

MIPPA 2014-17 Work Plan

16-PI-17

Goal 1: Raise Medicare beneficiary awareness and enroll more Medicare beneficiaries in the LIS and/or MSP benefit, particularly in the underserved zip codes identified by CMS and in the rural areas of New York State.		
Objective	Key Tasks	Documentation/Measurable Outcomes
1. To assist individuals with the application and enrollment processes for MSP and LIS.	a. The AAA, ADRC and HIICAP will coordinate local processes and protocols to ensure that the minimum number of LIS/MSP applications is achieved as per the Annual Minimum Targets Table.	Quarterly client contact data is collected and submitted.
	b. As applicable, the AAA, ADRC and HIICAP will screen all Home Energy Assistance Program (HEAP), Expanded In Home Services for the Elderly Program (EISEP), Social Adult Day Services (SADS), and Home Delivered Meals clients for MSPs and LIS.	
	c. The AAA, ADRC and HIICAP will target outreach and assistance activity through use and application of the CMS Mapping Tool to identify areas where significant populations of LIS eligible beneficiaries reside.	Quarterly qualitative narrative is compiled from relevant local partners participating in MIPPA, summarized and submitted.
2. To raise Medicare beneficiary awareness of the LIS and MSP.	a. The AAA will administer outreach events on LIS and MSP and ensure minimum number of events is reached as per Annual Minimum Targets Table.	Quarterly outreach and enrollment event data is collected and submitted.
	b. The AAA will administer enrollment events on LIS and MSP and ensure minimum number of events is reached as per Annual Minimum Targets Table.	
	c. The AAA will develop innovative outreach strategies (e.g. public service announcements, home visits, working with the local Long Term Care Councils, etc.) to target potential LIS/MSP eligible residing in rural/underserved areas as well as culturally diverse individuals and those with limited English proficiency.	Quarterly qualitative narrative is compiled from relevant local partners participating in MIPPA (e.g., NY Connects), summarized and submitted.

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Objective	Key Tasks	Documentation/Measurable Outcomes
2. To raise Medicare beneficiary awareness of the LIS and MSP (continued)	d. To better target Medicare beneficiaries who are eligible but not enrolled in LIS/MSP, identify and expand/enhance existing partnerships with nonprofit community-based agencies that provide program/services or outreach and engagement to low and moderate income multicultural communities.	Quarterly qualitative narrative is compiled from relevant local partners participating in MIPPA (e.g., NY Connects), summarized and submitted.
	e. The AAA, ADRC and HIICAP will participate in monthly HIICAP teleconferences to receive relevant updates and share lessons learned/creative practices regarding LIS/MSP.	Participation verified by NYSOFA.

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Goal 2: Educate Medicare beneficiaries across New York State on Medicare preventive and wellness benefits and the importance of these services.		
Objective	Key Tasks	Documentation/Measurable Outcomes
1. Increase awareness of preventive and wellness benefits to Medicare beneficiaries.	a. The AAA, ADRC and HIICAP will utilize and disseminate the updated Senior Health Check Up Flyer that is distributed by NYSOFA via the HIICAP Update on a quarterly basis.	Quarterly outreach data is collected and submitted.
	b. The AAA, ADRC and HIICAP will administer and document outreach events on Medicare preventive and wellness benefits to Medicare beneficiaries and ensure that minimum number of events is reached as per the Annual Minimum Targets Table.	
	c. The AAA, ADRC and HIICAP will participate in monthly HIICAP teleconferences to receive relevant updates and share lessons learned/creative practices regarding Medicare preventive and wellness benefits/services.	Participation verified by NYSOFA.

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Goal 3: Enroll Medicare beneficiaries across New York State in the Part D benefit, focusing on the rural areas of the State.		
Objective	Key Tasks	Documentation/Measurable Outcomes
1. Conduct outreach and enrollment events and develop local strategies to raise awareness of Part D.	a. The AAA, NY Connects and HIICAP will administer outreach events specifically on Part D and ensure that minimum number of events is reached as per Annual Minimum Targets Table.	Quarterly outreach data is collected and submitted:
	b. The AAA, NY Connects and HIICAP will participate in monthly HIICAP teleconferences to receive relevant updates and share lessons learned/creative practices regarding Medicare Part D.	Participation verified by NYSOFA