

NEW YORK STATE OFFICE FOR THE AGING

2 Empire State Plaza, Albany, NY 12223-1251

David A. Paterson, Governor

Greg Olsen, Acting Director

An Equal Opportunity Employer

PROGRAM INSTRUCTION

Number 10-PI-17

Supersedes

Expiration Date

DATE: November 22, 2010

TO: Area Agency on Aging (AAA) Directors

SUBJECT: Medicare Improvements for Patients and Providers Act (MIPPA) for Beneficiary Outreach and Assistance application for SHIP/ADRC funding

ACTION REQUESTED:

To apply for MIPPA Funding for the period September 30, 2010 to September 29, 2011, Area Agencies on Aging (AAAs) must complete the attached application (Attachment 1) for funding and submit it to the New York State Office for the Aging (NYSOFA) along with the required line item budget (Attachment 2). Please note that there are separate budget pages for the Health Insurance Information Counseling and Assistance Program (HIICAP) and NY Connects Programs. Only Area Agencies on Aging that have a participating NY Connects Program in their county are eligible to apply for the MIPPA/ADRC funding.

RESPONSE DUE DATE:

Applications must be received by NYSOFA, via hard copy or email by **December 23, 2010**. In addition, an original signed cover page must be mailed to NYSOFA. Application materials should be sent to:

Jessica Fontaine
NY Connects Program
New York State Office for the Aging
Two Empire State Plaza, 4th Floor
Albany, NY 12223-1251
Jessica.Fontaine@ofa.state.ny.us

BACKGROUND:

On July 15, 2008, The Medicare Improvements for Patients and Providers Act of 2008 (MIPPA) was approved by Congress and became law. Section 119 of this legislation provides for beneficiary outreach and includes funding for State Health Insurance Programs (SHIP's), State Units on Aging, AAA's, and Aging and Disability Resource Centers (in New York State, these are the local NY Connects programs) to reach out to Medicare beneficiaries likely to be eligible for the Medicare Part D Low-Income Subsidy (LIS) Program or Medicare Savings Program (MSP). Funding is also provided for direct application assistance to these beneficiaries with an emphasis on Medicare Part D outreach to rural areas of our state. Additional funding is available for NY Connects programs to provide outreach to individuals regarding the benefits available under Medicare Part D and under the MSP and to provide LIS and MSP application assistance.

The basic NYS SHIP award from CMS includes the requirement that local health insurance counselors reach as many Medicare beneficiaries as possible who are low-income and potentially eligible for the LIS program. For program year 2010-11, a portion of NYSOFA's CMS SHIP funding and State funding was awarded to our 59 AAAs. This funding provides each AAA with a minimum level of funding of \$29,901 to provide HIICAP counseling services to Medicare clients. The additional MIPPA funding will be distributed to the AAAs in an effort to bolster their program. The additional funding will help AAAs to expand outreach, counsel additional beneficiaries, conduct community training, purchase advertising and work closely with New York State's Elderly Pharmaceutical Insurance Coverage (EPIC) program to reach thousands of New Yorkers who may still be eligible for the LIS or MSP.

There is also an additional allocation for participating NY Connects programs to provide information to low income Medicare Beneficiaries on Medicare wellness and prevention benefits and to provide assistance with LIS and MSP applications.

Attachment 3 of this Program Instruction identifies the statewide goals for each participating area agency's HIICAP and NY Connects program.

According to CMS estimates released in May of 2010, there are 102,521 Medicare beneficiaries in New York State who are likely to be eligible, but are not enrolled in the LIS program. This MIPPA/ADRC funding provides grants for 2010-11 and 2011-12 to State SHIPs, AAAs and ADRCs in order to reach these Medicare beneficiaries and provide them with application assistance for LIS benefits. In addition, this MIPPA grant includes a requirement that local SHIP and ADRC partners provide information on Medicare preventive services and wellness programs to beneficiaries that participate in MIPPA activities or counseling. The elimination of specific co-payments and deductibles for Medicare preventive services, as a result of the Affordable Care Act, have made these services much more accessible and available. MIPPA funding should be used to promote information about these changes.

USE OF MIPPA FUNDS:

The amount of MIPPA funds allocated to each participating area agency and NY Connects programs are noted in Attachment 4. These funds must be used for LIS and MSP outreach and assistance efforts directed toward Medicare beneficiaries with limited incomes who may be eligible for LIS or MSP programs and for activities related to the promotion and distribution of information on Medicare preventive & wellness services.

Specifically, MIPPA funding under this application must be used to fund the following:

- Enhance MIPPA activities to reach those potentially eligible for LIS or MSP programs that are above and beyond the currently provided program and outreach activities. This would include special efforts to reach culturally diverse or limited English speaking persons and families.
- HIICAP and NY Connects programs must use CMS zip code data (previously sent to the AAA Network in September 2010) to conduct targeted outreach efforts to reach beneficiaries most likely eligible, but not enrolled, in the LIS, MSP or State Prescription Assistance Program (EPIC).
- Area Agencies and NY Connects programs must expand partnerships with community-based agencies to reach Medicare beneficiaries who are not enrolled in the LIS or MSP programs.
- AAAs and NY Connects programs shall conduct outreach activities. This may include activities such as direct mail, public and media events and paid advertising to reach potential enrollees.
- Local Long Term Care Councils must be engaged to assist NY Connects and HIICAP programs to identify targeted outreach opportunities and additional community resources that can provide LIS/MSP application assistance.

PROGRAMS AFFECTED:

- | | | |
|---|--|--|
| <input type="checkbox"/> Title III-B | <input type="checkbox"/> Title III-C-1 | <input type="checkbox"/> Title III-C-2 |
| <input type="checkbox"/> Title III-D | <input type="checkbox"/> Title III-E | <input type="checkbox"/> CSE |
| <input type="checkbox"/> EISEP | <input type="checkbox"/> NSIP | <input type="checkbox"/> Title V |
| <input type="checkbox"/> SNAP | <input checked="" type="checkbox"/> HIICAP | <input type="checkbox"/> LTCOP |
| <input checked="" type="checkbox"/> NY Connects | | |

CONTACT PERSON: Stacey Agnello
NY Connects Program Supervisor

TELEPHONE: (518) 474-8976

Linda Petrosino
HIICAP Director

TELEPHONE: (518) 408-1696

- Attachment 1: MIPPA/ADRC Application
- Attachment 2: MIPPA/ADRC Budget pages
- Attachment 3: MIPPA/ADRC Statewide Goals
- Attachment 4: MIPPA/ADRC Allocation Schedule for 2010-11

**HEALTH INSURANCE INFORMATION, COUNSELING & ASSISTANCE PROGRAM
(HIICAP) APPLICATION FOR MIPPA/ADRC FUNDING**

Program Period: September 30, 2010 to September 29, 2011

Funded under a grant from the Centers for Medicare & Medicaid Services and Administration on Aging

Instructions: Please complete the following information and submit two (2) copies to:

Jessica Fontaine, Administrative Assistant
NY Connects Program
New York State Office for the Aging
Two Empire State Plaza, 4th Floor, Albany, NY 12223-1251

Area Agency:

Director:

Address:

HIICAP Coordinator:

HIICAP Coordinator Phone Number: ()

Fax Number: ()

Email Address:

Mailing address (if different from the AAA):

NY Connects Coordinator:

NY Connects Coordinator Phone Number: ()

Email Address:

Mailing address (if different from the AAA):

Amount Requested: \$

TERMS AND CONDITIONS: The undersigned agrees with respect to any funds received under this grant to comply with all applicable federal, state and local laws, Program Instructions, regulations and standards, and that the project will be administered in accordance with the programmatic and fiscal data descriptions provided in the approved application.

The person authorized to enter into Agreement with the New York State Office for the Aging should sign below.

Name:

Title:

Signature:

Date:

ATTACHMENT 1

New York State was awarded expansion funding to enhance and expand current activities to reach Medicare Beneficiaries that still may be potentially eligible for LIS and/or the Medicare Savings Programs (MSPs) and to promote the new Medicare wellness and prevention benefits. An additional allocation is available for counties that have a participating NY Connects program to assist with LIS and MSP applications and to promote Medicare prevention and wellness benefits through collaboration between current HIICAP and NY Connects programs.

The Area Agency on Aging (AAA) will receive the funds directly from NYSOFA. For purposes of this MIPPA/ADRC expansion funding, awards from the ADRC funding will be made only to those counties that have a participating NY Connects program. Counties without a participating NY Connects program are only eligible to apply for awards from the SHIP/AAA funding.

All programs are to answer questions 1-4. Questions 5 and 6 are ONLY for those counties that have a participating NY Connects program and will be applying for the ADRC allocation.

1. The October 2010 – September 2011 MIPAA/ADRC Program overlaps with Year 2 of the previous MIPPA grant. How will your county use this new funding to enhance or supplement current activities to reach Medicare Beneficiaries that still may be potentially eligible for LIS and/or the Medicare Savings Programs (MSPs)? Please be specific in regard to staffing, activities and additional partnerships that you will develop to reach the statewide goals listed in **Attachment 2: MIPPA/ADRC Statewide Goals_2010-11.**
2. As a component of the MIPPA/ADRC program, counties will be required to provide information to Medicare beneficiaries on Medicare preventive services and wellness programs. What specific outreach activities will your county conduct which would likely persuade beneficiaries who could benefit from these benefits, to participate in disease prevention and wellness activities? We encourage you to think creatively about ways to encourage beneficiaries, especially those with multiple chronic conditions, to take advantage of the new wellness and prevention benefits offered to Medicare Beneficiaries.
3. Please indicate how you will comply with reporting requirements as outlined below and how you will maintain your efforts towards achieving the application goals for the new MIPPA/ADRC program as attached. Please outline the process for both the HIICAP and the NY Connects roles.
 - a. **SHIPTALK Reporting:** Client contacts and Public and Media Events will be entered into SHIPTALK at: <https://shipnpr.shiptalk.org>, no later than the end of each month.

ShipTalk Client Contact (CC) forms: All contacts with a low income Medicare Beneficiary should be reported. Client contacts include answering questions about the LIS and MSP programs, conducting pre-screening activities and other client interactions such as emails, faxes or face to face contacts. AAAs and NY Connects programs will be required to report contacts with low income clients for LIS and MSP applications by checking the low income box AND checking the numbers 1, 2 or 3 at the bottom of the page labeled “Nationwide and CMS Special Use Fields”. Use #1 when discussing LIS; use #2 when discussing MSP; and, use #3 when discussing or reviewing both LIS and MSP with a client.

ShipTalk Public and Media Events (PAM) forms: AAAs and NY Connects programs will be required to report public and media events that include information about or promotion of the LIS and Medicare Savings Programs to low income beneficiaries and their caregivers or information about Medicare prevention and wellness benefits. PAM forms are also completed on-line and should contain all relevant information about the event and the target audience reached. Once again, programs should check the numbers 1, 2 or 3 under the heading “Nationwide and CMS Special Use Fields” when working with MIPPA Clients.

- b. **NYSOFA Reporting:** A quarterly report of the number of LIS and MSP applications completed during the previous 3-months will be required. HIICAP Counselors and NY Connects programs are to count the actual completed applications that were either mailed or submitted electronically for LIS and/or MSPs; recertifications for these programs; and, the number of applications that the counselor “has every reason to believe” were submitted following a counseling session with application assistance.

January 31, 2011 for activity between October 1 and December 31, 2010

April 29, 2011 for activity between January 1 and March 31, 2011

July 29, 2011 for activity between April 1 and June 30, 2011

October 31, 2011 for activity between July 1 and September 30, 2011

For HIICAP, send reports electronically to: Linda.Petrosino@ofa.state.ny.us

For NY Connects, send reports electronically to: Jessica.Fontaine@ofa.state.ny.us

- c. **Comprehensive 9 Month Report:** Each AAA funded under this application will be required to provide NYSOFA with a brief narrative status report on how they have met the objectives of this program and what activities were implemented by June 30, 2011.

The report should be inclusive of activities completed by both the HIICAP program and the NY Connects program, where applicable. Further information on the specific report requirements will be sent out prior to the due date.

4. The MIPPA/ADRC Program will track applications for LIS and MSPs during each year of program funding. How will you use the CMS zipcode data to provide outreach to beneficiaries who have been designated by CMS as underserved for LIS programs? Please provide information on your general outreach strategies.

For programs applying for ADRC Allocation:

5. If your county receives funding under both the SHIP and the ADRC funding streams, please describe the current relationship between the HIICAP program and NY Connects. Please note location of the NY Connects staff; referral process and how the programs interact to serve beneficiaries.

ATTACHMENT 1

6. How will HIICAP and NY Connects coordinate to achieve the application goals and outreach requirements as outlined in this application? Please list the responsibilities of each program to ensure that the goals of the program are met.

**MIPPA PROGRAM (SHIP and AAA)
Supporting Budget Schedule**

1. Personnel				
Name (if known) & Title	Annual Salary	Amount Chargeable to Program		
Total:				0.00
2. Fringe Benefits				
Composite Percentage: _____%				Total: 0.00
3. Equipment: Equipment items having a unit cost of \$1000 or more must be described in detail. Other equipment items with a unit cost of less than \$1000 can be described in narrative form at the bottom of this section.				
Item and Description (Unit cost of \$1000 or more)	Quantity	Unit Purchase Price	Annual Unit Rental price	Amount Chargeable to Program
Briefly describe equipment items with a unit cost of less than \$1000.				
Total:				0.00
4. Travel				
Include the amount of funds budgeted for travel costs to attend the Annual Training Institute and any mandated regional training:				
Other travel costs:				
Total:				0.00
5. Maintenance & Operations:				
Rental costs from Rent Allocation Schedule \$ _____				
Adjustments (if any, briefly describe)				
Other Maintenance & Operations Costs \$ _____ (e.g., communications, printing, supplies)				
Total:				

**MIPPA PROGRAM (SHIP and AAA) PROGRAM
Supporting Budget Schedule**

6. Other Expenses		
Description	Total Cost	Amount Chargeable to Program

Total:		0.00

7. Subcontracts: List each contract and amount. A copy of each contract must be submitted to the State Office for the Aging before reimbursement will be made. If subcontract costs compose more than 25% of the total budget attach a Subcontract Budget for each subcontractor.

Subcontractor	Service(s) to be Provided	NYSOFA Use Contract Rec'd.	Amount Chargeable to Program
Total Number of Subcontracts: _____	Total		0.00

9. Program Income:		
Name	Amount	
_____	_____	
_____	_____	
_____	_____	
_____	_____	
_____	_____	
_____	_____	
Total		0.00

**ADRC PROGRAM (NY CONNECTS)
Supporting Budget Schedule**

1. Personnel				
Name (if known) & Title	Annual Salary	Amount Chargeable to Program		
Total:				0.00
2. Fringe Benefits				
Composite Percentage: _____ %			Total:	
3. Equipment: Equipment items having a unit cost of \$1000 or more must be described in detail. Other equipment items with a unit cost of less than \$1000 can be described in narrative form at the bottom of this section.				
Item and Description (Unit cost of \$1000 or more)	Quantity	Unit Purchase Price	Annual Unit Rental price	Amount Chargeable to Program
Briefly describe equipment items with a unit cost of less than \$1000.				
Total:				0.00
4. Travel				
Include the amount of funds budgeted for travel costs to attend the Annual Training Institute and any mandated regional training:				
Other travel costs:				
Total:				0.00
5. Maintenance & Operations:				
Rental costs from Rent Allocation Schedule \$ _____				
Adjustments (if any, briefly describe)				
Other Maintenance & Operations Costs \$ _____ (e.g., communications, printing, supplies)				
Total:				

**ADRC PROGRAM (NY CONNECTS)
Supporting Budget Schedule**

6. Other Expenses		
Description	Total Cost	Amount Chargeable to Program

Total:		0.00

7. Subcontracts: List each contract and amount. A copy of each contract must be submitted to the State Office for the Aging before reimbursement will be made. If subcontract costs compose more than 25% of the total budget attach a Subcontract Budget for each subcontractor.

Subcontractor	Service(s) to be Provided	NYSOFA Use Contract Rec'd.	Amount Chargeable to Program
Total Number of Subcontracts: _____ Total			0.00

9. Program Income:		
Name	Amount	
_____	_____	
_____	_____	
_____	_____	
_____	_____	
_____	_____	
Total		

New York State Office for the Aging

Area Agency: _____

Program Period: **AAA** 9/30/10-09/29/11
NY CONNECTS 9/30/10-09/29/11

**MIPPA / ADRC PROGRAM FUNDING
 Combined Budget Summary**

BUDGET CATEGORY	MIPPA (SHIP and AAA) BUDGET	ADRC (NY CONNECTS) BUDGET	TOTAL
1. Personnel	\$ -	\$ -	\$ -
2. Fringe Benefits	\$ -	\$ -	\$ -
3. Equipment	\$ -	\$ -	\$ -
4. Travel	\$ -	\$ -	\$ -
5. Maintenance & Operations	\$ -	\$ -	\$ -
6. Other Expenses	\$ -	\$ -	\$ -
7. Subcontracts	\$ -	\$ -	\$ -
8. Total Budget (Lines 1 thru 7)	\$ -	\$ -	\$ -
9 Program Income	\$ -	\$ -	\$ -
10. Federal Funds Requested	\$ -	\$ -	\$ -

MIPPA/ADRC PROGRAM STATEWIDE GOALS

County	# Medicare Beneficiaries	Potential LIS Identified by CMS	SHIP/AAA (MIPPA) (2 years)	ADRC (NY Connects) (2 years)
Albany	46,166	1,235	78	63
Allegany	8,788	535	34	28
Bronx (NYC)	163,144	7,987	506	Not participating
Broome	40,039	1,424	90	72
Cattaraugus	15,667	922	58	47
Cayuga	13,794	429	28	22
Chautauqua	27,082	1,505	95	76
Chemung	17,309	691	44	36
Chenango	10,819	552	35	29
Clinton	14,729	595	38	31
Columbia	12,609	258	16	14
Cortland	7,698	461	29	24
Delaware	9,482	399	25	21
Dutchess	47,041	727	46	37
Erie	171,976	7,696	486	380
Essex	7,075	184	13	10
Franklin	9,632	485	30	25
Fulton	10,426	642	40	33
Genesee	10,995	587	38	30
Greene	9,796	484	30	25
Hamilton	1,301	22	3	2
Herkimer	12,236	742	48	38
Jefferson	16,953	660	42	39
Kings (NYC)	303,635	16,195	1025	Not participating
Lewis	4,640	108	8	6
Livingston	10,861	582	37	30
Madison	12,216	452	30	Not participating
Monroe	124,034	3,600	228	180
Montgomery	11,329	917	58	47
Nassau	224,277	2,130	134	107
New York (NYC)	236,711	11,326	716	Not participating
Niagara	42,540	1,529	96	77
Oneida	46,449	1,514	96	76
Onondaga	78,215	2,278	144	114
Ontario	18,996	671	43	35
Orange	49,426	1,429	91	73
Orleans	7,342	548	34	28
Oswego	20,577	1,202	76	Not participating

10-PI-17

11/22/2010

MIPPA/ADRC PROGRAM STATEWIDE GOALS

County	# Medicare Beneficiaries	Potential LIS Identified by CMS	SHIP/AAA (MIPPA) (2 years)	ADRC (NY Connects) (2 years)
Otsego	11,684	546	34	28
Putnam	13,942	115	8	7
Queens (NYC)	290,401	9,129	577	Not participating
Rensselaer	25,474	891	57	Not participating
Richmond (NYC)	68,844	1,388	89	Not participating
Rockland	46,417	692	44	36
St. Lawrence	19,777	1,040	66	53
Saratoga	34,002	1,113	71	57
Schenectady	29,586	577	37	30
Schoharie	5,729	192	13	11
Schuyler	3,881	206	13	11
Seneca	5,946	346	23	Not participating
Steuben	18,840	874	56	45
Suffolk	232,635	4,164	263	205
Sullivan	14,221	524	33	27
Tioga	9,210	362	23	19
Tompkins	12,644	474	30	25
Ulster	31,567	863	56	45
Warren	13,767	327	20	17
Washington	11,644	449	30	25
Wayne	18,040	898	57	46
Westchester	147,022	2,873	182	145
Wyoming	7,060	414	27	22
Yates	5,020	361	23	19
Total:	2,953,358	102,521	6,500	2,728

New York State Office for the Aging
Medicare Improvements for Patients and Providers Act
September 30, 2010 to September 29, 2011

10-PI-17
11/22/2010

COUNTY	ADRC	SHIP & AAA⁽¹⁾	Total Allocation
ALBANY	\$7,153	\$9,928	\$17,081
ALLEGANY	4,983	8,517	13,500
BROOME	6,831	8,836	15,667
CATTARAUGUS	5,545	8,517	14,062
CAYUGA	5,143	8,517	13,660
CHAUTAUQUA	6,590	8,517	15,107
CHEMUNG	5,224	8,517	13,741
CHENANGO	5,063	8,517	13,580
CLINTON	5,143	8,517	13,660
COLUMBIA	5,063	8,517	13,580
CORTLAND	4,983	8,517	13,500
DELAWARE	5,063	8,517	13,580
DUTCHESS	6,911	8,933	15,844
ERIE	20,252	24,842	45,094
ESSEX	4,983	8,517	13,500
FRANKLIN	5,867	8,517	14,384
FULTON	5,063	8,517	13,580
GENESEE	5,063	8,517	13,580
GREENE	5,063	8,517	13,580
HAMILTON	0 ⁽²⁾	4,551	4,551
HERKIMER	5,063	8,517	13,580
JEFFERSON	5,224	8,517	13,741
LEWIS	4,902	8,517	13,419
LIVINGSTON	5,063	8,517	13,580
MADISON	0 ⁽³⁾	8,517	8,517
MONROE	18,725	17,095	35,820
MONTGOMERY	5,063	8,517	13,580
NASSAU	20,413	23,758	44,171
NIAGARA	6,911	8,995	15,906
ONEIDA	6,992	9,695	16,687
ONONDAGA	17,761	12,876	30,637
ONTARIO	5,143	8,517	13,660
ORANGE	7,313	9,451	16,764
ORLEANS	4,983	8,517	13,500
OSWEGO	0 ⁽³⁾	8,517	8,517
OTSEGO	5,063	8,517	13,580
PUTNAM	5,143	8,517	13,660
RENSSELAER	0 ⁽³⁾	8,517	8,517
ROCKLAND	6,992	9,143	16,135
ST. LAWRENCE	6,510	8,517	15,027
SARATOGA	6,670	8,517	15,187
SCHENECTADY	6,590	8,517	15,107
SCHOHARIE	4,983	8,517	13,500
SCHUYLER	4,902	8,517	13,419
SENECA	0 ⁽³⁾	8,517	8,517
STEUBEN	5,224	8,517	13,741
SUFFOLK	20,817	21,694	42,511
SULLIVAN	5,143	8,517	13,660
TIOGA	4,983	8,517	13,500
TOMPKINS	5,063	8,517	13,580
ULSTER	6,751	8,517	15,268
WARREN	9,885	8,517	18,402
WASHINGTON	5,063	8,517	13,580
WAYNE	5,143	8,517	13,660
WESTCHESTER	19,368	17,011	36,379
WYOMING	4,983	8,517	13,500
YATES	4,902	8,517	13,419
NYC	0 ⁽³⁾	200,007	200,007
SENECA NATION	0 ⁽³⁾	4,258	4,258
ST. REGIS	<u>2,813</u>	<u>4,258</u>	<u>7,071</u>
TOTAL	<u>\$380,533</u>	<u>\$761,562</u>	<u>\$1,142,095</u>

Footnotes:

(1) As in the previous MIPPA grant, all counties have been designated for rural outreach except: NYC; Westchester, Nassau and Suffolk Counties. One third of the funding is designated for Rural outreach counties only.

(2) The ADRC responsible for Hamilton and Warren Counties is a multi-county model and is administered through Warren County. Hamilton County's allocation is combined with Warren County and the sum is shown as awarded to Warren County.

(3) No functioning ADRC in this County, therefore, there is no ADRC award.