

**Medicare Improvements for Patients and Providers Act (MIPPA) Work Plan
September 1, 2023 – August 31, 2024
23-PI-12**

The Performance Measures (PM):

- PM 1: Overall MIPPA Contacts
- PM2: Overall persons reached through outreach
- PM3: MIPPA target populations
- PM4: Contacts with applications submitted

All PMs are addressed through the goals, key tasks, outcomes, and deliverables contained within this Work Plan.

Priority Area 1 – the State Health Insurance Program (SHIP), referred to as the Health Insurance Information Counseling and Assistance Program (HIICAP) in New York State, will provide outreach to eligible Medicare beneficiaries regarding their preventive, wellness, and limited income benefits; application assistance to individuals who may be eligible for LIS or MSPs; and outreach activities aimed at preventing diseases and promoting wellness.

Priority Area 2 – AAAs will provide enhanced outreach to eligible Medicare beneficiaries regarding their preventive, wellness, and limited income benefits; application assistance to individuals who may be eligible for LIS or MSPs; and outreach activities aimed at preventing disease and promoting wellness.

Priority Area 3 - Aging and Disability Resource Centers (ADRC), referred to as NY Connects in New York State, will provide outreach regarding Medicare Part D benefits related to LIS and MSPs, and conduct outreach activities aimed at preventing disease and promoting wellness.

Goal: Priority Area 1 (HIICAP) and Priority Area 2 (AAA) will provide one-on-one application assistance efforts for Medicare beneficiaries with limited incomes who may be eligible for LIS or MSP, above and beyond regular planned activities in Priority Areas 1 (HIICAP) and Priority Area 2 (AAA). In collaboration, Priority Area 3 (NY Connects) will participate in this performance measure as coordinated in their local process. All three priority areas will coordinate with eligible Medicare beneficiaries, especially those who are low-income with limited resources, residents of rural areas, members of American Indian, Alaskan Native, and Native Hawaiian communities, individuals with disabilities under the age of 65, and speakers of English as a secondary language.

Objective	Key Tasks	Documentation – Measurable Outcomes
1. Assist individuals with application and enrollment processes for MSP and LIS	a. The AAA, NY Connects, and HIICAP will participate in two comprehensive trainings and an online webinar on the MSPs and LIS budgeting.	Participation verified by the New York State Office for the Aging (NYSOFA)
	b. The AAA, NY Connects, and HIICAP will participate in scheduled statewide conference calls and webinars on LIS	Participation verified by NYSOFA

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	eligibility, MSP application assistance, and other MIPPA related topics.	
	c. Appropriate staff from the AAA and HIICAP programs will participate in the in person and virtual HIICAP coordinator/counselor trainings.	Participation verified by NYSOFA
	d. The AAA, NY Connects, and HIICAP will coordinate local processes and protocols around the provision of LIS and MSP application assistance.	Contact data is collected and submitted
	e. If applicable, the AAA, NY Connects, and HIICAP will screen individuals in the following programs for MSPs and LIS: Home Energy Assistance Program, Expanded In home Services for the Elderly Program, Social Adult Day Services, and Home Delivered Meals.	Qualitative narrative is compiled from local MIPPA partners (AAA/HIICAP/NY Connects) and is submitted to NYSOFA in accordance with MIPPA reporting requirements.
2. Raise Medicare beneficiary awareness of the LIS and MSP in rural and hard to reach areas.	a. The AAA, NY Connects, and HIICAP will target outreach and assistance activities on LIS, MSP or State Assistance Prescription Program (EPIC) where significant populations of eligible beneficiaries reside by using zip code data provided by the Centers for Medicare and Medicaid Services and other mapping tools provided by the Administration for Community Living's technical assistance center.	Outreach and enrollment event data is collected and submitted.
	b. The AAA, NY Connects, and HIICAP will administer outreach events as appropriate on LIS and MSP.	Outreach and enrollment event data is collected and submitted.
	c. The AAA, NY Connects, and HIICAP will administer enrollment events as appropriate on LIS and MSP.	Outreach and enrollment event data is collected and submitted.
	d. The AAA, NY Connects, and HIICAP will develop cost effective strategies innovative outreach strategies (e.g., public service announcements, direct mail, paid advertising, home visits, working with Community- based organizations (CBOs) and the local Long-Term Care Councils, etc.) to target individuals who may be eligible for LIS and MSP and who reside in rural and underserved areas as well as culturally diverse individuals and those who speak English as a second language.	Qualitative narrative is compiled from local MIPPA partners (AAA/HIICAP/NY Connects) and is submitted to NYSOFA in accordance with MIPPA reporting requirements.
	e. The AAA, NY Connects, and HIICAP will participate in monthly HIICAP teleconferences to receive relevant updates	Participation verified by NYSOFA

**Medicare Improvements for Patients and Providers Act (MIPPA) Work Plan
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23-PI-12**

	and share lessons learned and creative practices regarding LIS and MSP.	
Goal: Priority Area 3 (NY Connects) will provide Medicare Part D outreach related to LIS and MSP application assistance, above and beyond regular planned activities. All three priority areas (HIICAP, AAA, and NY Connects) will provide enhanced outreach to Medicare beneficiaries regarding their preventive, wellness, and limited income benefits. All three priority areas will coordinate with members of American Indian, Alaskan Native, and Native Hawaiian communities, low-income individuals with limited resources, residents of rural areas, individuals with disabilities under the age of 65, and speakers of English as a secondary language.		
Objective	Key Tasks	Documentation – Measurable Outcomes
1. Increase awareness of preventive and wellness benefits to Medicare beneficiaries.	a. The AAA, NY Connects, and HIICAP will utilize innovative approaches for outreach events that promote LIS and MSP application assistance, and if applicable, consistent with strategies that promote COVID-19 safety guidelines.	Qualitative narrative is compiled from local MIPPA partners (AAA/HIICAP/NY Connects) and is submitted to NYSOFA in accordance with MIPPA reporting requirements.
	b. The AAA, NY Connects, and HIICAP will utilize and disseminate the updated Medicare preventative services checklist CMS publication number 11420.	Qualitative narrative is compiled from local MIPPA partners (AAA/HIICAP/NY Connects) and is submitted to NYSOFA in accordance with MIPPA reporting requirements.
	c. The AAA, NY Connects, and HIICAP will administer and document outreach events on Medicare preventive and wellness benefits to Medicare beneficiaries.	Outreach data is collected and submitted.
	d. The AAA, NY Connects, and HIICAP will participate in monthly HIICAP teleconferences to receive relevant updates and share lessons learned and creative practices regarding Medicare preventive and wellness benefits/services.	Participation verified by NYSOFA.
	e. The AAA, NY Connects, and HIICAP will include the most up-to-date LIS and MSP eligibility guidelines within their Medicare seminars (e.g., Welcome to Medicare, Medicare 101, and including the Medicare Preventative Services flyer).	Qualitative narrative is compiled from local MIPPA partners (AAA/HIICAP/NY Connects) and is submitted to NYSOFA in accordance with MIPPA reporting requirements.
	f. The AAA, NY Connects, and HIICAP will encourage Medicare preventative benefits and services that are available and assist those without a health care provider in finding a participating provider using the Medicare.gov website.	Qualitative narrative is compiled from local MIPPA partners (AAA/HIICAP/NY Connects) and is

**Medicare Improvements for Patients and Providers Act (MIPPA) Work Plan
September 1, 2023 – August 31, 2024
23-PI-12**

		submitted to NYSOFA in accordance with MIPPA reporting requirements.
	g. The AAA, NY Connects, and HIICAP will implement cost effective strategies for finding older adults, individuals with disabilities with greatest economic needs, individuals who speak English as a second language, and those residing in rural areas of the state.	Outreach data is collected and submitted.
	h. NY Connects will provide information on Medicare wellness and prevention benefits to Medicare beneficiaries through NY Connects Information and Assistance (I&A) calls and outreach activities.	Outreach and I&A data is collected and submitted.
	i. The AAA, NY Connects, and HIICAP will conduct outreach, application assistance and participate in training webinars about developing strategies, and information on best practices related to serving hard to reach populations including outreach when under public health limitations.	Qualitative narrative is compiled from local MIPPA partners (AAA/HIICAP/NY Connects) and is submitted to NYSOFA in accordance with MIPPA reporting requirements.
2. Conduct outreach and enrollment events and develop local strategies to raise awareness of Part D.	a. NY Connects will administer outreach events to raise awareness on Part D. Local programs funded as “rural” must ensure that MIPPA funds are used to enhance efforts and assist people eligible for Part D in these identified areas of the state.	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 and creative practices regarding Part D.	Participation verified by NYSOFA.
Goal: All three priority areas will track achievements in reaching performance goals and outcomes.		
Objective	Key Tasks	Documentation – Measurable Outcomes
1. Monitor progress on counseling and enrollments.	a. Prepare reports with the number of LIS, MSP, and Part D assistance sessions, as well as any other requested information through this grant.	Report reviews by NYSOFA.

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23-PI-12

2. Accurately capture data on MIPPA related outreach activities.	a. Participation in ongoing technical assistance activities provided by NYSOFA relative to reporting activities associated with MIPPA related outreach.	Participation verified by NYSOFA.
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