

Tips and Guidance on Delivering the MIPPA Message

Aging and disability organizations have employed a wide variety of printed materials, mailers, media messages, and promotional items to raise program awareness and disseminate contact information. Learn more about some of the most common promotional strategies that fellow Medicare Improvements for Patients and Providers Act (MIPPA) grantees have used to educate and connect with their communities, along with tips to ensure that grant dollars are being spent in accordance with the U.S. Department of Health and Human Services (HHS) guidelines.

MIPPA program messaging

Printed brochures, flyers, and placemats have long been used to educate beneficiaries on Medicare and the State Health Insurance Assistance Program (SHIP) and explain Medicare Savings Programs (MSPs), Extra Help (Part D Low-Income Subsidy or LIS), and preventive benefits.

The materials highlighted below show how MIPPA grantees across the country have marketed their services and encouraged the public to take the next steps to learn more about the programs that save on Medicare costs.

The brochure from Kansas (right) leads with a tag line on needing extra help with prescription drug costs.

Missouri CLAIM, one of the state's MIPPA grantees, uses Facebook to remind Medicare beneficiaries to obtain their no cost Medicare preventive benefits screenings.



Early detection is the key to treatment!

Wellness and Prevention benefit covers colonoscopies:

- Every ten years if you are at normal risk
- Every two years if you are at risk
- 4 years after a flexible sigmoidoscopy

Your cost is nothing if your provider accepts assignment

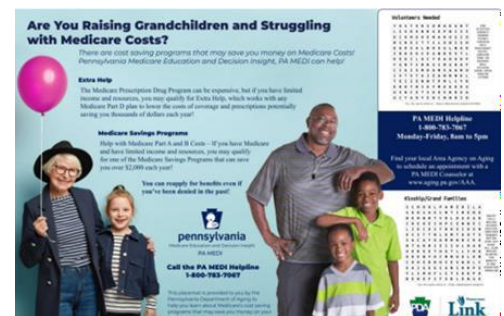
- If a polyp or suspicious tissue is found, you'll pay 20% of your doctor's services plus a copay.
- Part B Deductible does not apply



The CHOICES program used the NCOA customizable MIPPA flyer template to create a tri-fold brochure which reflects the Medicare Savings Program eligibility requirements in Connecticut. A link to the MIPPA flyer customizable template can be found on page 5 of this tip sheet.



Pennsylvania Medicare Education and Decision Insight (MEDI, the PA SHIP) developed a placemat (right) geared to grandparents raising grandchildren reminding them to learn more about Medicare cost savings programs. The placemats are distributed to group dining locations such as senior centers, firehalls, diners, and Lions Clubs.



Hawaii SHIP created "Medicare Quick Bites" (left) to help make Medicare more digestible. The bites are available on Facebook or Twitter.

Additionally, the Centers for Medicare & Medicaid Services (CMS) has recently released a toolkit of sample social media posts and images that you can use when promoting the Medicare Savings Programs. Find them at:

<https://www.cms.gov/files/document/medicare-savings-programs-partner-toolkit.pdf>

Raising program awareness

Given the wide variety of media outlets, grantees must make strategic choices on how to keep their program in the public eye and consumers informed about services and upcoming events.

A grantee out of Indiana shares how postcards (right) are used to market their Facebook Live events. The same cards are also distributed at health fairs and presentations.



Indiana SHIP has also fashioned a yard sign which is posted outside of counseling sites to spur interest and inquiry (left).

Hawaii SHIP shares an open enrollment flyer (right) that is available in print and posted on their website and Facebook page.



Missouri CLAIM posts a series of videos on their Facebook page describing the services offered by available Medicare counseling services.

Reminder: If materials or items are generated with SHIP or SMP program dollars, each national program logo with tagline, as well as the appropriate disclaimer that expresses acknowledgment of federal dollars, must appear on all public information materials. Agencies may not alter the national program logo for state-specific use. The ACL disclaimer language reads:

"This [project/publication/program/website, etc.] [is/was] supported by the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$XX with 100 percent funding by ACL/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by ACL/HHS or the U.S. Government."

Educational and outreach materials or items that relate to the program purpose are allowable

Outreach items can be purchased with grant dollars under the HHS [policy on reasonable and allowable costs](#). Per the guidance items must be applicable to the purpose of the grant, costs must be reasonable, and purchased items can be used during the grant award period. Grantees should be prepared to provide the rationale for the purchase of items related to outreach and are reminded to contact their project officer with any questions on spending for items intended for outreach.

Promotional items often used by grantees to promote program awareness. Examples of items that are tied to the grant program and are often reasonably priced include but are not limited to: hand sanitizer, tote bags, pens, pencils, all-purpose clips, masks, magnets, magnifiers, letter openers, pill containers, or water bottles. All outreach items should include program information and the national program logo (if there is one).

Here are examples of how grantees from across the country have used items to raise program awareness:

- Kansas grantees found that tote bags were a popular and useful outreach item, but the MIPPA logo created by the state did not resonate with beneficiaries. The program has pivoted to more LIS, MSP, and preventive benefits promotion.
- Washington State reports that a 3-sided pen is the most popular item distributed to clients at counseling sessions and outreach events. The three sides allow more room for messaging.
- Arkansas SHIP uses a wide array of promotional items, including hand sanitizers, which was widely distributed in the past few years.

Be sure to check with your state to determine if there are additional restrictions on the use of funds for promotional products.

Creating culturally competent outreach materials

Grantees have recognized the importance of adapting outreach methods and materials to reflect the communities they serve. In recent years we have seen an increase in the recruitment of multi-lingual volunteers and staff that are then able to assist in translating program materials into languages beyond English. Counselors also report that they often turn to local community partners to provide translation services.

Highlighted below are examples of program material translations or adaptation to increase program accessibility:



Oregon SHIBA offers *A Guide to Oregon Medicare Plans* in eleven (11) languages. The Somalian guide appears on the left.

Alaska SHIP utilized the skills of a Korean speaking volunteer to translate a number of program materials into Korean. The program first used Word to translate materials into Korean and then had the volunteer review the documents for clarity and accuracy. At left is the Medicare Minute cost assistance handout in Korean.

Medicare Minute	서비스 항목	월 소득 한도	자산 한도
의료 서비스	- 의료 A 및 B 보험료 지불	월 \$1,004	월 \$7,670
의료 서비스	- 의료 C 또는 D 보험료 지불	월 \$1,472	월 \$11,960
의료 서비스	- 의료 E 보험료 지불	월 \$1,508	월 \$7,670
의료 서비스	- 의료 F 보험료 지불	월 \$1,702	월 \$11,960
의료 서비스	- 의료 G 보험료 지불	월 \$1,490	월 \$7,670
의료 서비스	- 의료 H 보험료 지불	월 \$1,980	월 \$11,960

Medicare Minute cost assistance handout in Korean.



The Numaga Senior Services Program of Pyramid Lake Paiute Tribe of Nevada developed a calendar (left) which features pictures of tribal leaders and cultural landmarks, along with the tribe's name for each month of the year. The calendar reminds readers about Medicare annual enrollment periods.

Washington state SHIP shares a “Savings On Medicare Costs” flyer translated into Vietnamese.

(right) to reach residents of several housing communities.

Available Tools to Create Outreach Materials

With guidance from the MIPPA network, NCOA designed a trifold template for agencies to customize and use in their outreach. Grantees are encouraged to swap out photos and content to more closely reflect the communities served. The accompanying Word document provides tips on how to customize the template and check that the eligibility guidelines to match those in your state: <https://ncoa.org/article/sample-mippa-outreach-materials>.

The SHIP TA Center has also created a customizable local SHIP program flyer in seven languages. The templates allow programs space to insert program specific information. Consult the www.shiphelp.org for more information.

Please contact Ryan Ramsey at the NCOA Center for Benefits Access: ryan.ramsey@ncoa.org with any questions.

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