



Medicare Modernization Act Medicare & You Education Campaign

**National Academy of
Social Insurance
Conference**

January 28, 2005



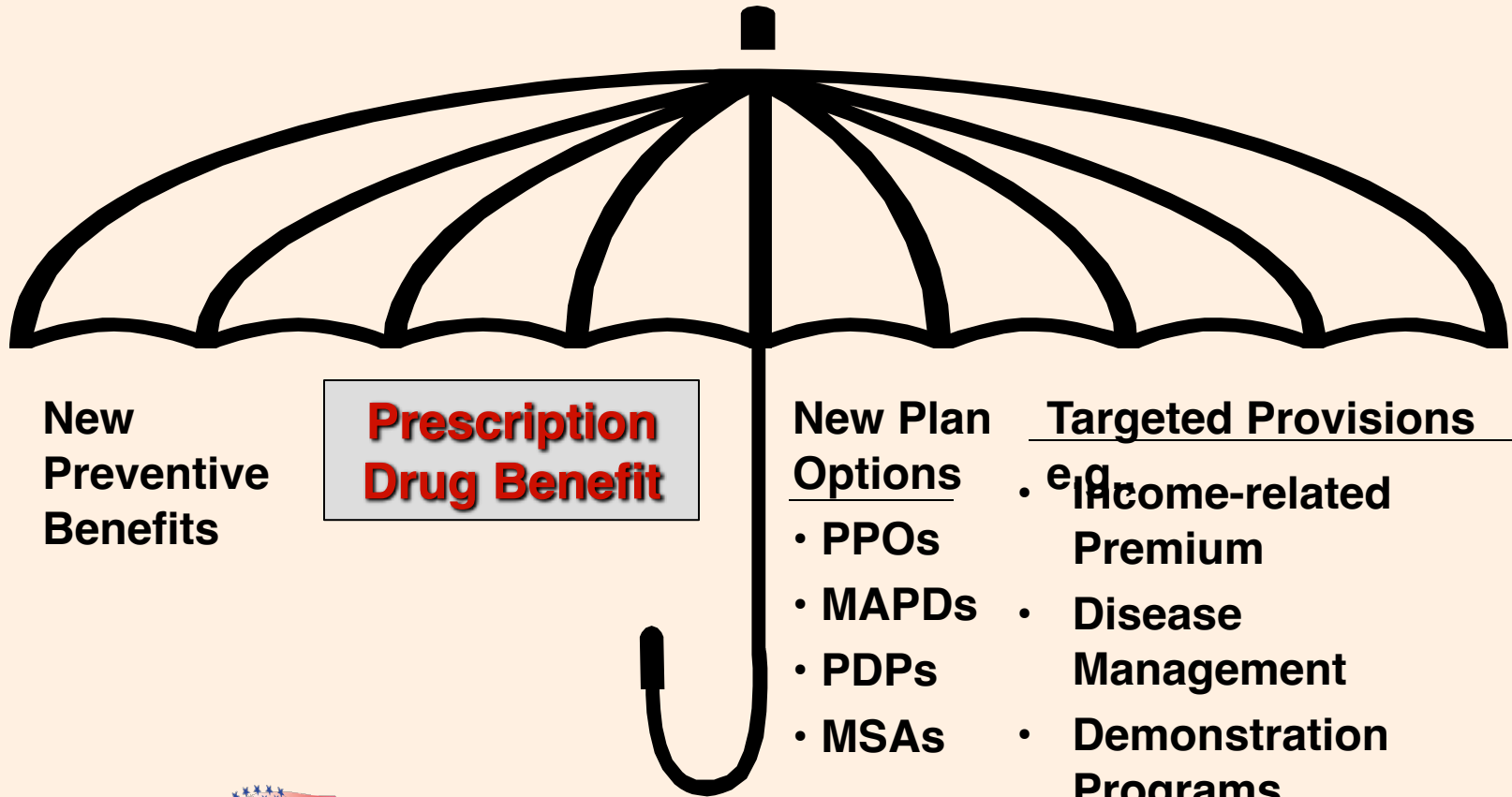
National Medicare & You Education Program Mission

**To provide information to Medicare beneficiaries
(and prospective Medicare beneficiaries and caregivers)
on coverage options
to promote an active and informed choice.
(MMA 1860 D, BBA 1851-d & 1804)**

**To provide information, counseling and
assistance to ensure people with Medicare
understand and can effectively exercise
their Medicare rights and protections.
(MMA section 923, OBRA 90 section 4360)**



MMA New Benefits and Options



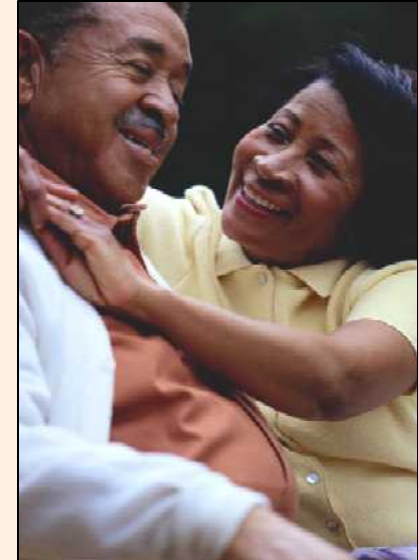
Strategic Imperatives

- **INFORM:**
 - Engage the public and partners in the benefit
 - Provide clear, accurate and reliable information about the decision and its timing
 - Highlight voluntary nature of decision
 - Emphasize the impact of decision
 - Provide targeted communication to low-income, retiree, general and influencer audiences
- **PERSONALIZE:**
 - Highlight multiple points of access and individualized attention
 - Use influencers/trusted sources/early adopters to lead beneficiaries to tools and counselors



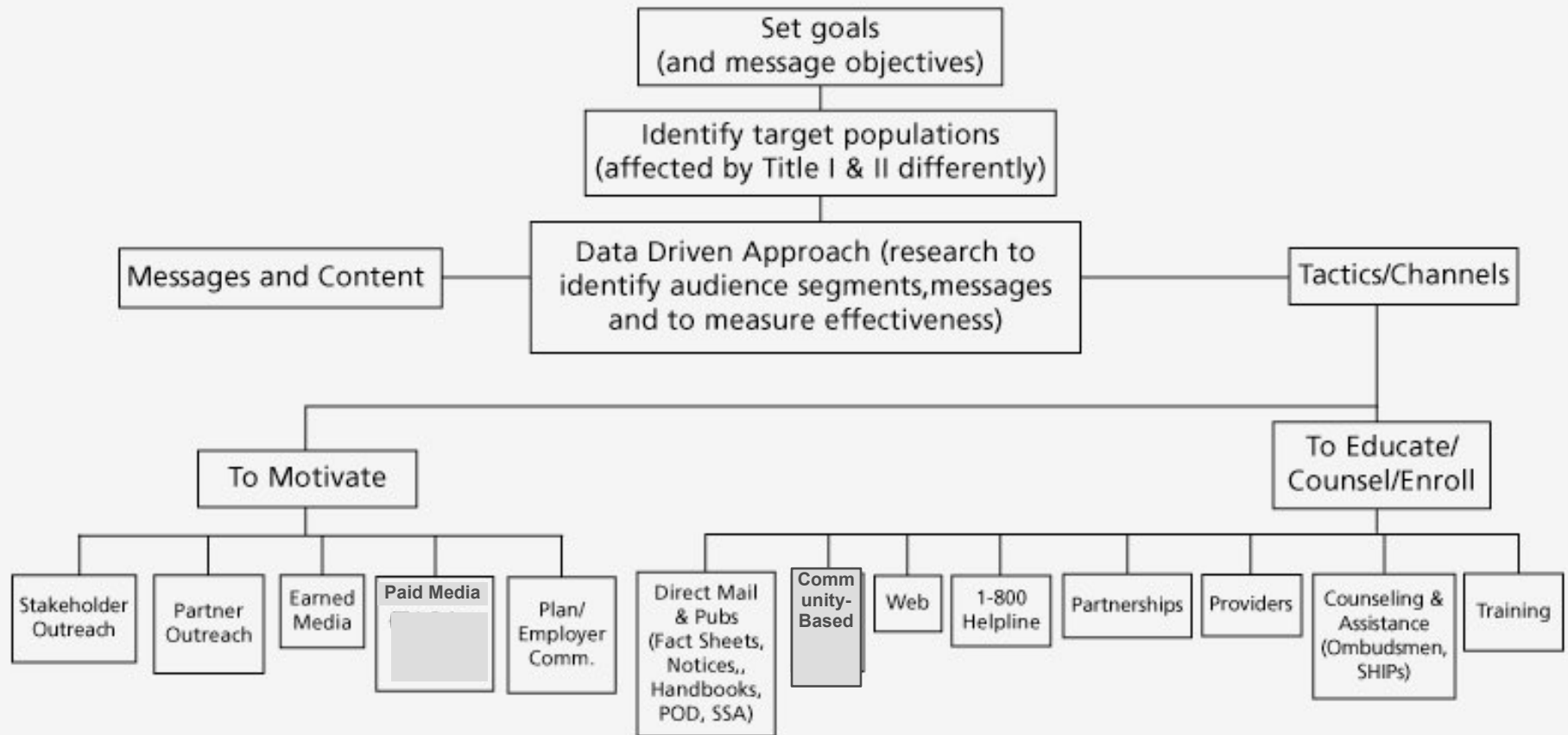
Tactical Imperatives

- **Multi-level approach**
 - National
 - Regional
 - Local
- **Multi-channel approach**
 - Media
 - Earned
 - Paid
 - Direct mail
 - Influencer and Community-based Outreach
 - Partnerships
- **Multi-phased approach**
 - Awareness
 - Decision
 - Urgency
- **Consistency in all communications**



Education and Communication Campaign Development Process

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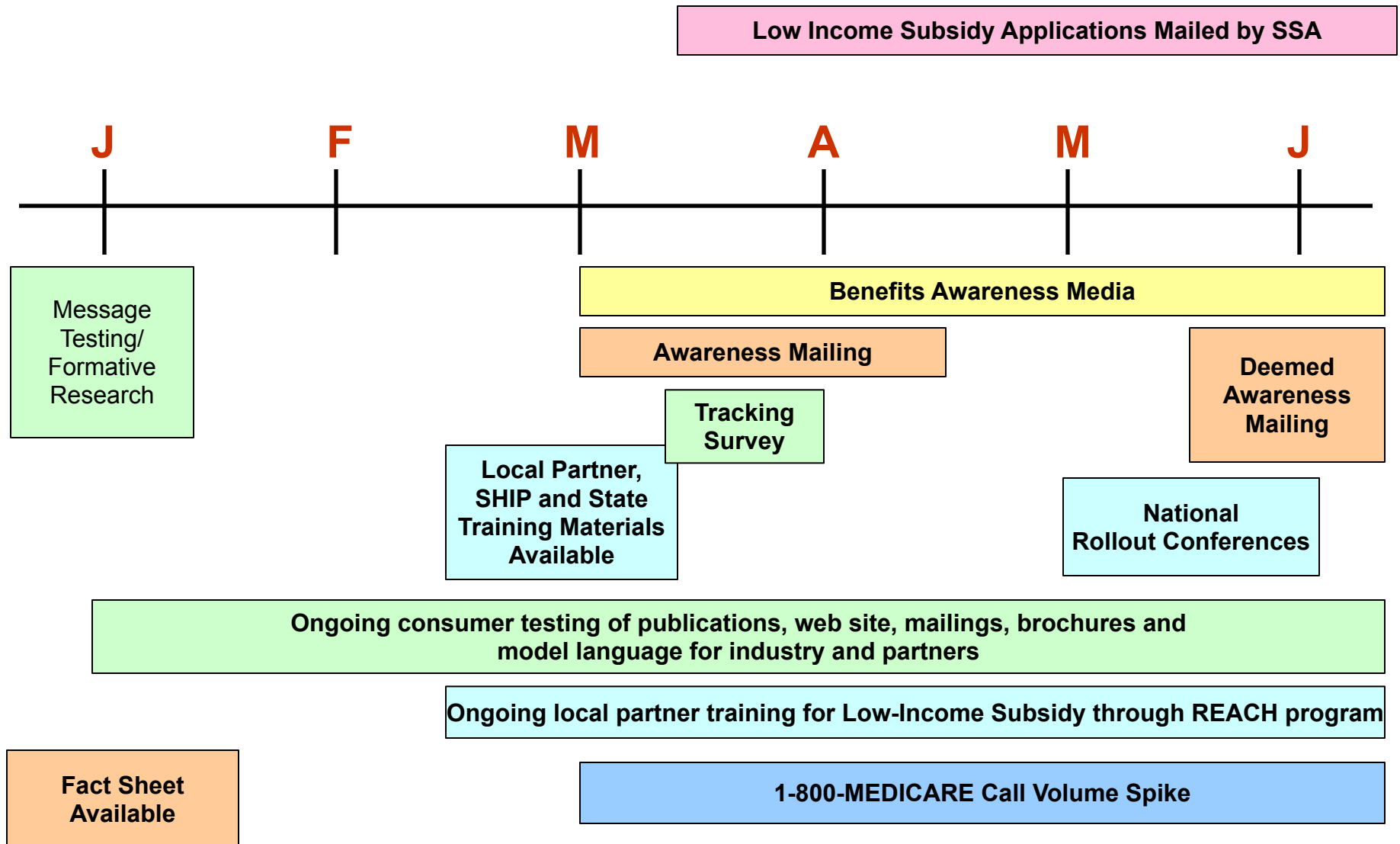
Message Structure

- Deliver main message in phases to ensure simplicity and ample time for understanding
 - Phase One: **AWARENESS** (January - June 2005)
 - Phase Two: **DECISION** (July – December 2005)
 - Phase Three: **URGENCY** (January - June 2006)
- Supplement general messages with additional messages for low-income beneficiaries and retirees
- Ensure messages are clear and empathetic



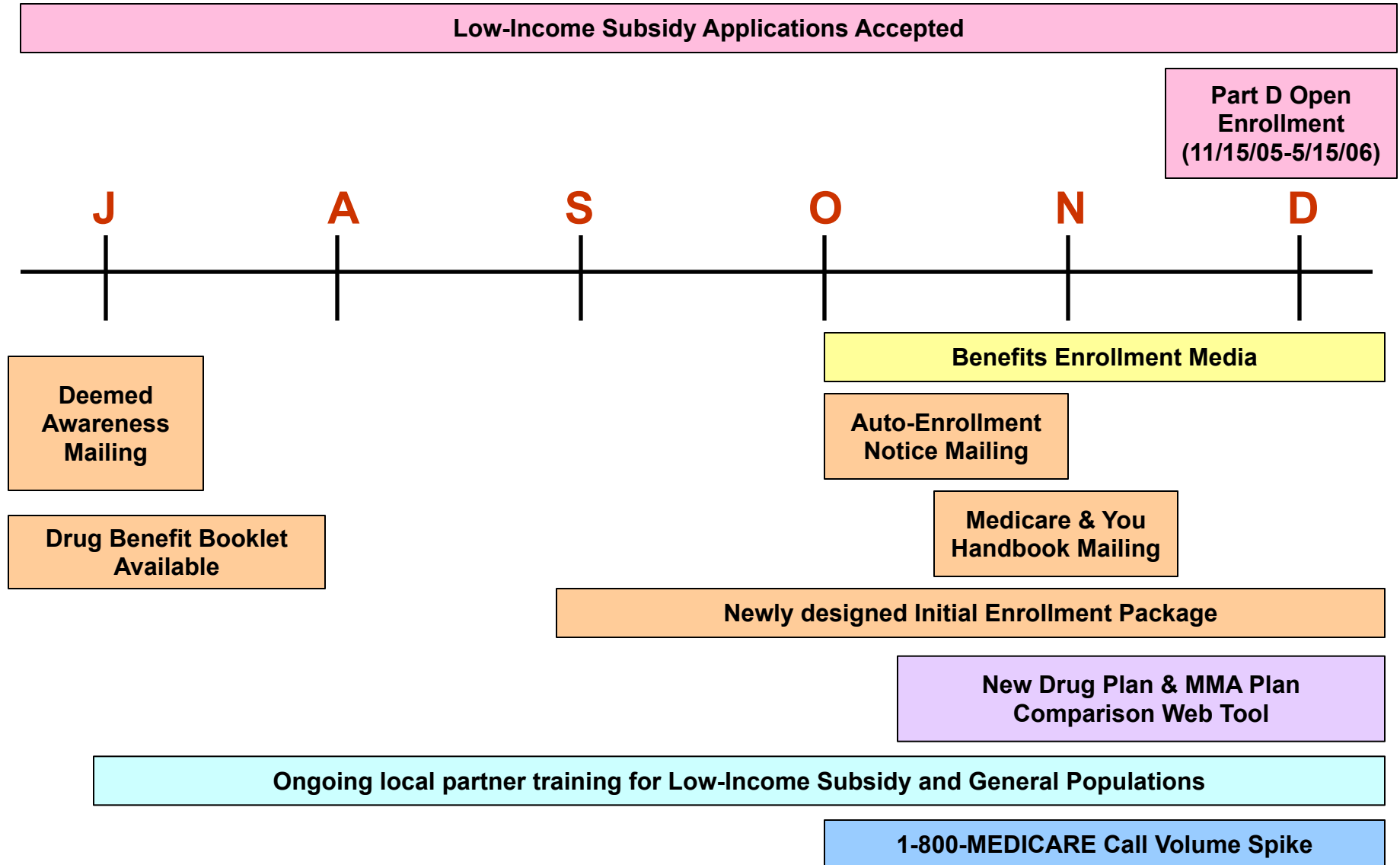
Drug Benefit Timeline: Phase One

Awareness (1/05 - 6/05) -- DRAFT



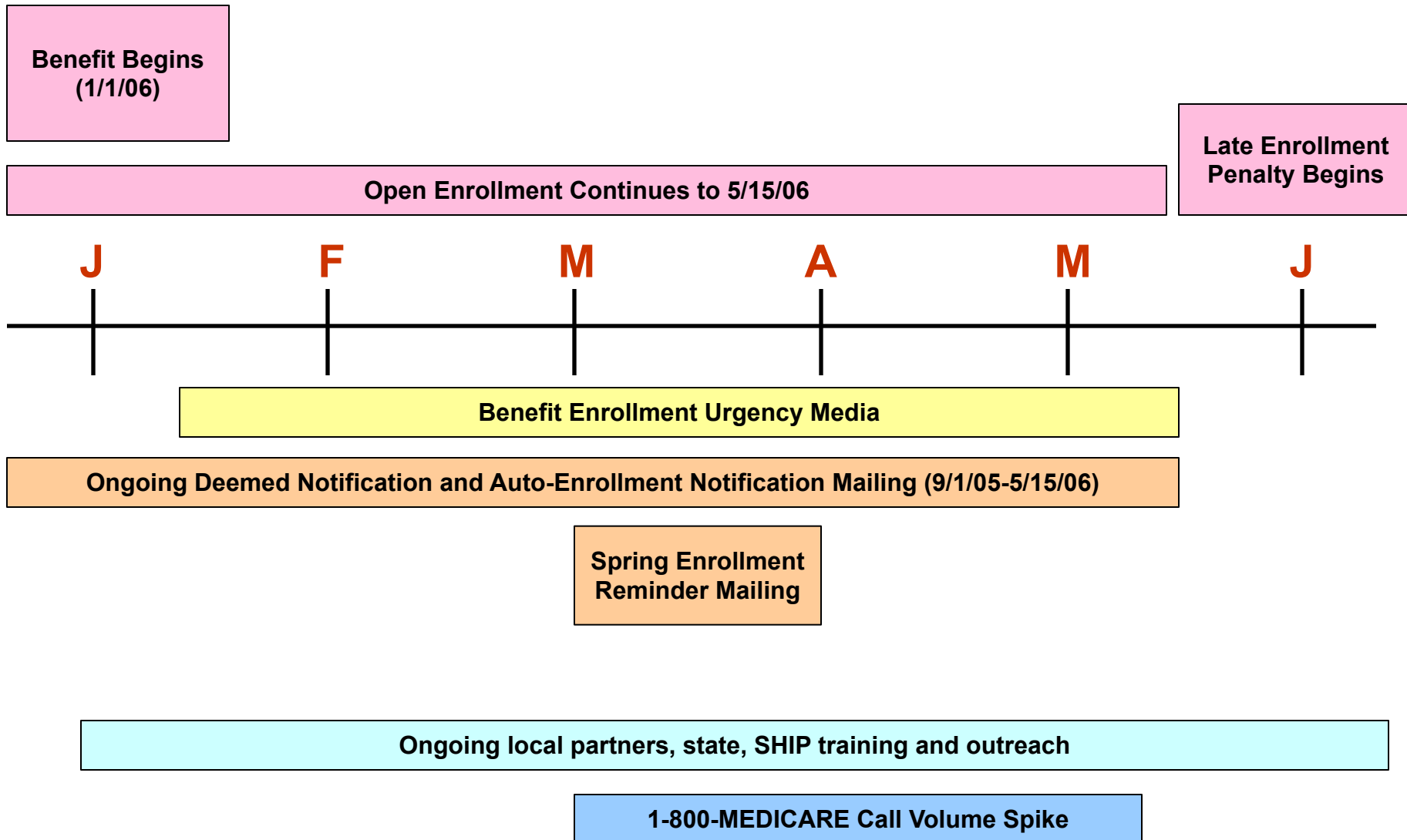
Drug Benefit Timeline: Phase Two

Decision (7/05 - 12/05) -- DRAFT

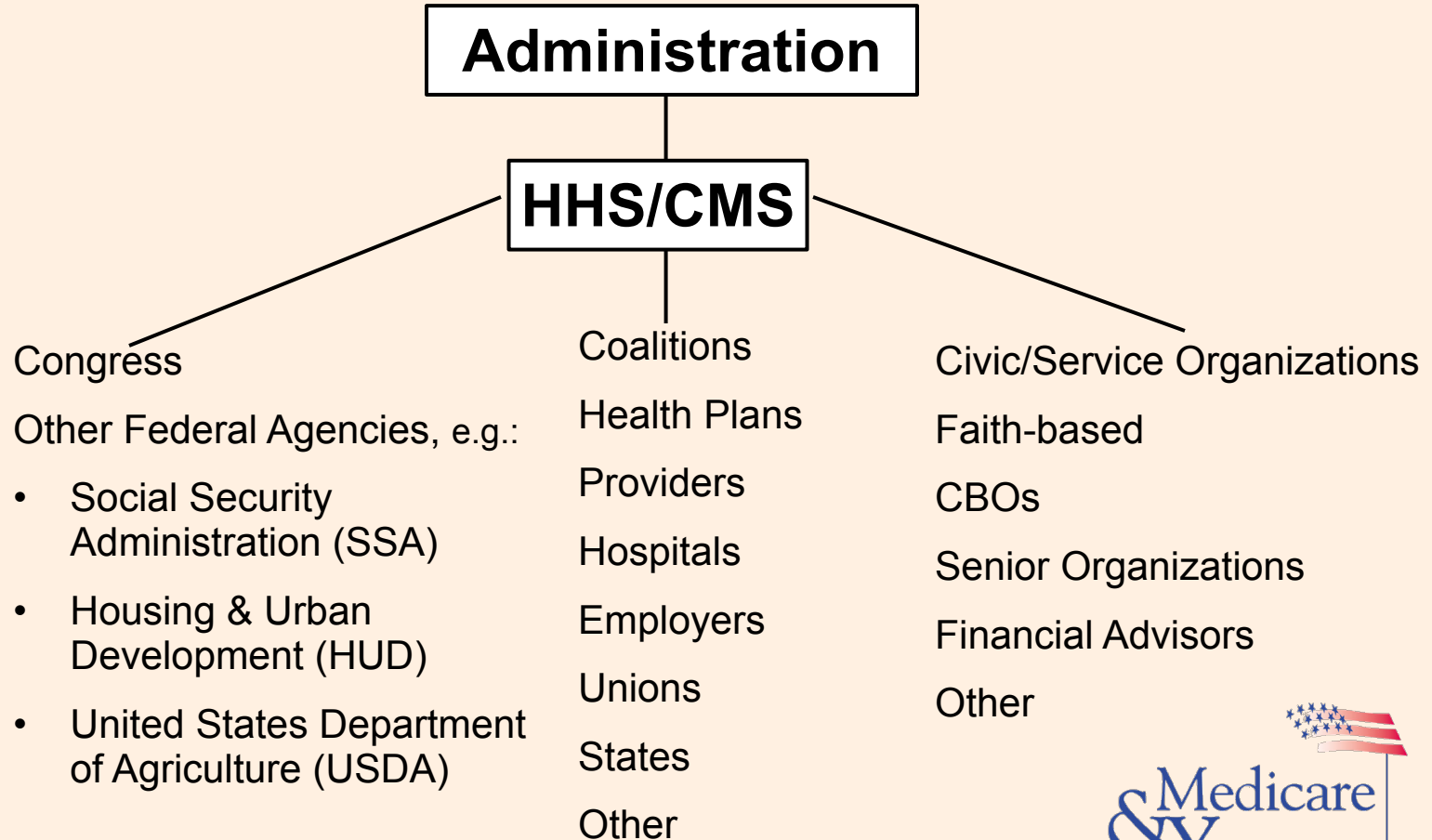


Drug Benefit Timeline: Phase Three

Urgency (1/06 - 6/06) -- DRAFT



National Communications Network



National Medicare & You Education Program (NMEP) Performance Standards

- **Accurate**
- **Reliable**
- **Relevant**
- **Understandable**
- **“Official Source”**



Communication Challenges with MMA

- **Target and Tailor Messages**
- **Practice Strategic Communication**
- **Create Synergy Among Principal Information Sources: CMS, Partners, Plans and Employers**
- **Expand Reach to Capture New Audiences**
- **Leverage Partnerships and Expand Opportunities for People with Medicare to Get Help with the Questions**



Primary Audiences: People With Medicare and Their Caregivers

- General population
- Low-income population
 - Deemed
 - Low-income subsidy (LIS) eligibles
 - SPAP members
 - People living in the US Territories
 - American Indians/Alaska Natives
- Retirees covered by retiree subsidy, retiree wrap-around or employer-sponsored prescription drug plans



Channels/Tactics to Educate

Channels/Tactics

Purpose

Community-Based Outreach Disseminate locally-based targeted and tailored information and counseling

Partnerships Leverage partners to disseminate information to their members & target audiences

Training Develop & disseminate training materials to information partners

Direct Mail Communicate specific messages at specific times to specific audiences

Publications Provide standard reference information on a targeted topic – static format

Web Provides comprehensive resource and reference information – dynamic format

1-800 Helpline Provides 24/7 reference and assistance

Counseling & Assistance (SHIPs) Provide individual counseling

Consumer Research Understand how, where, when and from whom people with Medicare most effectively access information

Measurement & Assessment Measure and monitor against goals and use information for quality improvement

MMA Beneficiary Education Topics (DRUG BENEFIT TACTICS/CHANNELS)

