



2021 SMP/SHIP National Conference
Virtual Meeting • Part One—April 27-29, 2021

Opening Plenary

April 27, 2021

Agenda

- Welcome
- Conference Overview
- 2020 Reflections and Looking Forward
- SMP Updates
- SHIP Updates
- MIPPA Updates
- Open Discussion/Questions



Potatoes



Eggs



Coffee Beans

Coffee Beans

- Grantees
- SHIP Technical Assistance Center
- SMP Resource Center
- MIPPA Resource Center
- Federal Partners: CMS, OIG, ACL
- National Partners: CMA, NGS, Livanta, KEPRO, MRC, n4a, AARP
- Conference Planning: Synergy and OHIC Staff
- OHIC Staff

OHIC Leaders



Rebecca Kinney
Director



Melissa Simpson
Assistant Director



Maggie Flowers
SHIP and MIPPA



Marissa Whitehouse
SMP

OHIC Project Officers



Ade Adenariwo



Wayne Abramovich



Akia Dieuseul



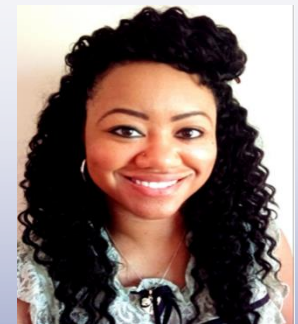
Katie Glendening



Corey Roberts



Shefy Simon



Emberly Zellars

Conference Agenda Overview

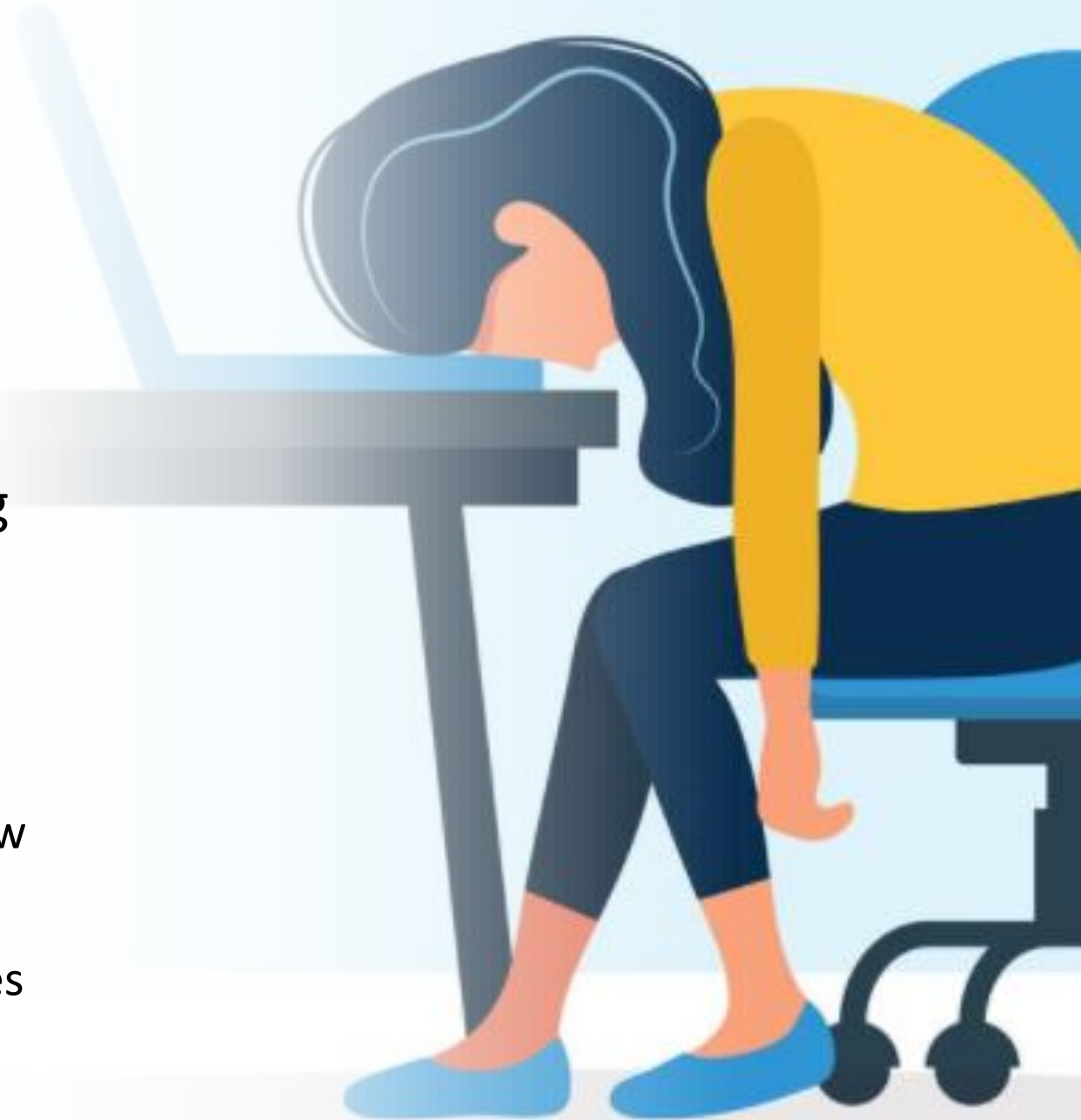
- Be present
- Take care of yourself outside scheduled breaks
- Video/Audio use video in social time and welcome family members (human and furry)

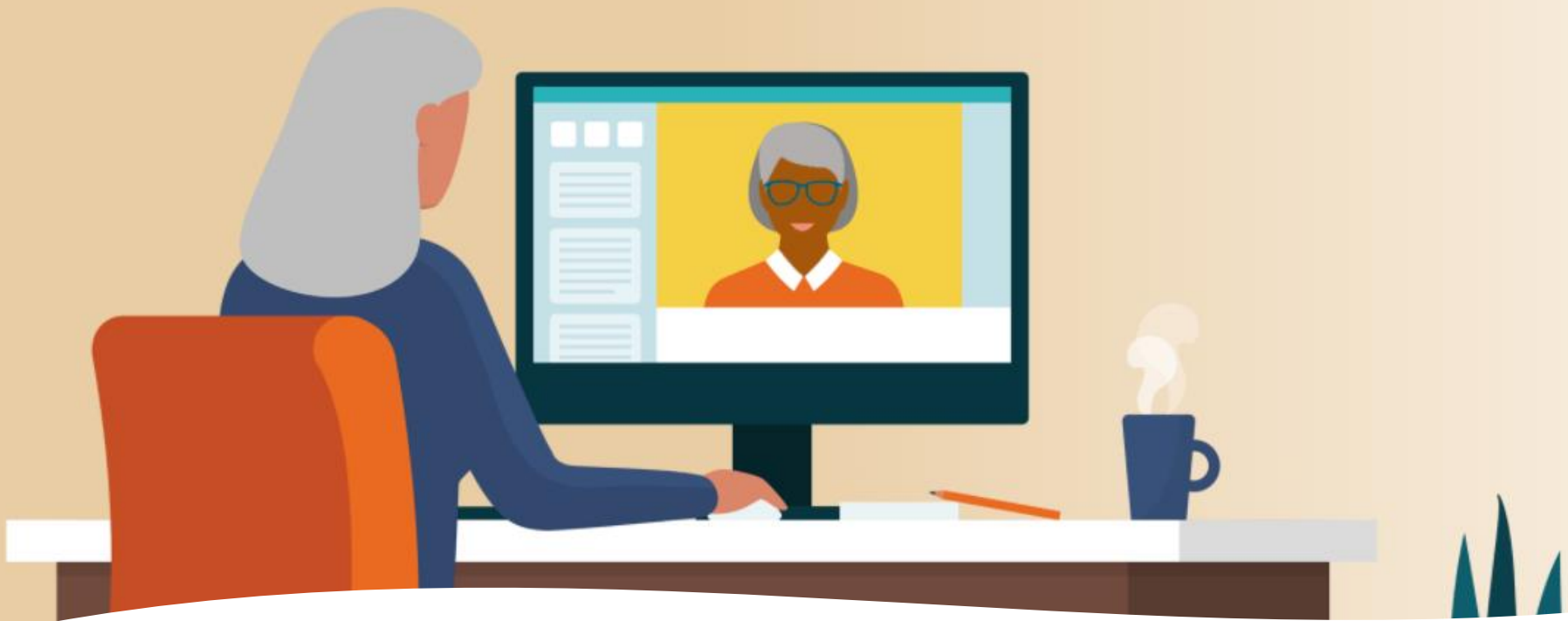
Tuesday, 4/27	Wednesday, 4/28	Thursday, 4/29
12:15-12:45 Social	12:15-12:45 Chair Yoga	12:15-12:45 Social
1:00-2:30 Opening Plenary	1:00-2:15 CMS Plenary	1:00-2:15 Breakouts
2:30-3:00 BAH Office Hours and Break	2:15-2:45 BAH Office Hours and Break	2:15-2:45 Break
3:00-4:00 Breakouts	2:45-4:00 Breakouts	2:45-4:00 Closing Plenary

COVID, Quarantines, and the Virtual World

It has been an
incredibly challenging
year:

- Working from home
- Isolating from friends and family
- Trying to figure out how to serve our beneficiaries throughout quarantines and virtual glitches





COVID, Quarantines, and the Virtual World

It hasn't been all bad news.

- The virtual world:
 - Increased capacity
 - New connections
- Work continues!
 - Reporting matters more than ever

Thank you!

Looking Ahead

New Administration Focus

- COVID-19
- Equity

Improving OHIC Support

- Strengthening Relationship with CMS
- Conflict of Interest (COI) Guidance & Workgroup
- Data System Updates & Additions
- Beneficiary Satisfaction Survey
- ACL Media & Outreach Support
- MIPPA Evaluation





**Empowering Seniors To
Prevent Healthcare Fraud**

SMP COVID Fraud Tracking Wins

- Prepared and shared 11 COVID Summary Reports
- Prepared and referred 42 OIG Special Notifications
- SMP Consumer Fraud Alert
- Enhanced case process and technical assistance provision and updated guidance resulting in greater case quality.
- Multiple touchpoints with OIG and CMS



SMP Media Trainings & Materials

- Held three hour-long media trainings for team members
 - Basic Communications
 - Strategic Communication
 - Media Communications
 - Included 10+ supplementary tip sheets and materials
- Created :30 and :60 educational advertisement videos



Effective Communications

Do & Don't Cheat Sheet

Adapting Messages

Tailoring for Communications Channels

Effective Communications

Quick Tips on News Distribution

Communications Plan

Framework Suggestion

Crisis Communications

Holding Statements

Strategic Communications

Tips for Using Visuals

Bridging During Interviews

Sample Bridging Phrases

Interview Tips

Considerations for Print, Radio, & Screen

Media Interviews

Tips for Working with Reporters

SMP National Media Campaign

20 Markets: *New York, Los Angeles, Chicago, Philadelphia, Houston, San Francisco, Dallas, Washington DC, Boston, Atlanta, Tampa, Phoenix, Seattle, Detroit, Minneapolis, Miami, Denver, Orlando, Cleveland, Sacramento*

Primary Programming Selection: *Early Morning News, Midday News, Evening News and Entertainment*

Total Estimated Impressions:

- *Adults age 55 and older: 29,671,000*
- *Adults age 65 and older: 18,967,000*



2019 SMP OIG Report & Performance

OIG Office of Evaluation conducts and publishes an annual report on the SMP program

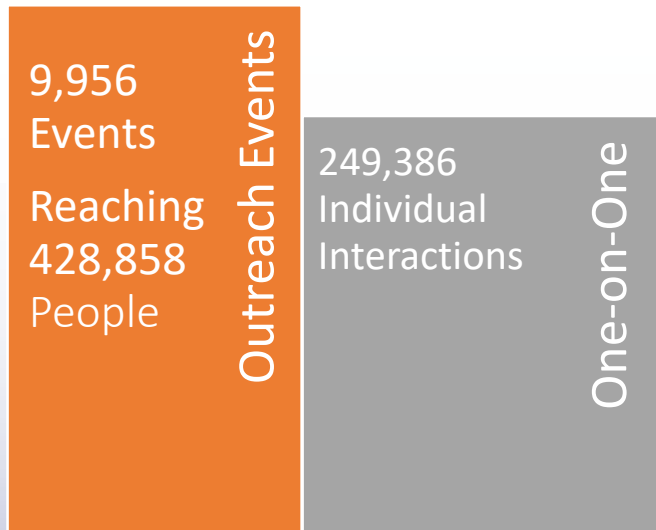
Official
2020 Report:
Coming Soon!



Savings Note from OIG:
Projects may not be receiving full credit for recoveries, savings, and cost avoidance attributable to their work. It is not always possible to track referrals to Medicare contractors or law enforcement... In addition, the projects are unable to track the potentially substantial savings derived from a sentinel effect, whereby Medicare beneficiaries' scrutiny of their bills reduces fraud and errors.

Preliminary 2020 SMP Performance Results

OIG Report on 2020 data will be published Summer 2021.



Team Members

- **5,724** team members
- More than **450,000** hours worked.
- **52%** are true volunteers; **25%** are in-kind (i.e. not paid for with SMP dollars)
- More than **1/3** of team members have been with SMP for more than 5 years.

Good News from OIG:
Cost Avoidance (by beneficiary): OIG will now accept a signed statement or an email from the beneficiary for cost avoided by the beneficiary that was under \$100.
Savings to Beneficiary: OIG will now accept a signed statement or email from the beneficiary for a refund that was under \$100.

SMP Virtual Capacity Expansion

- Virtual Capacity Grantee Supplement
- Virtual Capacity Center Supplement
- Booz Allen Hamilton Case Referral Enhancements
- Virtual Capacity Marketing Efforts

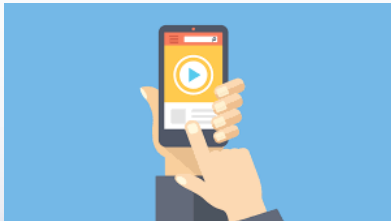


SMP Projects: Coming Soon

SMP National Phone App

Phase One Functionality:

- ☑ SMP Locator
- ☑ Fraud Education
- ☑ Fraud Reporting and Referral



SMP Outreach Research Study

This project will be used to gain a better understanding of the **most efficient and effective methods** to reach the program's target audience via outreach and media activities to prevent Medicare fraud.



First Annual
Medicare Fraud Prevention Day
Fall 2021

The logo graphic consists of three blue diagonal stripes of varying lengths, originating from a common point on the left and extending towards the right. The stripes are set against a light gray background.

ship

NATIONAL
NETWORK

state health insurance
assistance programs



SHIP Results

Grant Year 2019 (4/1/2019 – 3/31/2020)

One-On-One Contacts

- **2,367,410 total** individual contacts with Medicare beneficiaries, their families or caregivers
- **15% with individuals under 65** years of age receiving Medicare due to disability
- **78% include enrollment assistance:** SHIPs assist with enrollment into Medicare, Medicare Part D, Medicare Advantage Plans, Extra Help (LIS), Medicare Savings Programs, Medicaid, and other local assistance programs or benefits.
- SHIP counselors spent an average of **36 minutes** with beneficiaries during one-on-one sessions

Outreach

- **3,615,079** people reached via **61,160** events: Events include public presentations conducted either in-person in the community or virtually; booths at health fairs, senior fairs and community events; and enrollment events conducted in the community.

Team Members

- **13,549 total** team members; **47% are true volunteers**, 33% are in-kind (i.e. not paid for with SHIP dollars)
- **44%** (5,936) team members have been with SHIP **more than 5 years**

Preliminary SHIP Results

Grant Year 2020 (4/1/2020 – 3/31/2021)

One-On-One Contacts

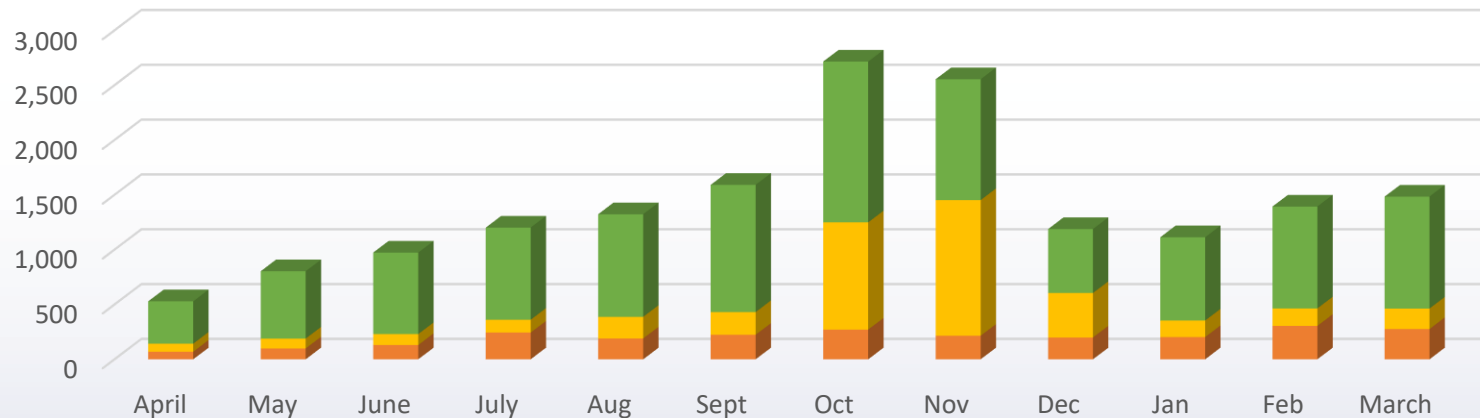
- **1,731,841 total** individual contacts with Medicare beneficiaries, their families or caregivers
- **11% with individuals under 65** years of age receiving Medicare due to disability
- **79% include enrollment assistance:** SHIPs assist with enrollment into Medicare, Medicare Part D, Medicare Advantage Plans, Extra Help (LIS), Medicare Savings Programs, Medicaid, and other local assistance programs or benefits.
- SHIP counselors spent an average of **37 minutes** with beneficiaries during one-on-one sessions

Team Members

- **11,172** team members; **43% are true volunteers**, 36% are in-kind (i.e. not paid for with SHIP dollars)
- **42%** team members have been with SHIP **more than 5 years**

GY2020 Preliminary GOE Data

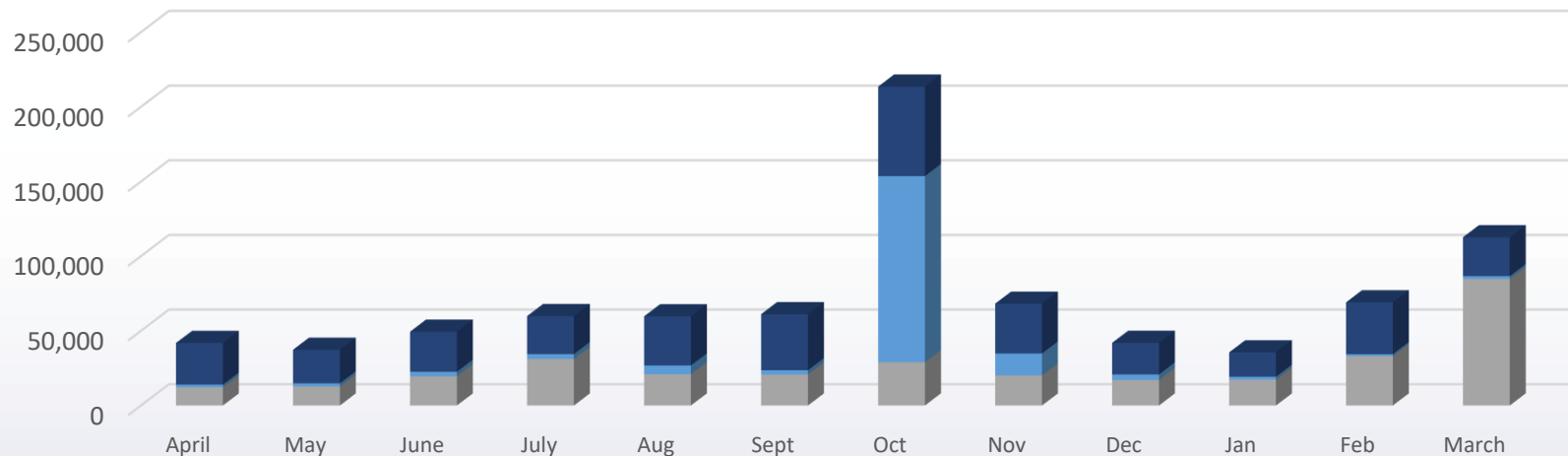
Group Outreach & Education Events GY2020 Preliminary Data



- Interactive Presentation to Public (In-Person, Video Conference, Web based Event, Tele Conference)
- Enrollment Event
- Booth or Exhibit (Health Fair, Senior Fair, or Community Event)

GY2020 Preliminary GOE Data

Group Outreach & Education Events Attendance GY2020 Preliminary Data



■ Interactive Presentation to Public (In-Person, Video Conference, Web based Event, Tele Conference) Attendance

■ Enrollment Event Attendance

■ Booth or Exhibit (Health Fair, Senior Fair, or Community Event) Attendance

SHIP Media Campaign

COMING SOON

New national SHIP materials for beneficiary outreach!

These will include:

- Refreshed logo
- Program overview materials
- Short animations in English and Spanish



MIPPA

MIPPA Results

9/30/2019 – 9/29/2020

One-On-One Contacts

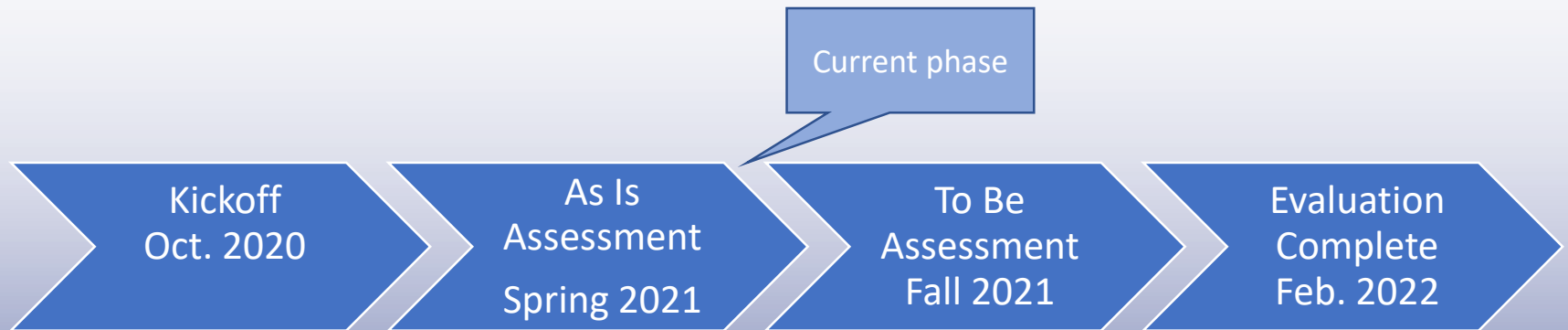
- **942,898 total** individual contacts with Medicare beneficiaries, their families or caregivers
- **143,697 contacts with individuals under 65** years of age receiving Medicare due to disability
- **222,229 contacts with individuals residing in rural areas**
- **5,061 contacts** with individuals identified as **Native American Medicare beneficiaries**
- **55,394 contacts** with individuals speaking **English as a Second Language**
- **99,831 contacts included enrollment assistance** into Medicare Part D Extra Help (LIS) or Medicare Savings Programs

Outreach

- **1,203,959 individuals reached** via 41,505 outreach and enrollment events

MIPPA Evaluation

- Modeled after the SMP & SHIP Evaluations
- The evaluation includes a current state assessment (As-Is), and recommendations for how the program might better deliver on the mission in the future (To-Be)



Integrated Care Network Education & Training

Current understanding of integrated care:

- **30%** said they were *very or extremely knowledgeable* about integrated care
- **30%** report *little to no knowledge* of integrated care

83% indicated resources to help them educate beneficiaries would be extremely or very useful

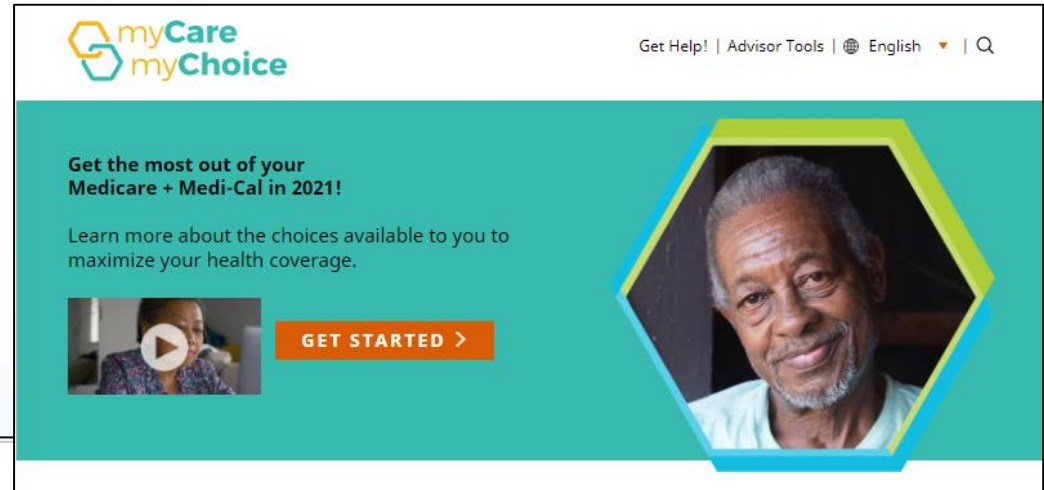
- **85%** would like broad and simplified materials that explain what integrated care is, what the benefits are, and for whom it is appropriate
- **94%** would like detailed templates that can be tailored to a specific geographic area based on the available plans in their area

New Toolkit Available

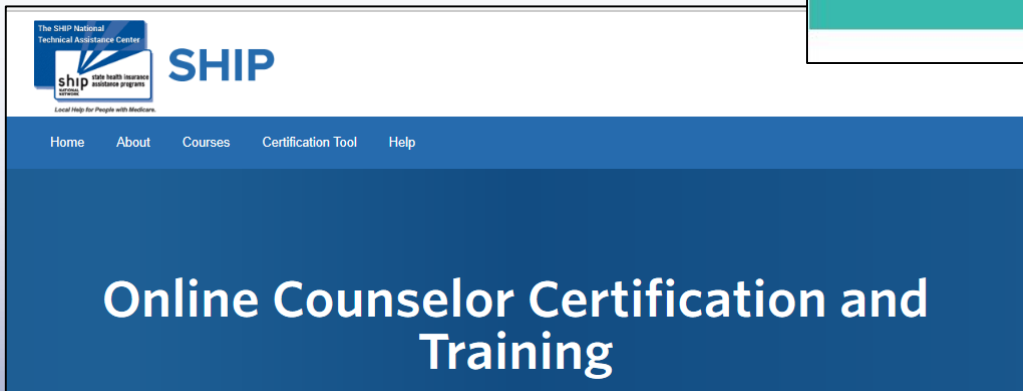
- NCOA's Tools and Training for Professionals: Integrated Care for People with Medicare and Medicaid launched last week.
- The Toolkit includes:
 - Chart of plan models
 - Primer
 - FAQs
 - Powerpoint training template slides
 - Consumer-friendly overview materials
- Find the toolkit at <https://ncoa.org/article/integrated-care-for-people-with-medicare-and-medicaid>

More Resources Coming Summer 2021

Expanding My Care My Choice



The screenshot shows the top section of the MyCare MyChoice website. At the top left is the logo, which consists of a stylized 'G' icon followed by the text 'myCare myChoice'. To the right of the logo are links for 'Get Help!', 'Advisor Tools', a globe icon, 'English', a dropdown arrow, and a search icon. Below the navigation is a teal banner with a white play button icon on the left and a large hexagonal photo of an elderly man on the right. The text in the banner reads: 'Get the most out of your Medicare + Medi-Cal in 2021! Learn more about the choices available to you to maximize your health coverage.' Below the text is a video player thumbnail and an orange 'GET STARTED >' button.



The screenshot shows the header of the SHIP website. On the left is the SHIP logo, which includes the text 'The SHIP National Technical Assistance Center' and 'SHIP health insurance assistance program' with a tagline 'Local Help for People with Medicare'. To the right of the logo is the text 'SHIP'. Below the logo and text is a blue navigation bar with links for 'Home', 'About', 'Courses', 'Certification Tool', and 'Help'. Below the navigation bar is a dark blue section with the text 'Online Counselor Certification and Training' in white.

National Counselor Training Materials