

PROMISING PRACTICE: INCREASING OUTREACH BY BUILDING PARTNERSHIPS



The purpose of this tip sheet is to provide promising practices to help agencies increase the number of Medicare Savings Program and Low Income Subsidy applications.

A common promising practice used at many organizations is to go out into the community to conduct outreach initiatives. A significant number of individuals eligible for MSP and LIS may be unable to travel to the agency offices or are entirely unaware that these services and programs exist. Targeting places where seniors and people with disabilities will already be is a successful way of increasing outreach.

Who is benefiting from this promising practice?

Seniors and people with disabilities that are potentially eligible for the Medicare Low Income Subsidy (LIS/Extra Help) and Medicare Savings Programs (MSP), but are not yet enrolled.

A Case Study in Indiana:

Aging and In-Home Services of Northeast Indiana (AIHS) has successfully increased their outreach by creating meaningful partnerships with different organizations to fuel their community engagement. Aging and In-Home Services partners with the County Councils on Aging and the 211 Information and Referral System to have access to older adults and people with disabilities. Partnering with these organizations ensures that AIHS has a place to set up information tables at health fairs, senior fairs, and other community events where there are generally large populations of elders and people with disabilities. These partnerships save AIHS the time of looking for places to conduct outreach because they are actually being contacted by different organizations within the social services network to participate. Additionally, their constant presence at

community events reinforces their role as a wealth of information, leading to more requests for participation in community events by retirement communities, retirement unions, and even the police and sheriff departments.

What was the result?

By thinking outside of the box for different events and organizations to target, AIHS was able to engage with consumers they normally would not have reached. Building partnerships with other entities allowed them to reach the targeted populations at community events. AIHS' increased visibility at these events increased the number of applications submitted.

Unique Places to Conduct Outreach:

- Meals on Wheels
- Libraries
- Food pantries
- Hospitals
- Senior centers
- Disability organizations
- State fairs
- Health fairs
- Farmers markets

- Shopping centers
- Faith communities
- Schools (to target younger individuals with disabilities)
- Disaster preparedness organizations
- Tabling at pharmacies (Walgreens, CVS)
- Housing Communities
- YMCA, JCC, other religious community organizations
- Minority Health Coalitions

Materials:

There are very few materials needed to put the promising practices mentioned above into action, because they rely on making connections through partnerships. To replicate these practices, you would need:

- Flyers
- Presentations, brochures, pamphlets
- Approval from agencies
- MSP and LIS Applications



FOR MORE INFORMATION:

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