

Call for Collaboration

The Medicare Improvements for Patients and Providers Act of 2009 (MIPPA) contains provisions to strengthen Medicare for low-income beneficiaries and reduce racial/ethnic disparities among Medicare patients. Through MIPPA, the federal government provides funding for the Aging and Disabilities Network to conduct outreach to low-income Medicare beneficiaries. This outreach is intended to educate and ultimately enroll more people in Medicare subsidy programs, namely the Medicare Savings Program (MSPs) and the Medicare Part D Extra Help/Low-Income Subsidy program.

The National Association of States United for Aging and Disabilities (NASUAD) is seeking to collaborate with disability organizations that already help people with one or more of the impairments that qualify individuals for SSI. We hope that collaborations with these organizations will raise awareness of the availability of these Medicare benefits to persons that may be eligible for extra help with their Medicare payments, but may not know about them.

NASUAD has created several resources to explain the Medicare Extra Help programs to individuals with disabilities. The goal of these resources is to better inform them of the MSPs that are available for people with low-income backgrounds. We encourage you to utilize them to the fullest extent possible. We also include a [tip sheet](#) – aimed at your staff – which offers a crash course in Medicare Low-Income Subsidies with background information, program details, and income and asset limits.

Shortcuts and Helpful Resources:

1. [Qualified Disabled Working Individual \(QDWI\) Program Poster](#)- This poster offers background information about the QDWI program, information about monthly income limits, and an editable portion to fill in contact information.
2. [Detailed MSP Poster](#)- This detailed chart provides background information, monthly income limits for MSP and QDWI, and an editable portion to fill in contact information.
3. [Simplified MSP Poster](#)- This simplified version of the previous poster indicates help may be available and provides an editable portion to fill in contact information.
4. [Web Banner](#)- This visual tool for your emails and electronic correspondence uses catchy graphic and text information to remind readers that help with Medicare costs may be available.

Creative Ways to Publicize Information for Your Consumers:

1. **Website Links**- These links can be added to resource webpages or websites.
 - a. [Click here](#) to view more information.
2. **Facebook**- See below for examples of posts that you can write to keep your organization's page fresh with information:

- a. "Can't afford your Medicare costs? Help is available for low-income individuals through Medicare Savings Programs and Low-Income Subsidies."
*Remember to attach the [MSP Web Banner](#) to your post.
- b. "Are you a working individual with a disability? Are you having a hard time paying your Medicare costs? Help may be available through the Medicare Savings Program."
*Remember to attach the [MSP Web Banner](#) to your post.

3. Twitter

See below for examples of tweets that you can write to keep your organization's page fresh with information:

- a. "Do you want to save on Medicare costs? If you are low-income, you may qualify for a Medicare Savings Program #MedicareSavings"
* Remember to attach the [MSP Web Banner](#) to your tweet.
- b. "Medicare costs are high! If you are low-income there are Medicare Savings Programs and Low-Income Subsidies to help you pay. #MedicareSavings"
*Remember to attach the [MSP Web Banner](#) to your tweet.
- c. "Need help with your Medicare Part D costs? The Low-Income Subsidy program may be able to help. #MedicareSavings"
*Remember to attach the [MSP Web Banner](#) to your tweet.
- d. "Are you a working individuals with a disability? Have high Medicare costs? Help may be available #MedicareSavings"
* Remember to attach the [MSP Web Banner](#) to your tweet.

4. Newsletter Plugs- Small advertising plugs, like the one below, can be posted to your electronic newsletters to bring awareness to programs and tools:

- a. The National Association of States United for Aging and Disabilities (NASUAD) developed outreach materials to promote the Medicare Savings Program and the Medicare Part D Extra Help/Low-Income Subsidy program. These programs can help low-income people with their Medicare costs. [Click here](#) to view the tip sheet.

Follow Up:

In order to assess the effectiveness of this collaboration campaign, we would appreciate knowing if your organization intends to use any of these materials. Please let us know by emailing Linda Nakagawa, lnakagawa@nasuad.org, with any of the methods of media you adopt.

Questions?

If you have any questions about the materials or campaign itself, we are more than happy to help. Please Contact: Linda Nakagawa, lnakagawa@nasuad.org, NASUAD, 202-858-2578 ext. 139