

## **Medicare-Approved Prescription Drug Discount Card Grant Project Summary – January 2005**

**Project Leader:** Marilyn Bischoff, Extension Family Economics Specialist

**Cooperating County Educators:** Carol Hampton, Kathee Tiff, Julia Welch, Bev Healy, Marsha Lockard, Barbara Petty, Audrey Liddil and Sharlene Woffinden

**Project Coordinator and Report Author:** Becky Dahl

**Medicare Grant Total:** \$50,000

**Granting Period:** October 1, 2004 thru September 30, 2005, with major emphasis in October, November and December

**Following is a summary of educational activities related to Medicare Discount Drug Cards during the month of January 2005:**

1. Number of volunteers trained: No activity
2. Number of Medicare recipients attending hands-on enrollment sessions: 17
3. Number of Medicare recipients reached via community outreach efforts: 329
4. Number of paid television ads: 25
5. Number of in-kind television ads: 0
6. Total possible viewership reached by paid and in-kind television ads: 79,400 at a cost of \$500
7. Number of paid radio ads: 36
8. Number of in-kind radio ads: 80
9. Total possible listeners reached by paid and in-kind radio ads: (not available) at a cost of \$391.68
10. Number of paid newspaper ads: 1
  - a. Daily: 1
  - b. Weekly: 0
11. Total possible readership for paid newspaper ads: 27,657 at a cost of \$147.50
12. Number of in-kind newspaper ads or articles: 1
  - a. Daily: 0
  - b. Weekly: 1
13. Total possible readership for in-kind newspaper ads or articles: 25,537
14. Total contacts through other sources:
  - a. Flyers in Extension newsletters: 0
  - b. Articles in Extension newsletters: 1 article to 824 homes
  - c. Senior citizen newsletters: 0
  - d. Flyers to home-bound seniors: 89

- e. Posters in senior centers, pharmacies, hospitals, clinics, libraries, etc: 11
  - f. Community internet bulletin boards: 0
  - g. Church bulletins and letters: 0
  - h. Flyers as inserts to prescriptions through pharmacies: 150
  - i. One-on-one presentations where Extension provided Medicare information: 7 presentations to 179 participants
15. Total number of non-Extension cooperating agencies with whom Extension partnered: 11
16. Total number of drug discount card related calls non-Extension agencies received as a result of ads paid for by Extension's grant: 8
17. Total number of Medicare recipient enrollments completed as a result of ads paid for by Extension's grant: 0
- a. Enrolled:
  - b. Enrolled and receiving \$600 drug credit:
18. Total number of sign-ups as a result of Extension's hands-on computer enrollment workshops:
- a. Enrolled: 10
  - b. Enrolled and receiving \$600 drug credit: 1
19. Total direct contacts for the month: 172 – 64 males: 108 females
- a. White (non-Hispanic): 59 males: 93 females
  - b. Black (non-Hispanic): 2 males: 2 females
  - c. American Indian/Alaskan: 1 male: 10 females
  - d. Hispanic: 2 males: 3 females
  - e. Asian or Pacific Islander: 0 males: 0 females

## **Medicare-Approved Prescription Drug Discount Card Grant Project Summary – December 2004**

**Project Leader:** Marilyn Bischoff, Extension Family Economics Specialist

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**Medicare Grant Total:** \$50,000

**Granting Period:** October 1, 2004 thru September 30, 2005, with major emphasis in October, November and December

**Following is a summary of educational activities related to Medicare Discount Drug Cards during the month of December 2004:**

1. Number of volunteers trained: 0
2. Number of Medicare recipients attending hands-on enrollment sessions: 102
3. Number of Medicare recipients reached via community outreach efforts: 122
4. Number of paid television ads: 43
5. Number of in-kind television ads: 43
6. Total possible viewership reached by paid and in-kind television ads: 350,744 at a cost of \$1,280
7. Number of paid radio ads: 12
8. Number of in-kind radio ads: 12 plus PSA's on community calendar
9. Total possible listeners reached by paid and in-kind radio ads: 10,296 at a cost of \$150
10. Number of paid newspaper ads: 13
  - a. Daily: 13
  - b. Weekly: 0
11. Total possible readership for paid newspaper ads: 139,000 at a cost of \$1,168.50
12. Number of in-kind newspaper ads or articles: 0
  - a. Daily: 0
  - b. Weekly: 0
13. Total possible readership for in-kind newspaper ads or articles: 0
14. Total contacts through other sources:
  - a. Flyers in Extension newsletters: 0
  - b. Articles in Extension newsletters: 0
  - c. Senior citizen newsletters: 0
  - d. Flyers to home-bound seniors: 0

- e. Posters in Senior Centers: 0
  - f. Posters in senior centers and libraries: 0
  - g. Community internet bulletin boards: 0
  - h. Church bulletins and letters: 0
15. Total number of non-Extension cooperating agencies with whom Extension partnered: 9
  16. Total number of drug discount card related calls non-Extension agencies received as a result of ads paid for by Extension's grant: 258
  17. Total number of Medicare recipient enrollments completed as a result of ads paid for by Extension's grant:
    - a. Enrolled: 68
    - b. Enrolled and receiving \$600 drug credit: 31
  18. Total number of sign-ups as a result of Extension's hands-on computer enrollment workshops:
    - a. Enrolled: 35
    - b. Enrolled and receiving \$600 drug credit: 5

**Boundary County Success Story:** After realizing a significant savings on prescriptions and qualifying for the additional \$600 benefit, Dorothy, one of my first enrollees took a Personal Information Form to her neighbor, Gladys, who is home bound. Gladys will be 102 on January 9 and lives on her own in a senior housing unit. With the assistance of her visiting nurse they completed the information and I ran PDAPT tool. I reviewed the result with them and her granddaughter-in-law, who helps Gladys with shopping and banking. (I wanted family and caregivers to know what I was talking to Gladys about because of the fear/perception that seniors are easily taken advantage of). Gladys made the decision to enroll. Without the referral and personal visit by me this senior would not have benefited from this program.

I have established a working relationship at the local senior center with staff and seniors. This personal contact – sometimes daily—is building trust among seniors. It has been very satisfying to me personally to help seniors explore their options and enroll. Most of them would not ever have enrolled without this Medicare Prescription Drug Card education project.

**District II Success Story:** On December 2, a Medicare Discount Drug Card workshop was held at the Meridian Senior Citizens Center. We assisted 49 Medicare-eligible individuals with completing the forms for the enrollment process. A number of forms were sent home with individuals for completion and 2 were returned. Beverly Healy - Ada County Extension Educator, Marsha Lockard - Owyhee County Extension Educator, Karen Clark of SHIBA and Cynthia Peavy, a SHIBA volunteer, assisted the seniors in completing the forms which were then taken to the SHIBA office to be entered into the Medicare website by the trained volunteers. The seniors were then called and given recommendations as to which card was the best for their particular needs and informed if they qualified for the \$600.00 credit.

Karen Clark expressed her appreciation, “With the help of the partnership efforts in paid advertising, we were able to reach many Medicare beneficiaries. Some of these beneficiaries qualified for the \$600 credit, but were unsure how to apply and SHIBA was able to help with that.” The Meridian Senior Center was happy to offer support to the program assisting seniors with medical costs.

### **Survey Summary**

#### **How did you learn about today's meeting?**

Marsha Lockard and Beverly Healy conducted a short survey to track how participants learned about the Medicare Prescription Drug Card sign-up session on December 2 held at the Meridian Senior Center. Participants were asked to respond to the question, “How did you find out about today's meeting?”

Participants were given a list of possible choices. Forty- one participants returned surveys and some surveys were completed by couples.

Thirty- nine percent of participants reported learning about the program from a television PSA. Newspaper advertisements were also effective. Twenty-four percent responded learning about it from the *Idaho Statesman* and fifteen percent from the *Idaho Press Tribune* for a combined total of thirty-nine percent for newspapers. Paid advertising was a key factor in reaching recipients for the Medicare Prescription Drug Card sign up sessions, an audience not traditionally reached by extension.

No radio advertising was aired. The two percent that responded “radio”, likely learned about the program through a television PSA, bringing the television PSA to forty-one percent

- Television PSA 39%
- Idaho Statesman 24%
- Idaho Press Tribune 15%
- Announcement at the Senior Center 12%
- Family Issues Newsletter 5%
- Radio 2%
- Family member 2%

**Bonneville County Success Story:** We continued to reach the Medicare audience with 215 phone calls, 64 people enrolled with 31 of them eligible for the \$600 credit. Emily Hoyt, Area Agency on Aging (AAOA), is extremely frustrated with the problems encountered with Medicare that has resulted in a tremendous amount of follow-up work. AAOA received 13 calls in two days requesting help with the 2005 cards. AAOA has worked extremely hard to meeting the December 31 deadline.

**Bear Lake County Success Story:** Lavoy McClain from Caribou County called from Sandy, Utah. She is currently staying there with her daughter and read about the Medicare Card information in the *Caribou County Sun*. She gave Sharlene a list of her prescriptions and Sharlene ran a comparison on the Medicare website. Sharlene sent her enrollment information for three cards after checking with the local pharmacy to see which cards they honored. Her income was approximately \$200 over the limit for the \$600 credit, but she will still save money on her prescriptions.

## **Medicare-Approved Prescription Drug Discount Card Grant Project Summary – November 2004**

**Project Leader:** Marilyn Bischoff, Extension Family Economics Specialist

**Cooperating County Educators:** Carol Hampton, Kathee Tiff, Julia Welch, Bev Healy, Marsha Lockard, Barbara Petty, Audrey Liddil and Sharlene Woffinden

**Project Coordinator and Report Author:** Becky Dahl

**Medicare Grant Total:** \$50,000

**Granting Period:** October 1, 2004 thru September 30, 2005, with major emphasis in October, November and December

**Following is a summary of educational activities related to Medicare Discount Drug Cards during the month of November 2004:**

1. Number of volunteers trained: 13
2. Number of Medicare recipients attending hands-on enrollment sessions: 149
3. Number of Medicare recipients reached via community outreach efforts: 558
4. Number of paid television ads: 137
5. Number of in-kind television ads: 105
6. Total possible viewership reached by paid and in-kind television ads: 1,387,244 at a cost of \$8,690
7. Number of paid radio ads: 32
8. Number of in-kind radio ads: 22
9. Total possible listeners reached by paid and in-kind radio ads: 50,296 at a cost of \$359
10. Number of paid newspaper ads: 14
  - a. Daily: 8
  - b. Weekly: 6
11. Total possible readership for paid newspaper ads: 164,200 at a cost of \$1,746
12. Number of in-kind newspaper ads or articles: 6
  - a. Daily: 1
  - b. Weekly: 5
13. Total possible readership for in-kind newspaper ads or articles: 39,700
14. Total contacts through other sources:
  - a. Flyers in Extension newsletters: 2 counties, circulation of 1,567
  - b. Articles in Extension newsletters: 3 counties, circulation of 3,437
  - c. Senior citizen newsletters: 1 county, circulation 2,985
  - d. Flyers to home-bound seniors: 1 county, 58 flyers

- e. Posters in Senior Centers: 2 counties
  - f. Posters in senior centers and libraries: 5 counties
  - g. Community internet bulletin boards: 1 county
  - h. Church bulletins and letters: 1 county
15. Total number of non-Extension cooperating agencies with whom Extension partnered: 17
  16. Total number of drug discount card related calls non-Extension agencies received as a result of ads paid for by Extension's grant: 107
  17. Total number of Medicare recipient enrollments completed as a result of ads paid for by Extension's grant:
    - a. Enrolled: 57
    - b. Enrolled and receiving \$600 drug credit:
  18. Total number of sign-ups as a result of Extension's hands-on computer enrollment workshops:
    - a. Enrolled: 25
    - b. Enrolled and receiving \$600 drug credit: 8

**Success Story:** On November 30<sup>th</sup>, a Medicare Discount Drug Card workshop was held at the Homedale Senior Citizens Center. It was a very snowy day and driving was treacherous but we were still able to assist 71 Medicare-eligible individuals with completing the forms for the enrollment process. Beverly Healy, Ada County Extension Educator, Marsha Lockard, Owyhee County Extension Educator and Karen Clark of SHIBA assisted the seniors in completing the forms which were then taken to the SHIBA office to be entered into the Medicare website by the trained volunteers. The seniors are then called and given recommendations as to which card is the best for their particular needs and if they qualified for the \$600 credit. The Senior Center was very please with the turn out. Also, they served a record number of lunches that day.

**Success Story:** According to Barbara, the advertising work done in Bonneville County produced results. Preliminary reports indicate that 29 people participated in the signup in Idaho Falls and 16 at the signup in Driggs. Four people who were unable to get through to a person in the office left messages on the answering machine for appointments at another time and three people canceled. Since the enrollment on November 19, the Area Office On Aging has been flooded with follow-up work and Emily Hoyt is busy helping Medicare recipient with their enrollment forms. Russ Spain of that office indicated they only had three people participate in the enrollment opportunity they offered during the month of October. Emily reported that of the 57 people she enrolled, 16 qualified for the \$600 credit. The Area Office on Aging is encountering several who were unaware that they already had been enrolled in the program.