease 2019). COVID-19 is a respiratory illness (which affects breathing), symptoms can range from mild, such as a sore throat, to severe, such as pneumonia. It spreads through coughing and

sneezing, and the virus may live on surfaces that people frequently touch. Then be spread if someone touches their eyes, nose or mouth with unwashed hands.

People who are at most risk for illness are those who are older and anyone with health conditions including chronic lung disease, diabetes, cancer or a weakened immune system. Symptoms include a temperature over 100.4 degrees, shortness of breath or difficulty breathing, and a sore throat.

WHAT YOU CAN DO

Wash your hands thoroughly & minimize touch. Keep your face away from others, and sneeze into your elbow. Monitor your health more closely for cold or flu symptoms.

WHAT IF I AM SICK?

If you are over 50 years old or have conditions, consult your doctor. You want to monitor your health more closely. Symptoms do not go away or last after three to four days, consult a doctor. If you go out to see your

Medicare, Medicare Fraud and Patient's Rights Helpline 800-

Coronavirus Edition

WHAT IF I AM SICK? (CONT.)

wear a face mask if available. If possible, take a private car, sit in the back seat and roll down the window. If you have more severe symptoms, such as difficulty breathing and very high fever, go to an emergency department. **Call 911 if you need help right away.**

WHAT'S OPEN/WHAT'S CLOSED

Grocery stores, pharmacies, gas stations, post office, police/fire & medical practices will remain open. Some stores will have special hours for older shoppers only to minimize risk of transmission.

- **Restaurants & bars are closed** but may have take out and delivery services running.
- **Social Security offices are closed** to the public but still working – refer to online help or call the local office.
- **Libraries and schools are closed.** If you need help finding information and don't have an internet connection call StateWide and we'll look it up for you.
- **Evictions and Utility Shut Offs have been suspended** during the pandemic.
- **No visitors allowed at nursing homes or assisted living facilities.** Exceptions can be made for visiting a resident at end of life. Screening and limited visitation to hospital patients.
- **Congregate meals for seniors are closed.** You may be able to pick up a meal



at some locations or request home delivered meals. Call your local Office for Aging for more information.

BE SOCIAL—BUT KEEP YOUR DISTANCE

Phone calls to others are a good way of staying in touch and preventing social isolation and depression for both the caller and the receiver. Check in with others, let them know resources are available and they are not alone.

Call a friend in a nursing home or an assisted living for a friendly phone visit. Contact friends if you use these computer based services: email, facebook, twitter or Instagram.

THERE IS SOME GOOD NEWS

- There will be no utility service shutoffs, no evictions, and no disruption in internet and cell phone service for lack of payment.
- If you are eligible for unemployment benefits, there will NOT be a 7-day waiting period for benefits.
- In general, if you're not able to pay your bills on time, contact your lenders and servicers to let them know about your situation.

Stay Safe and Be Well – You may need to be alone right now, but we can still watch out and advocate for one another, StateWide is here for you!

Medicare, Medicare Fraud and Patient's Rights Helpline 800-333-4374

Coronavirus Edition



Who to call with your concerns? (Post on your refrigerator)

General coronavirus questions, the NYS Department of State's Coronavirus Helpline is open 24 hours, **888-364-3065**

- Medicare coverage, Preventing/Reporting & Patient Rights (StateWide).....
- Price Gouging (State Division of Consumer Services).....
- NYS Attorney General Health Care Hotline (Gas, Electric, Water, Phone & Cable TV).....
- Need services (County Office for Aging).....
- Need long term care (NY Connects).....
- Recorded Updates (StateWide).....



STAY CONNECTED

Call StateWide's Telephone Teach ins

- **April 21:** Empowering New York Consumers of Hospital Consolidation, Community Care
- **May 19:** Difficult Decisions for Patients at About Post-Acute Care and Why They Matter, Hospital Fund
- **June 23:** Take CHARGE Campaign: 5 Steps to Empowerment

Call StateWide's State and Federal Budget

- **April 17th:** Final budget negotiations impacting programs that support older residents.
- **June 19:** Federal legislation and budget items that impact older New Yorkers.

Teach ins and Budget
Call in Numbers: 425-436-6260 - or

The 2020 Census invitations arrived March 12-20. Don't forget to respond online, by phone, or by mail. Visit www.census.gov for more information.

BE ON THE LOOKOUT FOR SCAMS

- The IRS, Social Security, and the Census will not be calling you or coming to your door without having first sent you something in the mail.
- Always ask for identification. Do not give out your credit card, Medicare/Medicaid/insurance numbers or any self-identifying information.
- Beware of scammers selling bogus medical treatments. There is currently no FDA approved vaccine to prevent the disease, so ignore offers promising otherwise.
- Hang up on Robocallers! Beneficiaries are receiving robocalls about "special virus kits" and being asked for their Medicare number to send a "free" test.
- The World Health Organization (WHO) is warning that a phishing scam is underway involving online scammers pretending to be part of the WHO. Double-check the email addresses of senders. Make sure the address following that @ symbol is official. Official WHO email addresses end with "@who.int." Remember to call our Helpline with any questions or concerns.



Source: SMP Library www.smpresource.org/; NY Attorney General ny.gov/coronavirus

Medicare, Medicare Fraud and Patient's Rights Helpline 800-333-4374



2020 SMP/SHIP National Conference

ADAPT: VIDEO EDUCATION CHANNEL

- Collection of educational videos
- Shared via email and on our Website
- Continuing to work on various topics including EPIC, Home Health Care Fraud and more

New York StateWide Senior Action Council
EDUCATION CHANNEL

What Does Medicare cover in Relation to COVID-19?

01:14

STATE WIDE
New York StateWide Senior Action Council
215 State Street, Albany, NY 12242-1101
www.nysenior.org

Executive Director Maria Alvarez and Outreach Counselor Leslie Sierra speak on Fraud Waste

Follow

Settings Share

NY StateWide Senior Action Council

Created by Joan Akpan PLUS
3 months ago

NY StateWide Senior Action Council is a grassroots senior advocacy organization founded in 1972 to improve the quality of life for NY seniors and their families. Medicare, Patients Rights, Medicare Fraud Helpline **800-333-4374**; nysenior.org

<https://vimeo.com/407720970>

ADAPT:VIDEO EDUCATION CHANNEL

MEDICARE

Tips for Reading Your Medicare Summary Notice (MSN)

STATE WIDE
New York StateWide Senior Action Council, Inc.

00:00

vimeo

This video thumbnail features the word 'MEDICARE' in large, red, hand-drawn letters at the top. Below it, a hand is shown holding a black marker, pointing towards the text. The title 'Tips for Reading Your Medicare Summary Notice (MSN)' is written in a clean, black font. In the bottom right corner, there is a logo for 'STATE WIDE New York StateWide Senior Action Council, Inc.' and a Vimeo player interface showing a play button and a 00:00 timestamp.

What Can YOU Do to **STOP** COVID-19 Fraud?

00:01

vimeo

This video thumbnail shows a diverse group of people wearing face masks, rendered in a stylized, flat-art style with various colors like blue, pink, and black. To the right of the image, the text 'What Can YOU Do to STOP COVID-19 Fraud?' is displayed, with 'STOP' in red. A Vimeo player interface at the bottom includes a play button and a 00:01 timestamp.

BRIC-TV Fraud Waste & Abuse Mar 2020
from Joan Akpan

Leslie Sierra & Maria Alvarez
NY State Senior Medicare Patrol

29:01

vimeo

This video thumbnail depicts two women, Leslie Sierra and Maria Alvarez, sitting on a brown leather couch. They are both wearing red button-down shirts with a logo on the left chest. The text 'BRIC-TV Fraud Waste & Abuse Mar 2020 from Joan Akpan' is at the top, and 'Leslie Sierra & Maria Alvarez NY State Senior Medicare Patrol' is at the bottom. A Vimeo player interface at the bottom shows a play button and a 29:01 timestamp.

MEDICARE SAVINGS PROGRAM (MSP)

STATE WIDE
New York StateWide Senior Action Council, Inc.
275 State Street, Albany, NY 12210 • 800-333-4374 • Fax 518-436-7642
www.nyseior.org

00:05

vimeo

This video thumbnail has a white background with a thick red horizontal bar at the top. The title 'MEDICARE SAVINGS PROGRAM (MSP)' is centered in a bold, black font. Below the title is the 'STATE WIDE' logo and the full name and contact information of the New York StateWide Senior Action Council, Inc. A Vimeo player interface at the bottom features a play button and a 00:05 timestamp.

ADAPT: CORONAVIRUS E-MAIL

Emails sent out immediately to our clients and community:
(Click on date to see full text)

- [March 13, 2020](#)
- [March 20, 2020](#)

STATE WIDE
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www.nysenior.org

The news is rapidly changing, and we want to share information as quickly as possible with all of you.

If you DO NOT have a doctor or insurance and think you may be sick and need to be tested for coronavirus, call the state's helpline at [888-364-3065](tel:888-364-3065).

We will continue to provide updates about the coronavirus (COVID-19) as we get them.

Centers for Medicare and Medicaid Services (CMS). March 13th
CMS has set up a webpage with information for Medicare beneficiaries related to the coronavirus. You can find it here:
<https://www.medicare.gov/medicare-coronavirus>

From the website:
Medicare covers related needs

- Medicare covers the [lab tests for COVID-19](#). You pay no [out-of-pocket costs](#).

We Want You to Know, StateWide is Here to Help!

You can call StateWide at anytime at **800-333-4374** for information as we face these challenging times together or if you need help navigating the health care system. We will be answering our phones – or you can leave a message and we'll get back to you within a day.


- We have a recorded message for updates, **call 518-689-1084**.
- We have information posted to our website. (Black button below)
- We have conference calls with experts to keep you up-to-date.
- We have a **NEW** newsletter for more information. (Red button below)
- You can follow us on Facebook & Twitter. (click on icons)

Stay Safe and Be Well – You may need to be alone right now, but we can still watch out and advocate for one another.

StateWide is here for you!

[Click Here For Our NEW Newsletter: Coronavirus Edition](#)

[Click Here For Our Website: Coronavirus Documents & Links](#)

ADAPT:WEEKLY E-MAIL ROUNDUPS

Pushed out weekly emails highlighting:

- Events
- Education
- Membership
- Contact Info



**NY StateWide Senior Action Council
MID-WEEK ROUND-UP**

**A CONVERSATION with
SENATOR
KIRSTEN GILLIBRAND**

May 13, 2020 | 1:00 PM
Call in: 712-832-8330,
605-562-0400
Access Code: 471 5203#




Join us as Senator Gillibrand addresses questions posted by our members & friends relating to topics concerning New York's seniors and their families. To share your question please fill out this form by tomorrow, May 8th.

EDUCATION



MAY NEWSLETTER

- Elections, EPIC
- State Budget
- Federal Issues
- Membership
- Central NY Health Task Force
- Medicare Fraud



**NY StateWide Senior Action Council
MID-WEEK ROUND-UP**


IRS ALERT: Economic Impact Payments Belong to Recipient Not Nursing Homes or Care Facilities

The Internal Revenue Service alerted nursing home and other care facilities that Economic Impact Payments (EIPs) generally belong to the recipients, not the organizations providing the care.

The IRS issued this reminder following concerns that people and businesses may be taking advantage of vulnerable populations who received the Economic Impact Payments.

The payments are intended for the recipients, even if a nursing home or other facility or provider receives the person's payment, either directly or indirectly by direct deposit or check. These payments do not count as a resource for purposes of determining eligibility for Medicaid and other federal programs for a period of 12 months from receipt. They also do not count as income in determining eligibility for these programs. [Click HERE](#) for entire article.

FEATURED EVENTS



- June 19, 10 AM; Budget Update: Federal Actions and Proposals
- June 23, 10 AM; Telephone Teach in; Take CHARGE Campaign; 5 Steps to Patient Empowerment. [Click HERE](#) for more information.

Call in Numbers: [712-832-8330](tel:712-832-8330), [605-562-0400](tel:605-562-0400); Access Code: 4715203#

If you missed our discussion with NYS Senate Aging Committee Chair Rachel May on the devastating toll the COVID-19 pandemic has taken on nursing home residents, you can watch the recording by clicking on the button below.

ADAPT: WELLNESS CHECK, PROACTIVE COUNSELING

Starting March 17, 2020, all outreach counselors called ten contacts daily to:

- Identify seniors whose health, safety or general well being might be in question.
- Assess their needs and provide follow-up services as needed.
- Share upcoming events that they may be interested in participating.



ADAPT: VOLUNTEER MONTHLY NEWSLETTERS

Monthly Newsletter
for volunteer education:

- 2-page, educational
- The latest SMP News
- Volunteer of the Month
- SMP Reminders
- SMP Trivia

New York State
SMP MONTHLY
ISSUE NO. 1 | JANUARY 2020



LATEST SMP NEWS
Current Issues in Healthcare Fraud
See back

VOLUNTEERING
The SMP program offers volunteers an opportunity to make an important difference in their communities. Hear from Volunteer Bonnie Bortz.
See back.

Welcome to our first Patrol (SMP) Monthly NY StateWide Senior We would like to TH Without you, we cou detect and report he keep you informed c assist and empower against fraud. If you know someo SMP volunteer, pleas volunteer opportunit Beth Nelson, Directo NYS Senior Medicare

Medicare

SMP MONTHLY
Texas Healthcare Execs Guilty in \$154M Hospice Scam
A federal jury found three individuals associated with dozens of hospice and home health companies guilty for their roles in a \$154 million health care fraud scheme. They were the owner, CEO, and medical director of a large health care company that:

- enrolled patients with long-term, incurable diseases into hospice care after falsely telling them that they had less than six months to live.
- sent chaplains to lie to the patients and discuss last rites and preparation for their imminent death.

In actuality, the patients were not terminally ill and were walking, driving, working and even coaching athletic sporting events.
 After a three week trial, the jury found the three individuals guilty of multiple counts of healthcare fraud, money laundering, conspiracy and obstruction of justice. To read more about this case, visit the SMP page(s) on our NY StateWide website: www.nysenior.org
 Source: Justice.gov
 The U.S. Dept of Justice
 New York StateWide Senior Action Council, Inc.
 276 New Street, Albany, NY 12242 • 800-333-4374 • Fax: (518) 438-7842

What do SMP Volunteers Do?
Becoming a SMP volunteer was quite the experience. The training was informative & taught practical information like how to read a Medicare Summary Notice. It was also interesting yet upsetting to learn that hospice is part of Medicare fraud. I am hoping the training I took will help the population I work with, which are mostly seniors. Giving them knowledge is the power to help stop Medicare fraud.
-Bonnie Bortz, SMP Volunteer, Buffalo

ISSUE NO. 1 | JANUARY 2020
About our NYS SMP AWESOME VOLUNTEERS!
From June 1st—Nov 30, 2019... The NYS SMP volunteers and StateWide staff logged in over **6,000** hours providing outreach and education to over **33,000** beneficiaries. We have **35+** active volunteers and serve over **50** counties.

SMP Reminder
As of January 1, 2020, Medicare cards with Social Security numbers are no longer accepted.

STATE WIDE
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276 New Street, Albany, NY 12242 • 800-333-4374 • Fax: (518) 438-7842
This project was supported, in part by grant number 90689P0020-01-00, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201.

New York State
SMP MONTHLY
ISSUE NO. 4 | APRIL 2020



SMP NEWS
A very important warning from the Social Security Office of the Inspector General. *See back.*

VOLUNTEERS
Making a difference in our communities. Hear from SMP Volunteer Helen Sanders. *See back.*

TEST YOUR SMP KNOWLEDGE:
 1. Not giving out your personal information, is the best way to protect your identity.
 2. Reading your MSN and EOB is the best way to detect Medicare Fraud, Abuse and Errors.
 3. If you believe you have been a victim of Medicare Fraud, Please call the NYS SMP fraud hotline at 800-333-4374, and speak to one of our outreach counselors.
 (Answers on back)

Greetings!
I hope that everyone is well, keeping up with the latest news about the coronavirus and holding to the required social guidelines.

As we are working from home, we have been emailing SMP Alerts about coronavirus scams for you to family and friends. Unfortunately, scammers are using the stage of the coronavirus crisis by using social media, email and door to door visits, to market senior care packages, and touting nonexistent Medicare benefits. A warning from the Inspector General warns about letters they may receive from Social Security that their monthly payments are being suspended or delayed. Please read about it in this month's featured article. Share with your community. Remember, we are only one email away if you, your family or friends have any questions.

Helen Sanders, NYS SMP Director

Care Fraud Helpline 800-333-4374

As of Tuesday, March 17, 2020, local Social Security offices are closed to the public due to COVID-19.
 However, Social Security employees continue to work. Social Security will not suspend or decrease Social Security benefit payments or Supplemental Security Income payments due to the current COVID-19 pandemic.
Any communication you receive that says Social Security will do so is a scam, whether you receive it by letter, text, email, or phone.
 Source: March 27, 2020 by Gail S. Fenis, Inspector General for Social Security, blog.ssa.gov

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New York State
SMP MONTHLY
ISSUE NO. 4 | APRIL 2020

ISSUE NO. 4 | APRIL 2020
My name is Helen Sanders, I live in Western, New York (Buffalo). I have been a member of New York StateWide Senior Action Council for over thirty years and a life-time StateWide member. In January 2020, I became an SMP volunteer and find the job very helpful to the disabled and seniors of this area. With all of the scams going on due to COVID-19, I have been very busy making phone calls and reaching out to my community.
-Helen Sanders, SMP volunteer since January 2020
 Quick Answers: (1) Protect (2) Detect (3) 800-333-4374

ISSUE NO. 4 | APRIL 2020
My name is Helen Sanders, I live in Western, New York (Buffalo). I have been a member of New York StateWide Senior Action Council for over thirty years and a life-time StateWide member. In January 2020, I became an SMP volunteer and find the job very helpful to the disabled and seniors of this area. With all of the scams going on due to COVID-19, I have been very busy making phone calls and reaching out to my community.
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ADAPT: VOLUNTEER BI-MONTHLY ZOOM MEETINGS

- Friendly check in
- Group discussions
- Educational Speakers
- SMP tips and reminders
- What's happening in your community



ADAPT: SOCIAL MEDIA AD CAMPAIGN

Budget: \$15 per Ad **Timeline:** 3 weeks **Versions:** 4
Target Audience: Western NY, Residents, 40+

BE AWARE!
Social Security, Medicare and the IRS will never contact you.

Call the New York State Senior Medicare Patrol for help.
800-333-4374

If you receive a call from any of those offices it may be a scam.

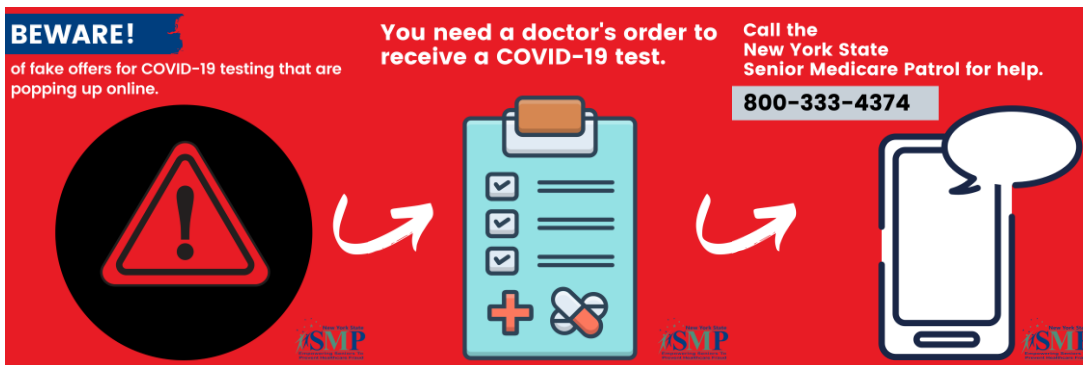


SMP **SMP** **SMP**

BEWARE!
of fake offers for COVID-19 testing that are popping up online.

You need a doctor's order to receive a COVID-19 test.

Call the New York State Senior Medicare Patrol for help.
800-333-4374



SMP **SMP** **SMP**

Statewide Senior-Action
Sponsored · Paid for by New York StateWide Senior Action Council

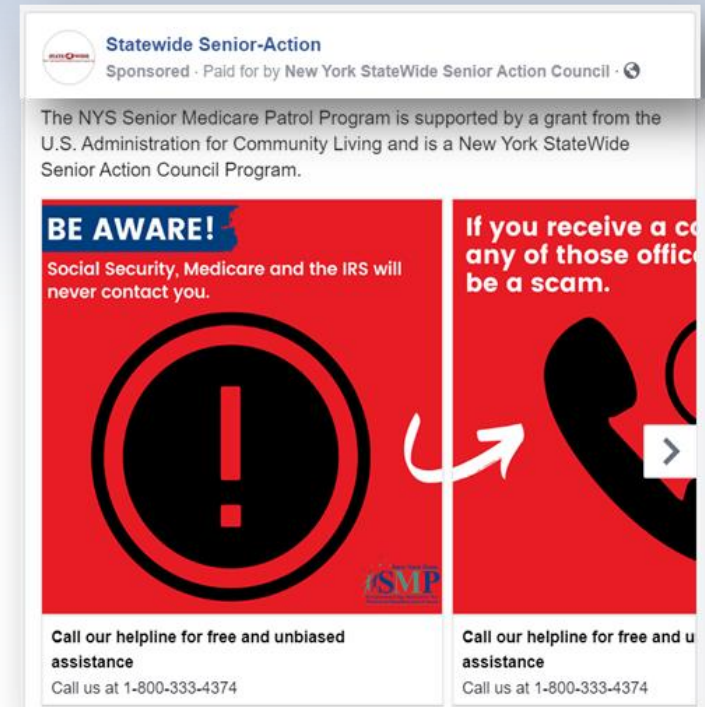
The NYS Senior Medicare Patrol Program is supported by a grant from the U.S. Administration for Community Living and is a New York StateWide Senior Action Council Program.

BE AWARE!
Social Security, Medicare and the IRS will never contact you.

If you receive a call from any of those offices it may be a scam.

Call our helpline for free and unbiased assistance
Call us at 1-800-333-4374

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SMP **SMP**

ADAPT: SOCIAL MEDIA AD CAMPAIGN

In May 2020, the Facebook Ad Campaign reached over **47,000** Western NY residents over the age 40+

BE AWARE!

Your doctor will not offer unsolicited medical services by email or text.

Call your doctor to find out what telehealth services they offer.

Call the New York State Senior Medicare Patrol for help.

800-333-4374



BEWARE!

of unsolicited emails or texts for durable medical equipment.

Only your doctor can prescribe Durable Medical Equipment.

Call the New York State Senior Medicare Patrol for help.

800-333-4374



ADAPT: SENATOR KIRSTEN GILLIBRAND

- Conversation with Senator Kirsten Gillibrand
- Teleconference, 400+ listeners
- Addressed questions posed by our members and network concerning New York seniors and their families.

A CONVERSATION with
SENATOR
KIRSTEN GILLIBRAND

May 13, 2020 | 1:00 PM
Call in: 712-832-8330,
605-562-0400
Access Code: 471 5203#



Teleconference Recording

ADAPT: SENATOR RACHEL MAY

- Discussion with Senator Rachel May
- Facebook Live, 714 views
- Panel of speakers
- Focus on the COVID-19 pandemic and the toll it has taken on nursing home residents



PLEASE JOIN
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FOR A

DISCUSSION WITH
SENATOR MAY

CHAIR OF THE SENATE COMMITTEE ON AGING

On the devastating toll the COVID-19 Pandemic
has taken on nursing home residents.

Monday June 1st
1:00PM to 2:30PM
NY StateWide Facebook Live



Facebook Recording

ONGOING SERVICES

Telephone
Teach ins

Medicare
Fraud Helpline

Counseling

Monthly
Chapter
Meetings

Newsletters
(February,
March, May)

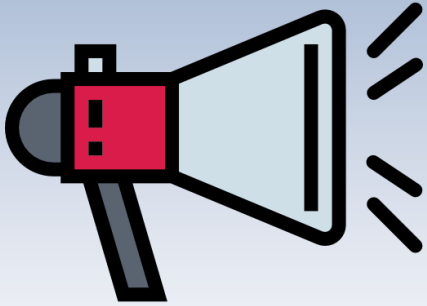
COVID-19
Flyers, E-mail
Alerts

E-News

MEDIA
Interviews

Marketing &
Digital
outreach

RESULTS: (3/15 – 5/31: 2019 vs 2020)



Group Events:
-70%



Media Events:
+76%



Contacts:
-2%



Volunteers: +169%
Hours: +27%

STRENGTHEN INFRASTRUCTURE

LOOKING AHEAD:

- ★ Develop an improved program interface with the STARS & SIRS Reporting systems.
- ★ Create a single platform for managing client contacts, events, and grant administration.
- ★ Easy to use case management system for outreach counselors.
- ★ Increase program staff efficiency.
- ★ Improve volunteer management and engagement.
- ★ Better management of our contacts and events with our network of providers.

GOAL OF THIS PLAN

By making the best of this situation we are:

- Adapting our operations;
- Incorporating new tools; and
- Adding value and capacity to our program.

This will lead to a more robust program when the pandemic subsides.





Cheers!

Any questions?

Travis Trumitch, Illinois SMP

María Alvarez, NYS SMP

