

**PSA 35 REVISED MIPPA WORKPLAN —EXAMPLE ONLY**

**Goal 1. Expand participation in the Medicare Prescription Drug Program (Part D) targeting increased enrollment in rural areas and among beneficiaries eligible for the Low Income Subsidy (LIS) or the Medicare Savings Plan (MSP)**

<b>Major Objective</b>	<b>Key Task/ Action Step</b>	<b>Lead Entity</b>	<b>Key Partners</b>	<b>Timeframe</b>	<b>Status/ Comment</b>
<p>A. <u>Work Plan</u> Develop a coordinated plan to make outreach to and enroll beneficiaries in rural areas and in the LIS and MSP programs</p> <p><u>500</u> eligible Medicare beneficiaries will be counseled on LIS/MSP; <u>250</u> applications will be submitted.</p>	<ul style="list-style-type: none"> <li>Establish a monthly MIPPA workgroup for next 2 years that will include AAA, HICAP, I&amp;A ADRC partners to develop a coordinated outreach &amp; enrollment plan specific to each county.</li> </ul>	AAA/ADRC will convene & lead these meetings.	HICAP, ADRC, Legal Services Provider, Social Security District Office Manager, Representatives from Health Clinics in rural areas, Nutrition Program Directors, key social service agencies serving ethnic groups and others as discussions continue.	09/09-6/11	<p>Revised work plan due to CDA before grant funding will begin.</p> <p>Have AAA Planner compile data on target rural areas &amp; % of potential LIS/MSP by city/zip code for planning purposes.</p>
	<ul style="list-style-type: none"> <li>Establish screening and referral processes to be used among partnering agencies to screen potential beneficiaries for Part D, LIS, &amp; MSP and</li> </ul>	AAA/ADRC/HICAP	Key stakeholders as noted above	10/09-12/09	

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	<p>to refer them to counseling/ enrollment assistance.</p> <ul style="list-style-type: none"> <li>Using CMS Zip Code data to target audience, develop a schedule of upcoming Part D consumer presentations and enrollment events in collaboration with the stakeholder organizations.</li> </ul> <p>A minimum of 8 public education events will be held in each county.</p>	AAA/ADRC/HICAP	Key partners above. I&A staff will have this schedule and ask I&A callers if they are interested in attend. SSA staff will also make referrals. Schedule of presentations will be disseminated by home delivered & congregate meal site providers, pharmacies, and clinics.	Schedule for next 4 months will be developed by 9/30/09	Demonstration of the HICAP web calendar will be presented to stakeholders so that they can quickly find the most up to date info on future Part D presentations.
	<ul style="list-style-type: none"> <li>Educate PSA 36 staff &amp; community partners on LIS &amp; MSP</li> </ul>	AAA/ADRC/HICAP		9/09-11/09	Include Caregiver Resource Center, ILC, County Social

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					Services, Senior Peer Counseling volunteers, Dept. of Mental Health staff, hospital pharmacies.
B. <u>Outreach &amp; Educational Materials</u>	<ul style="list-style-type: none"> <li>Identify needed consumer outreach materials for the AAA, I&amp;A, HICAP, Social Security, and other key partners to disseminate;</li> <li>Develop/update training materials for stakeholders who will be assisting in the outreach &amp; enrollment efforts.</li> <li>Determine how InfoVan can be used most effectively in this effort.</li> </ul>	<ul style="list-style-type: none"> <li>HICAP will have the lead in identifying the need for additional outreach &amp; training materials that will be needed/used by the stakeholders involved in the MIPPA workgroup.</li> </ul>	See partners listed above	11/09-01/10	Review materials already available. Identify gaps including materials that may need to be translated.
C. <u>Media Outreach</u>	<ul style="list-style-type: none"> <li>Identify key messages to use in conjunction with CDA's MIPPA Statewide Steering Committee. A component in messaging will be that we need more HICAP volunteers to do this important work.</li> </ul>	<ul style="list-style-type: none"> <li>AAA, HICAP, and ADRC</li> </ul>	AAA, HICAP, and ADRC and stakeholders who have good media connections.	9/09-6/30/11	Identify consumers helped by Part D, LIS, MSP; pharmacist, and doctor willing to speak with the media,

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	<ul style="list-style-type: none"> <li>Identify key print, radio and TV reporters with a likely interest in this issue. Have media packets prepared &amp; conduct outreach and follow up with them.</li> <li>Use the changes in MSP income limits effective January 1, 2010 as a news hook.</li> </ul>	<p>AAA/ADRC/HICAP</p> <p>AAA/ADRC/HICAP</p>	<p>County Department of Social Services</p>	<p>9/09-1/30/10</p> <p>9/09-1/30/10</p>	<p>particularly from targeted ethnic communities.</p> <p>Need simple, understandable info on the MSP and LIS program and the eligibility change geared to the media (including translations)</p>
<p>D. Coordinate outreach activities and presentations.</p> <p>A minimum of <u>10</u> outreach activities will be completed during the grant to</p>	<ul style="list-style-type: none"> <li>Conduct outreach activities &amp; enrollment events. Target locations in key cities/towns w/ high % of LIS eligible: low income senior housing; senior trailer parks; faith-based</li> </ul>	<p>HICAP and ADRC (Independent Living Center and Free For All Clinic will provide space and web access for out-stationed HICAP volunteer</p>	<p>Independence First ILC, Free for All Health Clinic, Ecumenical Coordinating Council of Churches and</p>	<p>10/09-6/11</p>	

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a target population of approximately <u>3,500</u> beneficiaries.	organizations in low income zip codes; free health clinics serving Medicare beneficiaries; etc	to meet and help in LIS enrollments).  MIPPA outreach will be the primary focus of AAA outreach events in 09-10	Temples, Volunteers of America (senior and disabled programs) and HUD housing managers.		
E. <u>Staffing/</u> <u>Needed</u> <u>Equipment</u>	<ul style="list-style-type: none"> <li>• Use funds for HICAP temp help to staff mobile enrollment center.</li> <li>• HICAP will train I&amp;A &amp; ADRC staff to develop successful screening questions; determine when a full fledged HICAP counseling referral should occur; and assist consumers in completing an LIC/MSP application.</li> <li>• HICAP will actively recruit new volunteers/staff who are bilingual in either Spanish or Vietnamese to assist in</li> <li>• HICAP will schedule volunteer training so that individuals with an</li> </ul>	<p>HICAP</p> <p>HICAP</p>	<p>AAA I&amp;A staff, ADRC staff</p> <p>AAA</p>	<p>10/09-11/09 2/10-4/10</p> <p>2/10-5/10 2/11-5/11</p>	

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	<p>interest in volunteering are engaged while their interest is high.</p> <ul style="list-style-type: none"> <li>Secure six additional laptops with wireless internet cards and printers will be purchased for use in enrollment events.</li> </ul>	HICAP		9/09	
<p>F. <u>Measuring Progress in Achieving Performance Goals.</u></p>	<ul style="list-style-type: none"> <li>For each involved entity, develop a simple mechanism for them to capture (1) how many beneficiaries were screened &amp; referred to a presentation, counseling or an enrollment center; (2) how many beneficiaries enrolled in these programs as a result of our efforts; and (3) of those who did enroll, what path led them to us (e.g. media event, presentation, outreach specific location, referral from community partner, etc).</li> <li>Develop a mechanism to</li> </ul>	PSA 36 MIPPA workgroup—AAA data/IT staff will serve as lead	HICAP, ADRC and other entities listed in A above.	9/10-6/11	

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	collect this outreach, counseling and enrollment data on a monthly basis so the MIPPA workgroup can review and monitor progress to date and identify which strategies have been most successful in application submissions.				

SAMPLE ONLY