



2019 SMP/SHIP NATIONAL CONFERENCE

Delivering the Message to Diverse Communities by Maximizing Community Partnerships and Resources

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July 22–25, 2019 • San Diego, CA

Messaging to Diverse Populations: NCOA Survey Results

- 2016: NCOA sponsors national telephone survey of over 1,000 adults aged 60+ with incomes below 250% FPL
 - Asked about knowledge of benefits programs, interest in programs, where they get trusted information, and tested messages
 - Findings at:
<https://www.ncoa.org/centerforbenefits/outreach-toolkit/what-the-research-says/>
- 2018: Partnered with Diverse Elders Coalition to repeat survey with 481 older adults from underrepresented populations (Asian-American, Latino, LGBT, Native American)



Overcoming Barriers

Barriers to Applying for Benefits

- Concerns about paperwork ranked as top reason diverse populations hesitated to apply
- Other top barriers:
 - Belief that other people need more help
 - Not knowing how to begin process
 - Thinking the amount of the benefit is not worth the hassle

Messages with Meaning

- Across both surveys and all population groups, and among focus group participants, the #1 message that resonated when asked what would compel people to seek information on these benefits was:

“Help for people on fixed incomes is important because the cost of living goes up, but our incomes do not.”

Trusted Sources of Information

- Among the diverse audiences, children and spouses were the first place they turned for trusted information
 - 70% are in touch with a child, grandchild, or other family member at least once a week
- Other sources of trusted info:
 - Local aging agencies
 - Health care providers
 - Friends/peers
 - Other family members



Getting the Word Out

Q: What are your main sources of news and information? Select any that apply.

- 53% Local TV news
- 44% National TV news
- 44% Friends
- 42% Radio
- 36% Family
- 34% Local newspapers
- 28% Internet news sites
- 26% Community-based organizations
- 24% Facebook
- 21% Cable news
- 17% Ethnic media
- 14% National newspapers
- 3% Twitter



62%
Use the internet at least
Once a week

46%
Use Facebook at least
Once a week

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Goals

- Increase Program Visibility
- Educate The Public
- Increase Traffic in Rural Communities



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SHIINE - SD's Senior Health Information & Insurance Education Program

Sponsored - 

Older Native Americans are among the most economically vulnerable groups among the Medicare population. SHIINE may be able to help.



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Challenges

- Trust
- Ad Confusion
- Comments

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StateWide: Who We Are

- ❖ **New York StateWide Senior Action Council** is a grassroots membership organization made up of individual senior citizens and senior citizen clubs, and organizations from all parts of NYS.
- ❖ Has a strong history providing outreach and education to senior citizens and their families since 1972.
- ❖ Is consumer governed and directed, identifies needs, votes on an agenda and takes action to fulfill the mission of improving the quality of life of seniors in NYS.



The StateWide Team

Today We Will Discuss:

- ❖ **María Alvarez, Executive Director:**
Using Data to Understand your Community
- ❖ **Joan Akpan, Media/Marketing:**
Tools to Effectively Communicate to/with Your Community
- ❖ **Leslie Sierra, Outreach Counselor:**
Getting to Know Your Community

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Aging in NYS

- ❖ New York's total population is over 19 million individuals, and the state **ranks fourth** in the nation in the number of adults age 60 and over – 4.3 million.
- ❖ **Demographic** characteristics changing over time have important implications for the state plan on aging.

Source:  NEW YORK
STATE OF
OPPORTUNITY. | Office for
the Aging

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Change in Population Aged 60+

New York State - 62 Counties

Change in Population Aged 60 and Over

2020 to 2025

Proportion of County Population Aged 60 and Over	Number of Counties with Specified Percent of Older Persons	
	2020	2025
Less than 20%	4	4
20% to 24%	17	6
25% to 29%	32	28
30% and over	9	24

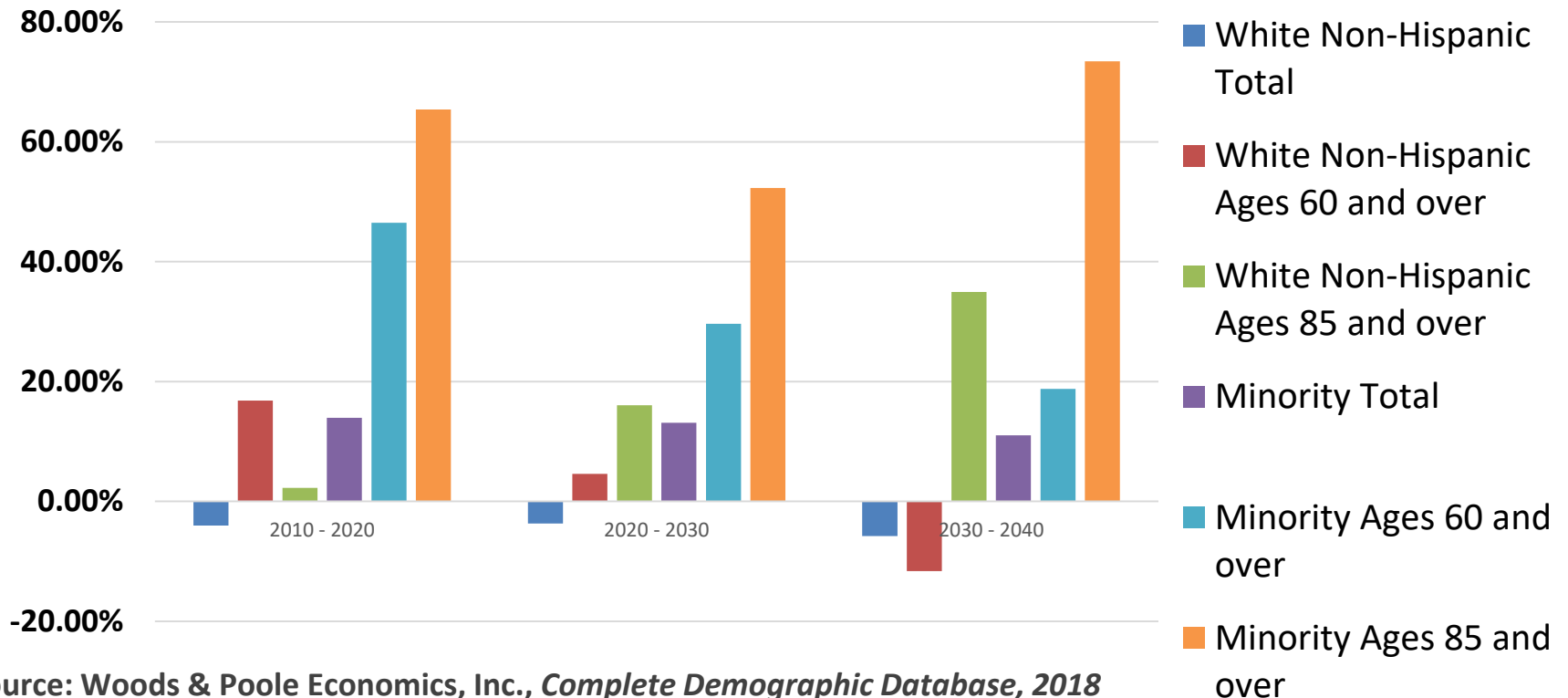
Source: Woods & Poole Economics, Inc., 2018 State Profile

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Minority Population Growth

Projected Growth of the Minority and Non-Minority Population in New York State 2010 to 2040



Source: Woods & Poole Economics, Inc., *Complete Demographic Database, 2018*

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Family Characteristics

FAMILY STRUCTURE in the United States

Married couple families	↓
Married couple families with children	↓
Single parent households	↑
Single person households	↑
Non-traditional households	↑

Source:



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Health and Impairment of Older Adults

- ❖ Chronic conditions are singled out as *the* major cause of illness, disability, and death in the United States.
- ❖ It is estimated that the cost of chronic conditions will reach \$864 billion by 2040, with chronic conditions among older adults being more costly, disabling, and difficult to treat – and also the most preventable.

New York State Population: Disability	
Age Group	% of Group with All Types of Disabilities
5-20	4%
21-64	9%
65 and over	35%

Source:  NEW YORK STATE OF OPPORTUNITY | Office for the Aging

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Other Trends in the State

- ❖ Growth in long term care needs
- ❖ Migration patterns
- ❖ Income and poverty
- ❖ Nutritional needs
- ❖ Community Involvement

Source:  NEW YORK
STATE OF
OPPORTUNITY. | Office for
the Aging

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Effective Communication Tools



医保浪费

医保计划中浪费的支出占了 Medicare 总支出的 10%。
三种类型的浪费

错误

账单错误发生的原因是在 Medicare 计划中，账单信息不正确。这可能会导致 Medicare 支付错误的金额。

账单错误重复收费

滥用

滥用是指 Medicare 支付者支付了他们不应该支付的费用。这通常是由于 Medicare 支付者没有按照 Medicare 计划的规定行事。

不必要的服务和药物

纽约州老年医保巡查组 (SMP) 可以

预防 发现

报告医疗计划、浪费和滥用，请致电 1-800-333-4374

DESPERDICIO DE MEDICARE

El desperdicio en el programa de Medicare representa casi el 10% de todos los costos del Medicare.
Existen 3 Tipos de Desperdicios

ABUSO

El abuso ocurre cuando un proveedor de salud o un proveedor de servicios de Medicare recibe pagos por servicios que no están cubiertos por el programa de Medicare.

Servicios & Medicamentos Inesenciales

FRAUDE

El fraude ocurre cuando un proveedor de salud o un proveedor de servicios de Medicare recibe pagos por servicios que no están cubiertos por el programa de Medicare.

Falsos Cobros Le Prestados por su Número de Medicare

FRAUDE DE MEDICARE (SMP) LE PUEDE AYUDAR

Detecte Reporte

ne Al 1-800-333-4374

MEDICARE WASTE

Waste in the Medicare program accounts for nearly 10% of Medicare's overall spending.

THERE ARE 3 TYPES OF WASTE

ERRORS

Billing Errors happen because of the complexity in the Medicare program. If not caught, errors can lead to the Medicare program and financial losses to you.

Billing Errors Duplicate Claims

ABUSE

Abuse occurs when a healthcare provider commits a pattern of intentional errors. The provider is receiving a lot of billing and insurance.

Unnecessary Services & Medication

FRAUD

Fraud is also a pattern of errors. Fraud is billing Medicare to order to obtain inappropriate payment.

False Claims Pressure for your Medicare Number

THE NY SENIOR MEDICARE PATROL (SMP) CAN HELP

Protect

Protect your Medicare number as you would your credit card. Never share it with anyone except your health care provider or insurance.

Detect

Read through your Medicare statements for mistakes and compare them to your personal records.

Report

If you see any errors, report them immediately. Contact your provider or the NY Senior Medicare Patrol to get them corrected.

To report MEDICARE FRAUD, WASTE OR ABUSE CALL 1-800-333-4374

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Effective Communication Tools

- ❖ **Member Update (Newsletter)** mailed in March 2019 over **800 members** and **1,200 organization members**
- ❖ **Senior Action News** - e-mailed 24x/year to subscription base: **1,200** addresses.
- ❖ **Facebook** - Updated daily, friends – 340
- ❖ **Twitter** - Started Oct 2018 – 35 & growing



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Web site	Sessions	Page views per visit	Avg. Daily Pageviews
MARCH	914	2.53	77
APRIL	810	3.03	82
MAY	832	2.54	70



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SMP Activities

For Time period March 1 – May 31st 2019

- ❖ Presentations and disseminated information at over **142** events which reached over **7,910** seniors, advocates, providers throughout New York State.
- ❖ Counties: Albany, Chautauqua, Chemung, Clinton, Columbia, Cortland, Erie, Fulton, Greene, Kings, New York, Niagara, Ontario, Queens, Rensselaer, Saratoga, St. Lawrence, Tioga, Tompkins, Ulster, Wyoming
- ❖ Reached over **8.7 million** seniors, advocates, providers throughout NYS via television, radio, newsletters, e-newsletters, Web site, Facebook, Twitter
- ❖ Counseled **768** Medicare Beneficiaries, families, and caregivers

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Thank You



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