



# 2019 SMP/SHIP NATIONAL CONFERENCE

## Activating the Community: Reaching Diverse and Rural Populations

Jonathan Burlison, NE SHIP/SMP Program

Lucilia Prates Ramos, MA SMP Program

Kristen Westaway, MA SMP Program

July 22–25, 2019 • San Diego, CA

# Nebraska SHIP

- Summary of Program/State
- Outreach
  - Medicare Minute/Bingo
  - Facebook
  - Limited/Non-English
  - Other Outreach Activity
- Goals



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# Nebraska SHIP

# 2018

BEST YEAR **EVER**

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# Nebraska SHIP

- Between April 2018 – March 2019
  - 34,052 Client Contacts
    - Part D – 74%
    - Medicare Fraud and Abuse – 53%
    - Medicare Part A/B – 34%
    - New Medicare Cards – 33%
    - Medicare Supplements – 22%
    - Medicare Advantage Plans – 14%



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# Nebraska SHIP

- 701 Outreach Events
  - Presentations
  - Enrollment Event
  - Health Fairs
- 338 Media Events
  - Newspaper or Newsletter Articles
  - Facebook Posts
  - Radio and TV Interviews



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# Nebraska SHIP

As a program we helped Nebraskans save

**\$25,887,572!!!**

That is almost \$7,000,000 more than we  
have ever saved!

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# Nebraska SHIIP

- How do we calculate our savings?
  - Part D Comparison
  - LIS Applications
  - Medicaid Application
  - Denied Claims
  - Switching Insurance Policies

# Nebraska SHIP

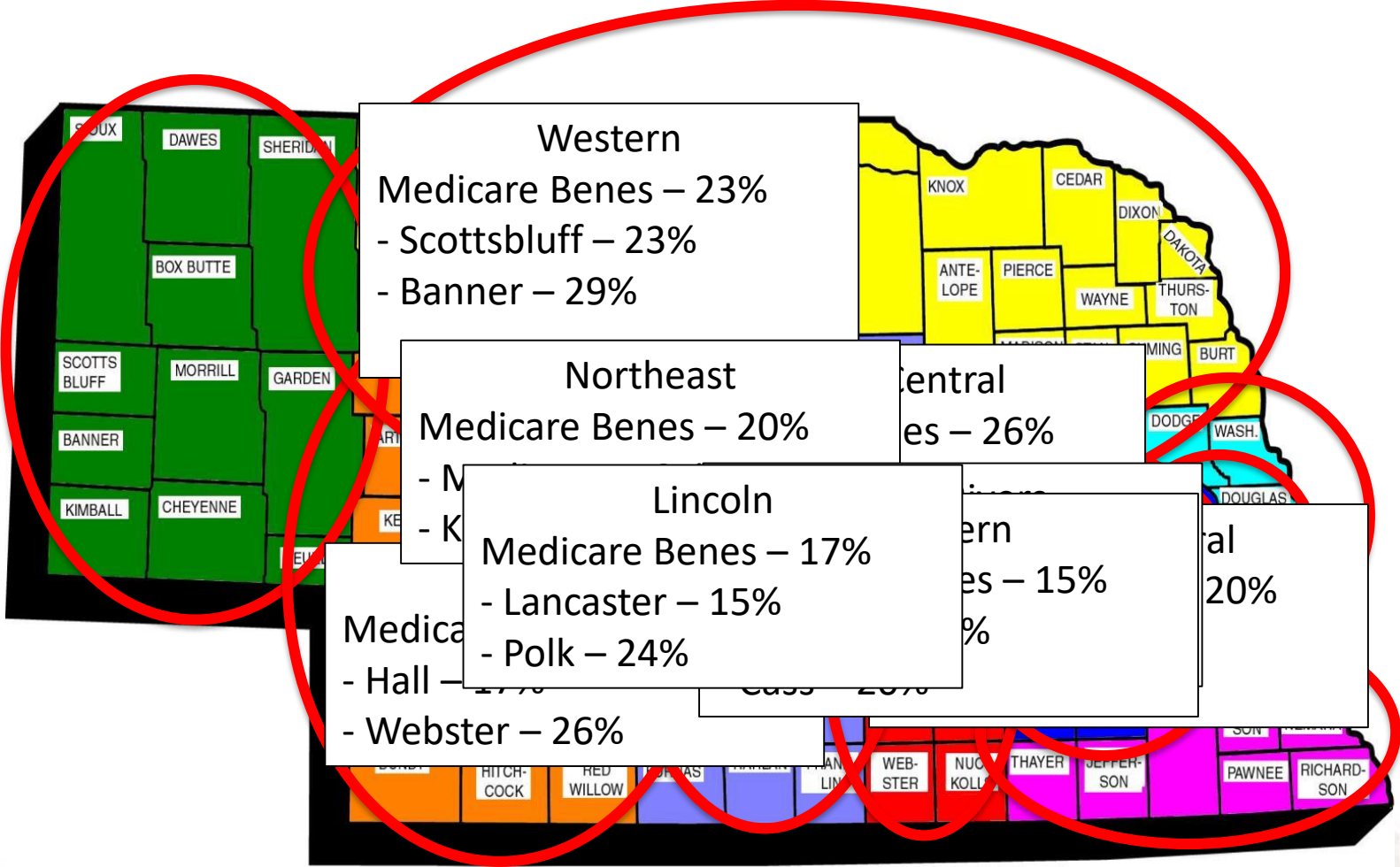
- 341,341 individuals with Medicare
  - Original Medicare – 83%
  - Medicare Part D – 59%
  - Medicare Advantage or Other – 17%
- Increase of 5,807 (1.7%) in one year

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# Nebraska SHIIP



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# Medicare Minute/Bingo

- December 2017 – December 2018
  - Senior Centers
  - Retirement Communities
  - Assisted Living Communities
  - Church Groups
  - Kiwanis Clubs
- Reaching
  - 1,602 individuals
  - 75 events
  - Average of 21 attendees per event

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# Medicare Minute/Bingo

- Subject matter determined by current activity or Medicare Rights material
  - New subject each month
  - Highlights relevant points
    - Hand out for bene
    - Teaching material
  - Provides case study for both SHIP and SMP

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# Medicare Minute/Bingo

Back of Newsletter

Front of Newsletter

## Open Enrollment Events

City	Date	Time	Location	Address	For Appt. Call
Bellevue	Nov 8	9am - 1pm	Eastern Nebraska voter/enc Home	12505 S 40th St.	402-644-6617
Blair	Nov 7 and 8	9 am - 3 pm	NE Extension in Washington County Office	587 Grant Street, Suite 200	402-426-9455
Fremont	Nov 5	10 am - 2 pm	Fremont Friendship center	1750 W 16th St	402-444-6617
Fremont	Nov 19 and 20	9:00-3:00	Nebraska Extension in Dodge County Office	1206 West 23rd St.	402-727-2775
Hooper	Nov 6	9:50-2:00	Hooper Senior center	208 Main Street	402-727-2775
North Bend	October 26	10:00-5:00	North Bend Library	110 E 13th Street	402-727-2775
Omaha	Nov 2	9am-2pm	Goodwill	4826 N 72 St.	402-444-6617
Omaha	Nov 10	10 am - 1pm	Volunteers Assisting Seniors	1941 S 42 St., Suite 312	402-644-6617
Omaha	Oct 16, 23 and 30 Nov 9, 13, 20, 27 and 29 Dec 6 and 6	9am-2pm	Volunteers Assisting Seniors	1941 S 42 St., Suite 312	402-644-6617
Omaha	Oct 31, Nov 16 and Dec 3	9am - 2pm	Dowse College	4020 S 147th St., Suite 100	402-644-6617
Papillon	Oct 24	9:30am-2:30pm	SUMP Library	222 N Jefferson St.	402-444-6617
Plattsmouth	Oct 15	10am-1pm	SE Community College	557 Main St	402-644-6617
Plattsmouth	Oct 26, Nov 14 and 28	9 am - 4:30 pm	Plattsmouth Library	400 Ave A	402-267-2205
Ralston	Oct 18	9am-2pm	Bright Public Library	5555 S 77th St.	402-644-6617
Ralston	Nov 15	9am - 2pm	Bright Public Library	5555 S 77th St.	402-644-6617

## MEDICARE MINUTE

Provided by Nebraska SHIP



### DO YOU COMPARE?

02

How to Afford Your Drug Costs

Medicare's Open Enrollment is the time of year when you can make changes to your Medicare coverage. Medicare's Open Enrollment runs from October 15 through December 7, and any changes you make will take effect on January 1, 2019.

03

During Medicare's Open Enrollment, you can make changes to your health insurance coverage, including adding or dropping different types of Medicare coverage. The changes you can make include joining a new Medicare Advantage Plan or Part D prescription drug plan, switching from Original Medicare to a Medicare Advantage Plan, and switching from a


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# Fraud Bingo

Fraud	Report	OIG
Identity Theft	Door-to-door	Journal
Detect	Protect	Nebraska SHIP
TRUST	EOB	MBI
SCAM	SHRED	Educate

# Medicare Bingo

EOB	Part D	OK to be RUDE	MSN	Detect
Formulary	Don't Respond	Hang UP!		
Deductible	Part C			
SHRED	Donut Hole	MBI		
Preferred Pharmacy	Premium	Drug Tier		

Clue	Description
Formulary	A <b>formulary</b> is a drug plan's covered medication list. Federal law requires a drug plan's <b>formulary</b> to include at least two drugs from each class of drug category. You should keep your plan's <b>formulary</b> to verify which drugs are covered by your plan.
Drug Tier	Drug plans use a <b>drug tier</b> to classify the drugs by cost. Each <b>drug tier</b> has a specific co-pay or co-insurance. Lower <b>drug tiers</b> typically have lower costs versus higher <b>drug tiers</b> .
Co-pay	A <b>co-pay</b> is the amount you pay directly to the pharmacy. A <b>co-pay</b> is a set dollar amount paid for a drug. Part D plans usually use <b>co-pay</b> for lower, less expensive, drugs.
Co-insurance	<b>Co-insurance</b> is the amount you pay directly to the pharmacy. A <b>co-insurance</b> amount is a percentage of the drug price. <b>Co-insurance</b> is usually applied to higher, more expensive, drugs.

myfreebingocards.com

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# Medicare Minute/Bingo

- **PRIZES!!!**
  - Low Cost Options
    - Flu & Cold Season – Hand sanitizer, tissue
    - Holiday/Seasonal Items
    - Puzzles and Puzzle Books
    - Stuffed Animals
    - Coffee Cups
    - Candy

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# Medicare Minute/Bingo

**Nebraska SHIP Presents**

**Medicare Minute  
&  
Medicare**



Join us for a Medicare Minute concerning the current Medicare fraud and abuse activity in Nebraska, followed by a quick game of Medicare BINGO!

<https://www.facebook.com/NebraskaSHIP/posts/10156684470878442>

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www.facebook.com/NebraskaSHIP/



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# [www.facebook.com/NebraskaSHIP/](http://www.facebook.com/NebraskaSHIP/)

- Fraud Prevention
  - Tips
  - Current Scams/News
- Promotion of Services
  - One-on-one Counseling
  - Events/Presentations
  - Important Dates/Reminders
- Feel Good Stories/Funny Posts
- Volunteer Recognition

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# [www.facebook.com/NebraskaSHIP/](http://www.facebook.com/NebraskaSHIP/)

- Utilized “Boost” option to target audience
  - Previous 12 boosted ads:

	Total Reached	Avg. Reached	Total Cost	Avg. Cost
7 SHIP Ads	6626	947	\$223.00	\$31.86
5 SMP Ads	10658	2131	\$249.00	\$49.80

- Previous 12 not boosted ads:

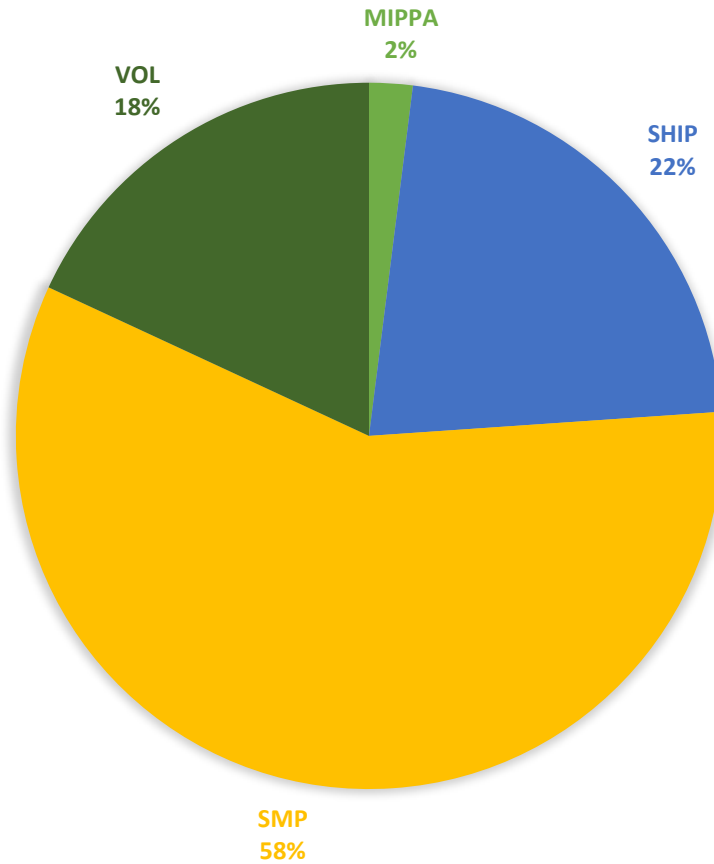
	Total Reached	Avg. Reached
7 SHIP Ads	1914	273
5 SMP Ads	1091	218

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[www.facebook.com/NebraskaSHIP/](http://www.facebook.com/NebraskaSHIP/)

FACEBOOK TOPICS



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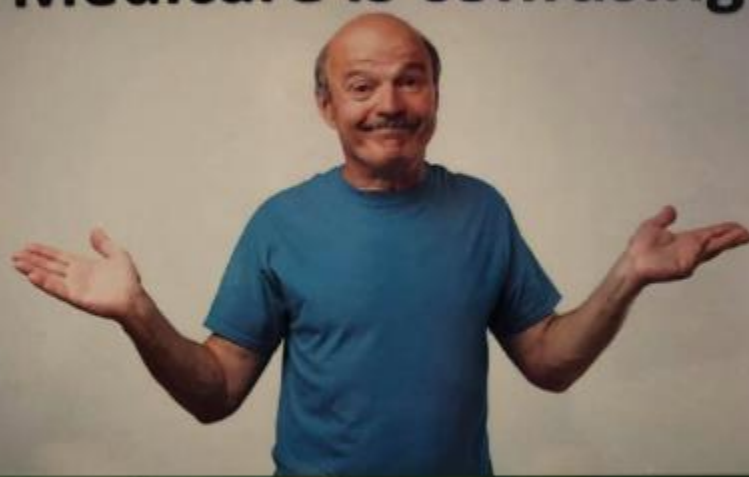
**Nebraska SHIP**

...

Published by Karma Boddy [?] · June 20 at 2:03 PM · ⚙️

Our counselor, Eric Hansen is making Medicare less confusing in Beatrice! Call today for a one on one counseling session to understand your Medicare benefits. Nebraska SHIP gives out unbiased information and is not affiliated with any insurance companies. Contact us today at 1-800-234-7119.

**Medicare is confusing.**



**We make it easier.**

**Nebraska SHIP**  
Free, unbiased Medicare information for Nebraskans

**1-800-234-7119**

**Performance for Your Post**

**756** People Reached

**27** Likes, Comments & Shares

<b>14</b> Likes	<b>5</b> On Post	<b>9</b> On Shares
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<b>2</b> Comments	<b>0</b> On Post	<b>2</b> On Shares
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<b>11</b> Shares	<b>11</b> On Post	<b>0</b> On Shares
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**24** Post Clicks

<b>6</b> Photo Views	<b>0</b> Link Clicks	<b>18</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

# Limited/Non-English

- Partnerships with Community Services
  - Asian Community & Cultural Center
  - El Centro de las Américas
    - Group Education
    - Fraud Awareness
    - Referrals
    - Volunteer Recruitment

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# Limited/Non-English

- Challenges
  - Communication
  - Trust
- Access to Service
  - Language Line
  - Remote Appointments
  - Translation of Materials

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# Limited/Non-English


## Những Điều Căn Bản Về MEDICARE

Những Gì Quý Vị ần Biết về Phúc Lợi Của Mình và Các Lựa Chọn

### Medicare là gì?






Medicare là một chương trình bảo hiểm y tế của liên bang dành cho:

- Những người từ 65 tuổi trở lên
- Những người dưới 65 tuổi bị một số khuyết tật
- Những ai bị Bệnh Thận-Giai-Đoạn-Cuối (suy thận mãn tính).



Medicare có năm thành phần riêng biệt, mỗi thứ bảo hiểm cho những dịch vụ khác nhau. Những ai gia nhập Medicare sẽ chọn thành phần nào thích hợp nhất cho tình trạng của họ. Xin hãy nhớ rằng tình trạng mỗi người mỗi khác và một số người có thể mua bảo hiểm từ các nguồn khác. Cẩm nang này chỉ đưa ra những hướng dẫn tổng quát; các giá cả và chi phí đều căn cứ theo mức bình quân. Muốn biết thêm chi tiết cụ thể cho chính tình trạng của mình, xin quý vị liên hệ với Nebraska SHIIP.

### Lựa Chọn 1 - Phần A, Phần B, Phần Bổ Sung Medicare và Phần D

<p>Phần A: Bệnh</p>  <p>\$0 / tháng</p>	<p>Phần B: Y tế</p>  <p>\$135.50 / tháng</p>	<p>Phần Bổ Sung Medicare</p>  <p>\$130* / tháng</p>	<p>Phần D: Thuốc</p>  <p>\$36* / tháng</p>	<p>Option 1</p>  <p>Giá mua Tổng hợp</p>
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Vietnamese Medicare Basics

## CONCEPTOS BÁSICOS DE MEDICARE

Qué necesita saber sobre sus beneficios y opciones

### ¿Qué es Medicare?

Medicare es un programa de seguro de salud federal para:

- Mayores de 65 años de edad;
- Menores de 65 años con ciertas discapacidades;
- Personas con enfermedad renal en etapa terminal (insuficiencia renal permanente).



Medicare tiene cinco componentes separados y cada uno cubre servicios distintos. Quienes se registren a Medicare elegirán los componente que mejor funcionen para su situación. Recuerde que la situación de cada uno es distinta y que algunas personas pueden tener un seguro a través de otros recursos. Este folleto es para guía general; los precios y los costos están basados en un promedio. Para más información específica sobre su situación, comuníquese con Nebraska SHIIP.

Por lo general, las personas eligen una de las dos opciones cuando se inscriben en Medicare.

### Opción 1 - Parte A, Parte B, Seguro Complementario y Parte D de Medicare

<p>Parte A: Hospital</p> 	<p>Parte B: Médico</p> 	<p>Seguro Complementario de Medicare</p> 	<p>Parte D: Medicamentos</p> 	<p>Option 1</p> 
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Spanish Medicare Basics

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# Other Outreach Activities

- *TV - Pure Nebraska*
  - Fraud/New Medicare Cards
  - Open Enrollment
  - Medicare Advantage vs. Part D
  - Volunteer Recognition
- Radio
  - *Aging Well with Guardian Angels*
  - *Talk of the Town*

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# Other Outreach Activities

- Staff Group Outreach
  - Meals On Wheels
  - Serving/Delivering Lunch Local Senior Centers
- Regional Representative Outreach
  - Shredding Events
  - Volunteer Fairs
  - State/County/Local Fairs
  - Employee Health/Benefit Fairs

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Nebraska SHIP

May 29, 2018 · ⚙️

Just one of the many things that Nebraska SHIP does to help defeat fraud in Nebraska. Always, SHRED documents with your personal information on it. Cutting them or ripping them into small pieces does not do the trick. Shout out to our very own Bev Myers at the Northeast Agency on Aging in Norfolk for all she does to help us with our mission.



COLUMBUSTELEGRAM.COM

**Reducing risks of fraud through May 24 Shredding Event**

Some showed up with multiple boxes while some simply had one to two

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# Other Outreach Activities

- Classes via Community Colleges
  - Southeast Community College
    - In Person or via Lifesize (video app)
    - Webinar
  - Central Community College
- Nebraska Extension
  - Volunteer Services
  - Education
  - Press Releases

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# Nebraska Extension

Nebraska Extension | Institute of Agriculture and Natural Resources

Does Medicare Cover DNA Genetic Testing

https://extension.unl.edu/statewide/burt/does-medicare-cover-dna-genetic-testing/

UNIVERSITY of NEBRASKA-LINCOLN

Log In

Search

**N** Institute of Agriculture and Natural Resources  
**NEBRASKA EXTENSION IN BURT COUNTY**

Home Burt County 4-H Educational Programs Nebraska Extension Local Programs A Green Blur of Activity!

Nebraska > IANR > Nebraska Extension > Nebraska Extension in Burt County > Local Programs > Medicare > Does Medicare Cover DNA Genetic Testing

## Does Medicare Cover DNA Genetic Testing

News Release

Jonathan Burlison

Training Specialist

NE Department of Insurance

(402) 471-2599

**Does Medicare Cover DNA Genetic Testing?**

Medicare coverage of tests or services can sometimes be confusing. Many times it's easy to assume tests or procedures are covered when in some cases they are not.

EMAIL US

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# Nebraska SHIP Goals

- Continued/Focused Outreach
  - Limited/Non-English
  - Minority Communities
  - Individuals with Limited Income/Resources
  - Individuals with Disabilities
  - Recently Released Individuals

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# Nebraska SHIP Goals

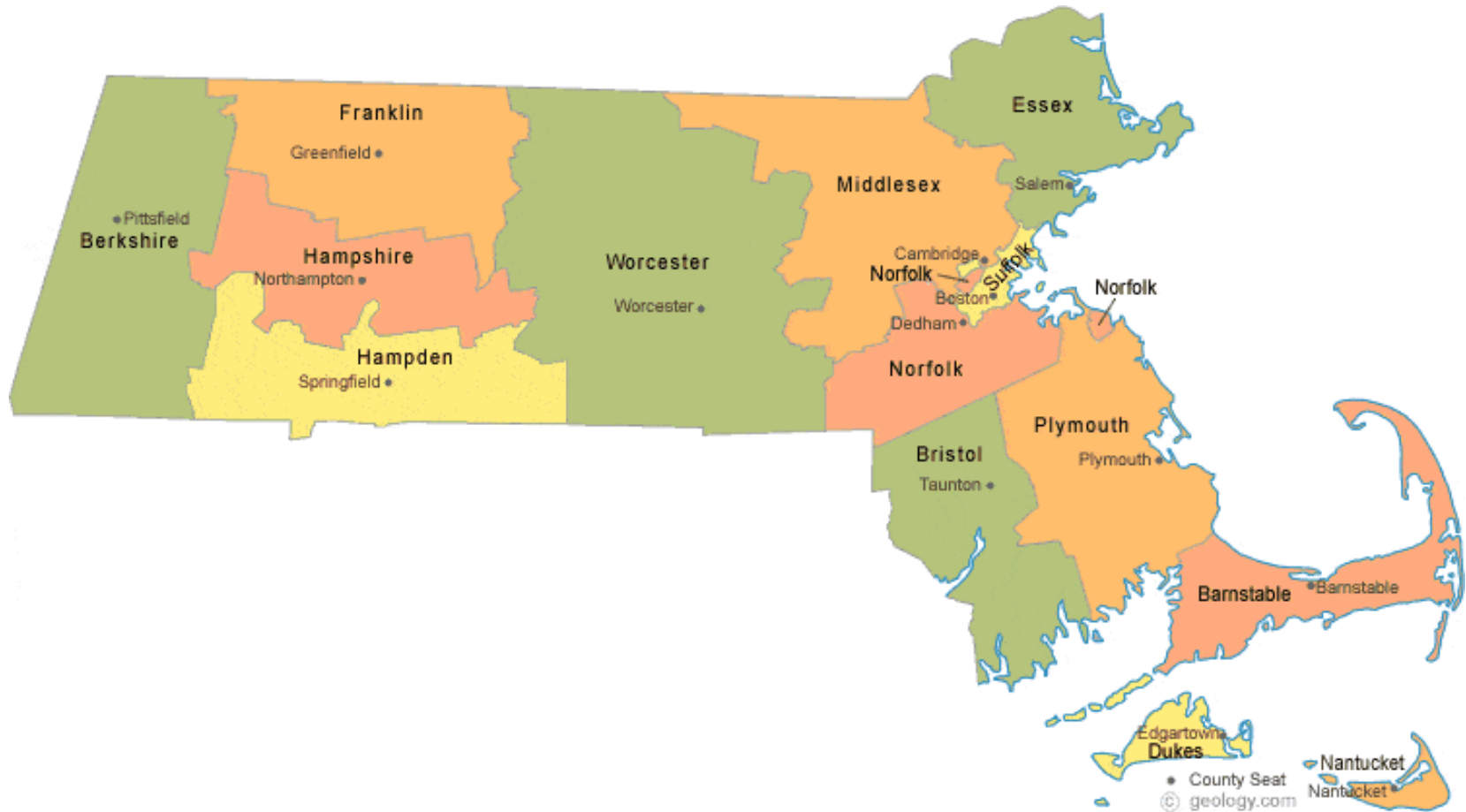
- Expanded Use of Technology
  - Website Chat
  - Webinars
  - WebEx Counseling
- Expand Outreach with other Non-Profits
- Younger Volunteer Base

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# 14 Counties of MA

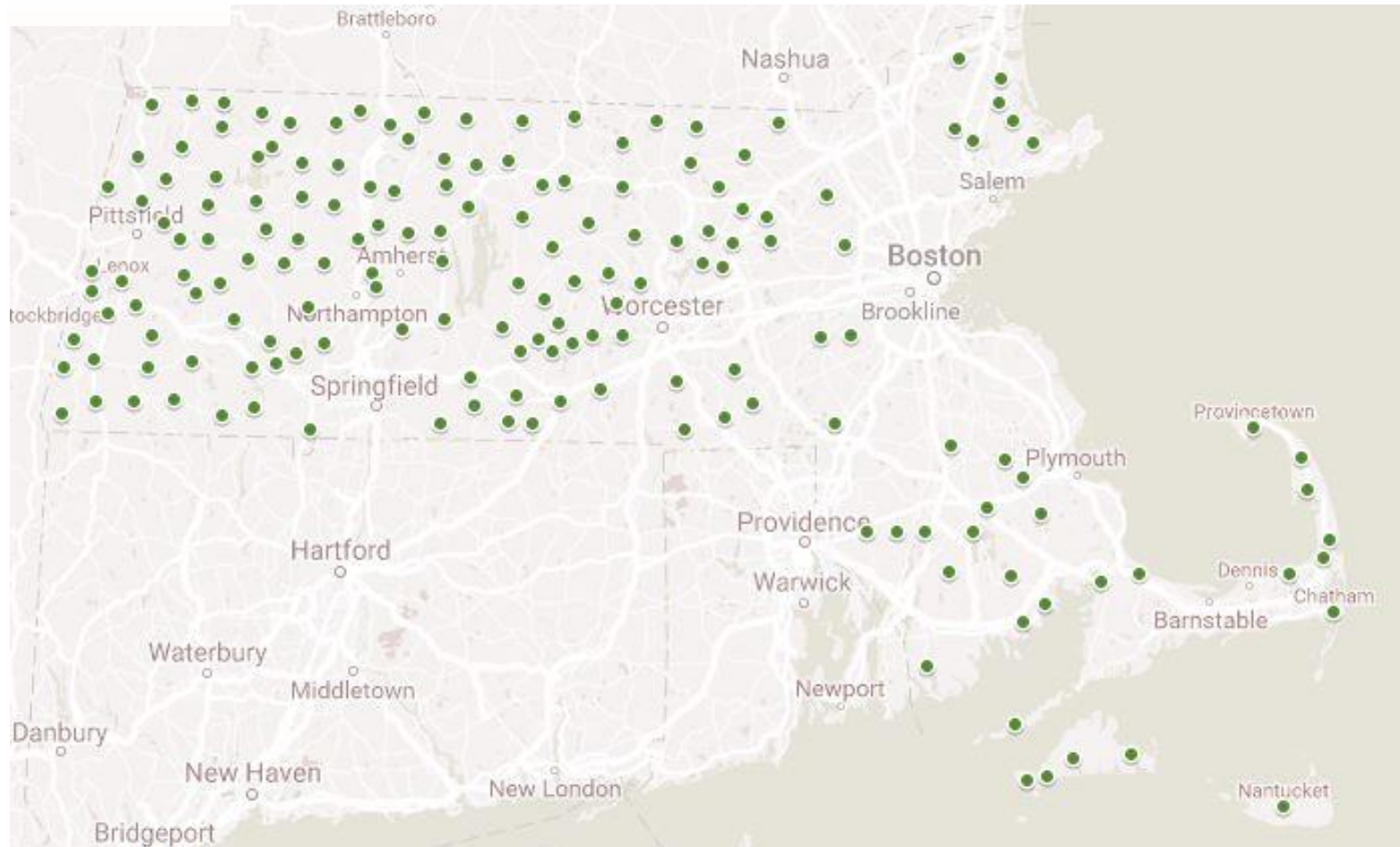


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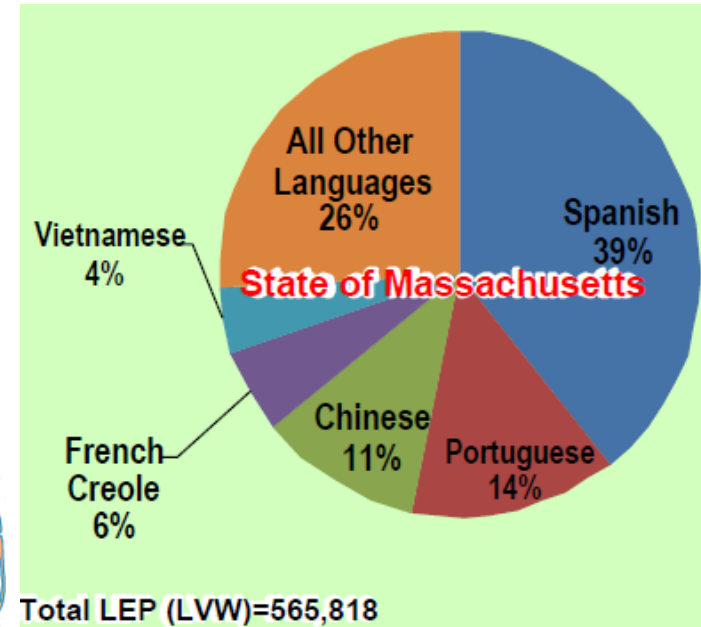
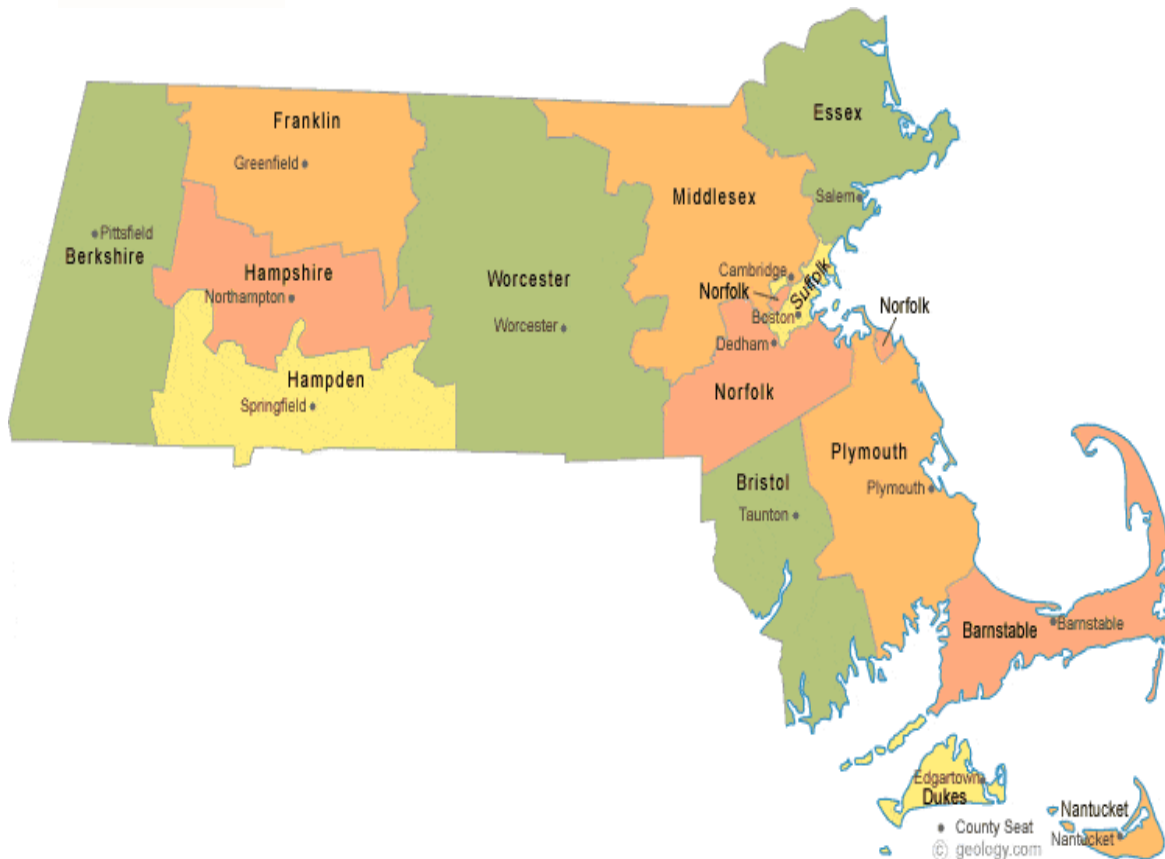
# Rural Counties of MA



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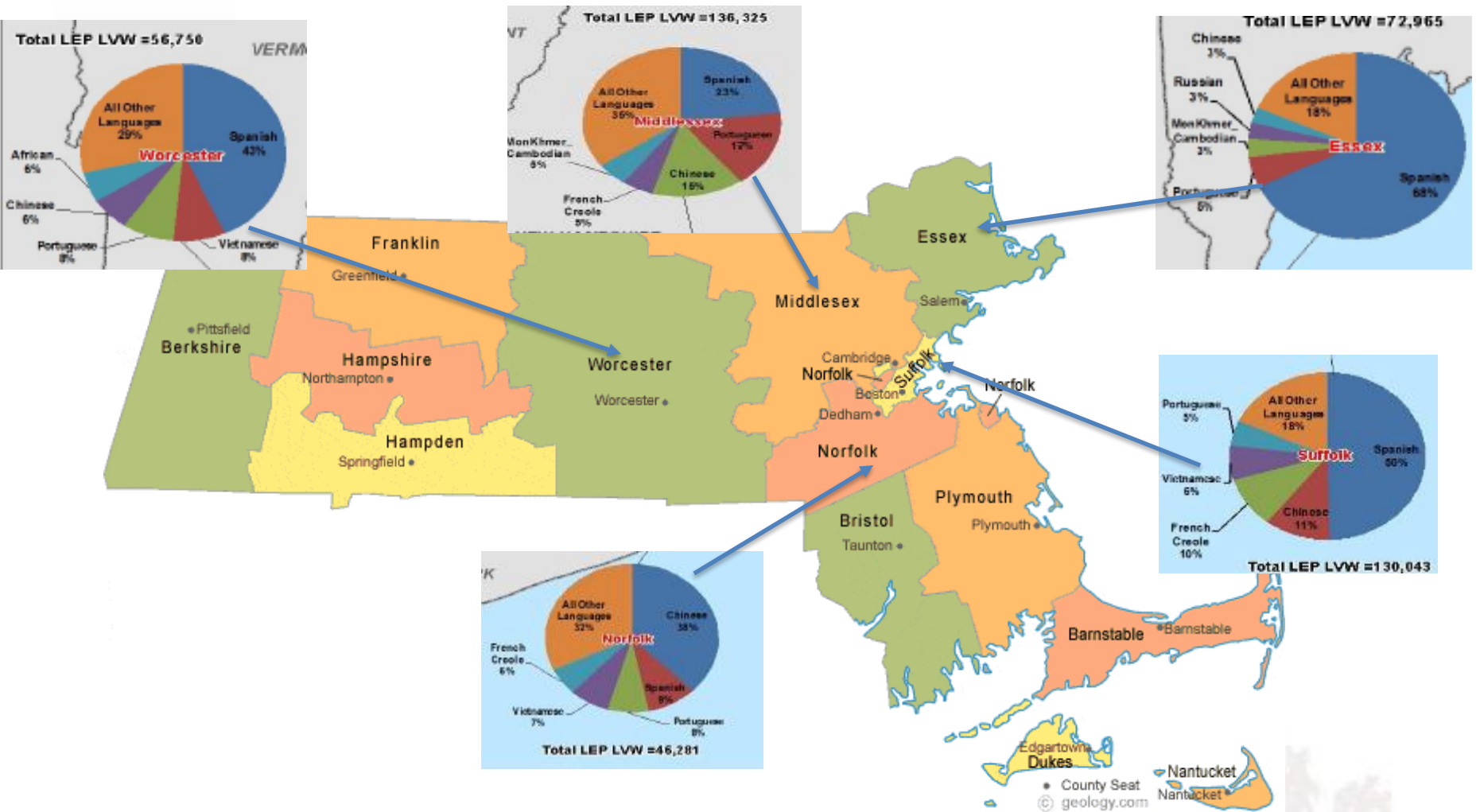
# MA LEP Population Enclaves



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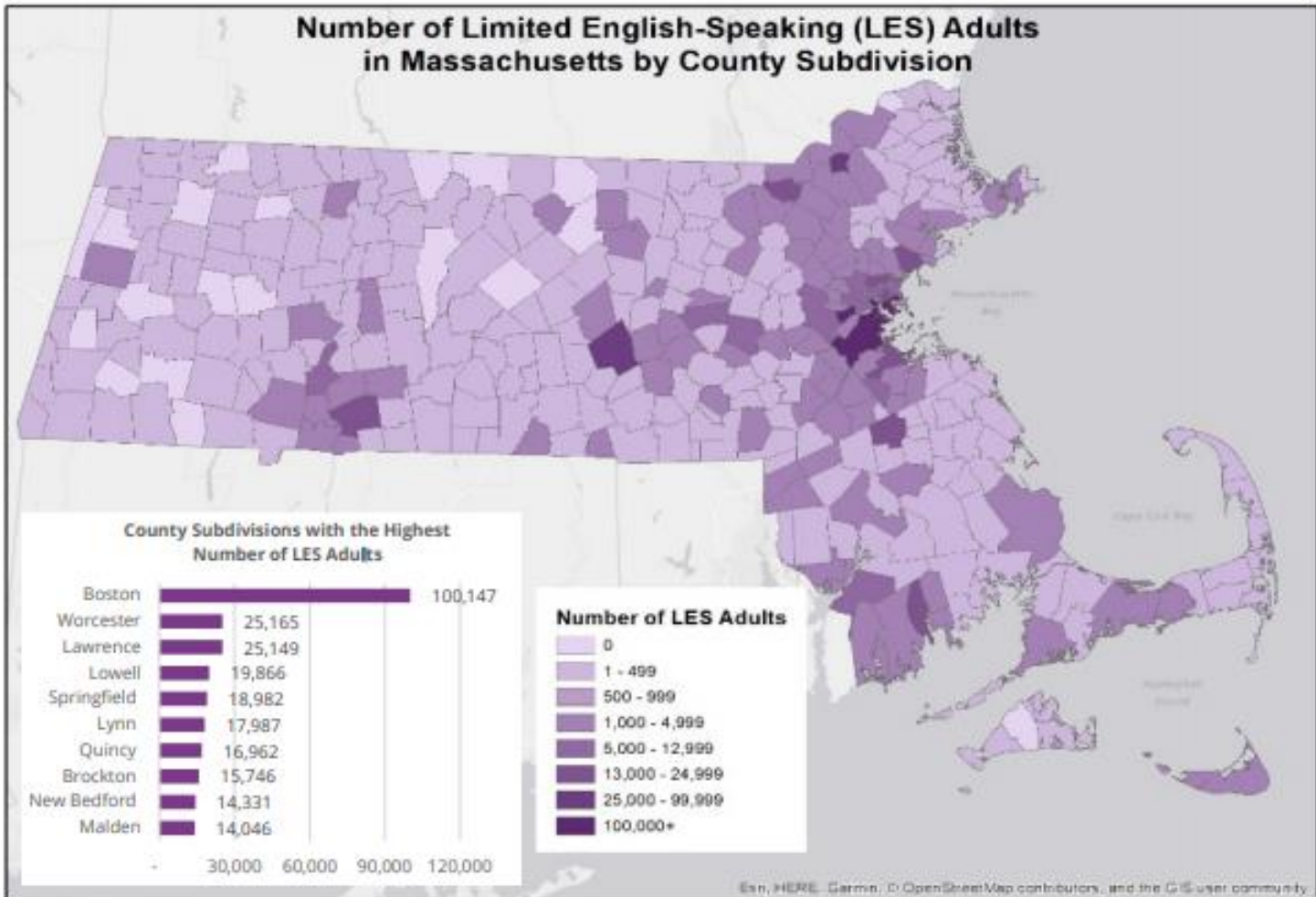
# MA LEP Population Enclaves



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# MA LEP Population Enclaves



Note: A "limited English-speaking adult" is one who does not speak only English or speaks English "very well" in addition to another language  
 Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-year Estimates, BPDA Research Division Analysis

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# In-Person Outreach: Educational Sessions



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# In-Person Outreach Methods: Health and Wellness Fairs



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# Print Media: Help Your Elders Campaign

Chào mừng quý vị đến với chuyên mục này. Chúng tôi sẽ cung cấp cho quý vị những thông tin cần thiết để giúp quý vị và gia đình của quý vị tránh khỏi những rủi ro về tài chính và sức khỏe.

**Hotline:**  
**1-800-986-2468/2400**  
**hoặc**  
**1-800-986-8888** (24 giờ)

## Hội NRA mất thế

Nguyễn Xuân Dũng

Hội đồng Toàn quốc (NRA) của Tổng thống Donald Trump đã bị nhiều viên đồng chí trong nội bộ của ông rời bỏ. Ông đã mất đi một thế lực chính trị quan trọng.

Trong khi đó, ông đã được nhiều người ủng hộ. Ông đã được nhiều người ủng hộ trong nội bộ của ông. Ông đã được nhiều người ủng hộ trong nội bộ của ông.

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**Help Protect Your Elders**

Don't let your loved ones become victims of healthcare errors, fraud and abuse. If something seems wrong, call the Massachusetts Senior Medicare Patrol Program. We are here to help.

Massachusetts MA Senior Medicare Patrol Program Elder Services of the Merrimack Valley 230 Merrimack Street, Suite 400 Lawrence MA 01840 800-986-2468 • www.MASMP.org

**Giúp Bảo Vệ Người Cao Tuổi**

Hãy Hành Động! Ghi danh Lâm Thiện Nguyễn Giúp bảo vệ người cao tuổi và người thân, không để họ trở thành nạn nhân của lừa đảo, lạm dụng và sai lầm chăm sóc sức khỏe. Muốn biết thêm chi tiết xin gọi Massachusetts Senior Medicare Patrol Program.

Chúng Tôi Có Mặt Để Giúp Đỡ!

Massachusetts MA Senior Medicare Patrol Program Elder Services of the Merrimack Valley 230 Merrimack Street, Suite 400 Lawrence MA 01840 800-986-2468 • www.MASMP.org

Trần Văn Thủy Long • Tuesday, February 27, 2018 • Trang 21

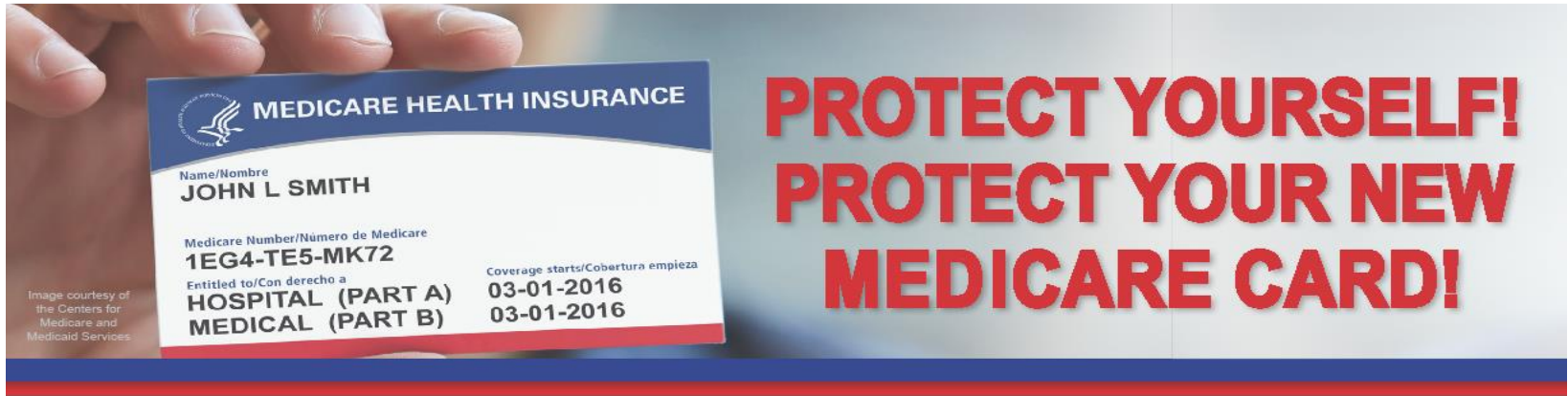
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# Using Print Media: MA SMP Placemats



## If you live in Massachusetts you should have received your new Medicare card by now!

All Medicare beneficiaries in the country should have received their new card by April 30, 2019. If you live in Massachusetts you should have received your new card by now. If your new Medicare card has not arrived, you need to call Medicare at 1-800-MEDICARE (1-800-633-4227) or the Massachusetts Senior Medicare Patrol (SMP) Program at 1-800-892-0890. You need to make sure you have your new Medicare card, unique to you, and that it didn't fall into the wrong hands. Destroy your old card when your new Medicare card arrives. Social Security numbers have been removed from Medicare cards to protect your personal identity.

**THERE WILL BE NO CHANGES TO YOUR BENEFITS!**

**DO NOT GIVE YOUR PERSONAL INFORMATION TO ANYONE YOU DO NOT KNOW AND TRUST.**

**Beware! Medicare and Social Security will never call you to ask you for your personal information.**

**Protect yourself and your medical identity. Do not fall victim to unscrupulous marketers asking for your Medicare number and other personal information in exchange for 'free' medical supplies and equipment. *Nothing is free!***

Massachusetts  
**SMP**  
Empowering Seniors To  
Prevent Healthcare Fraud  
251 North Street, 3rd Floor, Lowell, MA 01850  
800-892-0890 • www.mass.gov

If you have questions about your Medicare benefits or about the new Medicare card, please call the Massachusetts Senior Medicare Patrol (SMP) Program at 800-892-0890 or SHINE Program at 800-AGE-INFO (800-243-4636).

**THE SHINE PROGRAM**  
Serving the Health Insurance Needs of Everyone

Supported in part by ACL grant# 90MP0226-03

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# Using Print Media: MA SMP Placemats



MA SMP Placemats at the  
Westfield Senior Center



MA SMP Placemats at the  
Nantucket Senior Center

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# Using Print Media: Brace Yourself Scam Alert Flyer in English and Portuguese

## Brace Yourself: Don't get tied up in the Brace Scam!

### Protect Yourself Against Deceptive Marketing:

- **Do not provide** your Medicare Unique ID or Social Security number to anyone, except your trusted medical providers.
- **Medicare and Social Security will NOT call you** and ask for personal information.
- **Hang up** if anyone calls offering you **free** products or claiming to be from Medicare to obtain personal information. **Beware!**
- **Do not reply** to any postcards you receive in the mail offering free braces, creams, pain medication, or other products.
- **Do not respond** to deceptive TV Ads.
- **Do not accept or open any packages** you did not order.
- **Contact the MA SMP Program** if you receive surprise packages from Medical Supplies in the mail.



### REMEMBER NOTHING IS FREE!

Contact the Massachusetts Senior Medicare Patrol (SMP) Program to report such scams, deceptive calls, receipt of items you did not order and any other suspicious activities.

**We are here to help you!**

Call 800-892-0890 or visit [www.MASMP.org](http://www.MASMP.org)



Supported in part by Administration for Community Living grant No. 90MP0226-03.

## Tenha Cautela: Não se deixe levar pelo esquema fraudulento dos correctores ortopédicos!

### Proteja-se Contra Táticas de Marketing Enganosas:

- **Não dê** o seu Cartão de Identificação do Medicare ou o seu número de Segurança Social a ninguém, excepto aos seus provedores médicos de confiança.
- **O Medicare e a Segurança Social NÃO irão telefonar-lhe** e pedir-lhe informação pessoal.
- **Desligue** se alguém lhe telefonar a oferecer produtos gratuitos ou a alegar ser do Medicare para obter informações pessoais. **Tenha cuidado!**
- **Não responda** a qualquer cartão postal que receba pelo correio a oferecer correctores ortopédicos, pomadas, medicação para a dor ou outros produtos gratuitos.
- **Não responda** a anúncios de TV enganosos.
- **Não aceite ou abra quaisquer pacotes** que não tenha encomendado.
- **Entre em contacto com o a MA SMP** se receber pacotes surpresa que contenham produtos ortopédicos.



**LEMBRE-SE QUE NADA É GRATUITO!** Entre em contacto com o Senior Medicare Patrol (SMP) Program de Massachusetts para denunciar tais esquemas fraudulentos, telefonemas enganosos, recepção de artigos que não encomendou e quaisquer outras actividades suspeitas. **Estamos aqui para ajudá-lo!**

Ligue para 800-892-0890 ou visite [www.MASMP.org](http://www.MASMP.org)



Apoiado em parte por Administration for Community Living grant No. 90MP0226-03

# 2019 SMP/SHIP National Conference

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# Using Print Media: Brace Yourself Scam Alert Flyer in English and Spanish



## Protect Yourself Against Deceptive Marketing:

- **Do not provide** your Medicare Unique ID or Social Security number to anyone, except your trusted medical providers.
- **Medicare and Social Security will NOT call you** and ask for personal information.
- **Hang up** if anyone calls offering you free products or claiming to be from Medicare to obtain personal information. Beware!
- **Do not reply** to any postcards you receive in the mail offering free braces, creams, pain medication, or other products.
- **Do not respond** to deceptive TV Ads.
- **Do not accept or open** any packages you did not order.
- **Contact the MA SMP Program** if you receive surprise packages in the mail.

## REMEMBER NOTHING IS FREE!

Contact the Massachusetts Senior Medicare Patrol (SMP) Program to report such scams, deceptive calls, receipt of items you did not order and any other suspicious activities.

**We are here to help you!**

Call 800-892-0890 or visit [www.MASMP.org](http://www.MASMP.org)



## Protéjase contra mercadeos engañosos:

- No proporcione su identificación única de Medicare o número de seguro social a nadie, excepto a sus proveedores médicos de confianza.
- Medicare y el seguro social NO llaman ni piden información personal.
- Cuelgue si alguien llama ofreciéndole productos gratuitos o se aferra a ser de Medicare para obtener información personal. ¡Cuidado!
- No responda a ninguna de las postales que reciba en el correo que ofrezca equipos gratuitos, medicamentos para el dolor u otros productos.
- No responda a anuncios de TV engañosos.
- No acepte ni abra ningún paquete que usted no haya ordenado.
- Comuníquese con el programa MA SMP si recibe paquetes en sorpresa por correo.

## RECUERDE QUE NADA ES GRATIS

Comuníquese con el programa Massachusetts Senior Medicare Patrol (SMP) para reportar tales estafas, llamadas engañosas, el recibo de artículos que no ha pedido y cualquier otras actividades sospechosas.

**¡Estamos aquí para ayudarle!**

Llame al 800-892-0890 o visite [www.MASMP.org](http://www.MASMP.org)



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# Using Print Media: El Pueblo Latino

## **¡No se deje engañar por la estafa nacional de los aparatos ortopédicos!**

¿Le ofrecieron un aparato ortopédico que su médico no le ordenó? Llame al 800-892-0890 para reportarlo.

Nunca proporcione su información personal a un representante de ventas que no conozca. Si alguien llama pidiendo su información personal, cuelgue el teléfono.

El Massachusetts Senior Medicare Patrol Program está aquí para ayudar a proteger a los beneficiarios de Medicare y Medicaid de ser víctimas de errores, fraudes y abusos. Llame al 800-892-0890 para reportarlo.

**Si usted desea unirse a nuestro equipo para ser voluntario, llame al 800-892-0890.**



280 Merrimack St., Suite 400, Lawrence, MA

**800-892-0890**  
**www.masmp.org**

Funded in part by ACL Grant No. 90-MPPG 0051-01-00

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# Using Print Media: Billboards



2013 Billboard



2018 Billboard

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# PR Newswire: Multimedia Distribution

- Picked up by 233 mainstream media outlets
  - Magazines: BusinessWeek- Boston Bureau, Harvard Business Review
  - News Services: State House News Service, Dow Jones Newswires- Boston Bureau
  - Newspapers: Boston Globe, Wall Street Journal, New York Times
  - Radio: 17 different stations
  - Television: 15 different stations
  - Websites: 27 different websites

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# Using Print Media: Local Newspapers in Massachusetts

- Arlington Advocate
- Barnstable Patriot
- Berkshire Eagle
- Cape Cod Times
- Eagle Tribune
- Epoch Times
- Gardner News
- Lowell Sun
- Marblehead Reporter
- Martha's Vineyard Times
- MetroWest Daily News
- O Jornal
- Portuguese Times
- Rumbo News
- Standard Times
- Springfield Republican
- Thang Long
- Westfield News
- Worcester Telegram & Gazette

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# Social Media: Facebook

- [English Flyer and Facebook Post about DME Scams](#)



#### Protect Yourself Against Deceptive Marketing:

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- **Medicare and Social Security will NOT call you** and ask for personal information.
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**We are here to help you!**

Call 800-892-0890 or visit [www.MASMP.org](http://www.MASMP.org)



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# Social Media: Facebook

- [Q&A Session with Joan Hatem-Roy, Elder Services of Merrimack Valley CEO, on The Eagle Tribune](#)

**Elder Services of the Merrimack Valley**  
May 7 · 🌐

Ask Joan: Weekly Q&A Column  
Q) I've been having lower back pain for quite some time. It gets worse after too much physical activity. I've seen commercials on T.V. promoting back and knee braces covered by Medicare. If it isn't going to cost me anything is there any reason why I shouldn't call the number?  
#ElderServices #AskJoan #QandA

**SCAM ALERT**

ESMV.ORG  
**Be wary of TV pitches for back and knee braces - Elder Services**

👍 4      3 Shares

👍 Like      💬 Comment      ➦ Share

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# Social Media: Facebook

**Elder Services of the Merrimack Valley**  
 April 6, 2018

Social Security numbers are being removed from Medicare cards in effort to reduce identify theft! All persons on Medicare will get new Medicare cards with random numbers over the course of the next year.

Our thanks to the Lowell Sun for highlighting the potential for scams and what the Massachusetts Senior Medicare Patrol is doing about it in this great article by Amaris Castillo.  
 #SeniorMedicarePatrolProgram #SMP #SHINE #Medicare #y2018



**PROTECT YOURSELF!  
 PROTECT YOUR NEW  
 MEDICARE CARD!**

**New Medicare cards will be mailed between  
 April 2018 and April 2019**

You asked and Medicare listened. Social Security numbers will no longer be used on Medicare cards to help protect against identity theft.

You will get a new Medicare card with a number that is unique to you. This number can only be used for your Medicare coverage.

**THERE WILL BE NO CHANGES TO YOUR BENEFITS.**

**Beware of anyone who contacts you about your new Medicare card.** Medicare and the Social Security Administration will not call you for your personal information. **DO NOT GIVE ANY PERSONAL INFORMATION TO ANYONE YOU DO NOT KNOW.**

To make sure you get your card in timely fashion please make sure your mailing address is up to date. If your address needs to be corrected, contact Social Security at 1-800-772-1213 or visit [www.SSA.gov/MyAccount](http://www.SSA.gov/MyAccount). TTY users can call 1-800-325-0776.

Mailing new cards to all 56 million persons on Medicare will take time. Your card might

**LOWELLSUN.COM**  
**Senior centers sound scam alarm on new Medicare cards**  
 DRACUT -- Bethany Loveless is worried. Seated in her office last Tuesday...

[Article from the Lowell Sun](#)

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# Social Media: Facebook Ads

**Elder Services of the Merrimack Valley**  
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Join the Massachusetts Senior Medicare Patrol Program in helping to reduce healthcare errors, fraud, and abuse.  
Call us at (800) 892-0890 to volunteer!



**MA Senior Medicare Patrol (SMP) is a program of Elder Services of the Merrimack Valley, Inc.**

Contact Us With Questions Regarding Your Medicare Bill! [Contact Us](#)

[Call For Session!](#)

[Like](#) [Comment](#) [Share](#)

**Elder Services of the Merrimack Valley**  
Sponsored · Paid for by an ACL Grant No. 90MP0226

Join the Massachusetts Senior Medicare Patrol Program in helping to reduce healthcare errors, fraud, and abuse.  
Call us at (800) 892-0890 to volunteer!



**MA Senior Medicare Patrol (SMP) is a program of Elder Services of the Merrimack Valley, Inc.**

Help Your Elders Protect Against Healthcare Errors! [Contact Us](#)

Contact Us With Questions Regarding Your Medicare Bill! [Contact Us](#)

[Like](#) [Comment](#) [Share](#)

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# Social Media: Email Blasts

## Volunteering Opportunities:

A message from your AARP state office.

[View Online](#) | [Send to a friend](#)

Add us to your address book [email@email.aarp.org](mailto:email@email.aarp.org)



MASSACHUSETTS



[Member Benefits](#) | [My Account](#) | [Volunteer](#) | [Games](#)

## You can help reduce health care fraud

Dear Jennifer,

Did you know Medicare fraud costs American taxpayers \$60 to \$90 billion annually?

Please join [AARP](#) and the [Massachusetts Senior Medicare Patrol](#) (MA SMP) Program to help combat Medicare fraud. Volunteers are needed to support the mission of the MA SMP Program to reduce errors and fraudulent claims by training Medicare beneficiaries and caregivers to spot questionable bills and to make sure Medicare dollars are being spent appropriately.

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# Social Media: YouTube

[Lucilia Prates-Ramos](#)  
[delivering a Webinar for](#)  
[NeedyMeds](#)



Cost & Consequences of Healthcare Errors, Fraud, & Abuse (December 2017)

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# Social Media: YouTube

## [SMP Presentation at Uxbridge Senior Center](#)



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# LGBTQ+ Community Outreach

- Utilizing broader language such as “significant other” or “partner”
- Inserting LGBTQ+ friendly media in presentation for education sessions

Reach, educate, and activate Medicare and Medicaid beneficiaries, family members, life partner, caregivers and professionals on the importance of being an engaged healthcare consumer.



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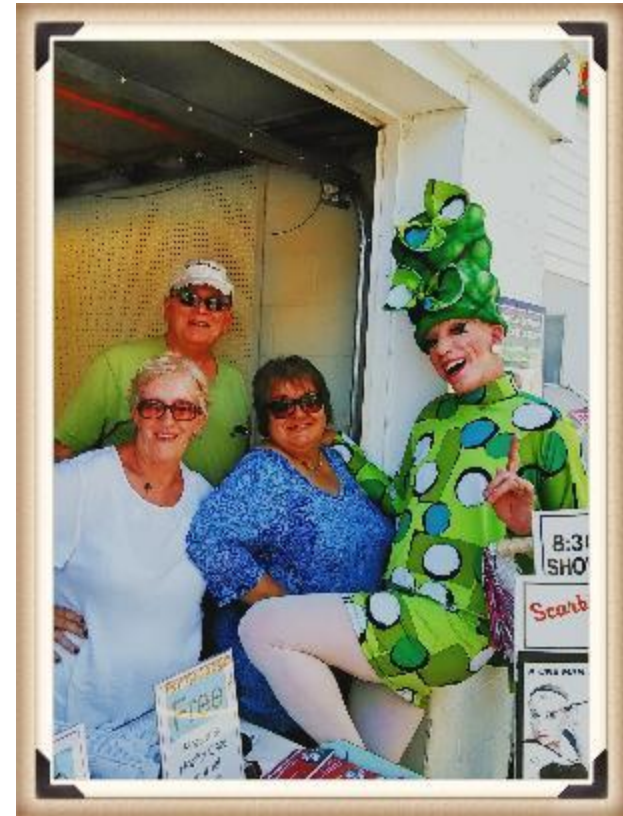


# LGBTQ+ Community Outreach

## Supper Clubs:

- Meeting House Lunch, Medfield, MA
- Mystic Tea, Malden, MA
- Over the Rainbow, Salem, MA
- Friends Café, Chelmsford, MA
- South County Senior Center, South Deerfield MA

## Province Town Festival:



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# Using Broadcasted Ethnic Media: Gois Broadcasting



MEDICARE  
BENEFICIOS - SPOT 2



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# Using Broadcasted Media: Valley Eye Radio, Community Affairs



Initial Interview with Scott Simundza,  
MA SMP Volunteer

[Lucilia Prates-Ramos Interview with Valley Eye  
Radio](#)



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# Using Broadcasted Ethnic Media: Portugal 73

- Reoccurring PSA—airs every Sunday morning between 9 a.m. to 12 p.m.

*“Healthcare errors cost Medicare and Medicaid billions of dollars..., but most importantly medical errors can cost you your life or the life of a loved one...”*

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# Using Broadcasted Media: Public Service Announcements

- Maria Pimentel
- Lucilia Prates, Portuguese PSA
- Daisy Varela



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# Other Community Groups

- NAARFE
- RSCs
- ELKS, Lions, Kiwanis, Sons of Italy
- Community Based Organizations
- Faith-based Organizations
- Civic Clubs and Associations
- National Federation of Women's Clubs
- Men's Clubs
- Mainstream Organizations
- Healthcare Organizations
- Assisted Livings and Independent Livings

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*Köszönettel*

*Vielen*  
**Dank**

Teşekkürler

*Merci*

**Gracias**

*Obrigado!*

**THANK YOU**

Bedankt

*Grazie*

شكراً

ขอบคุณ

*Hvala*

Ευχαριστώ

*Díky*

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