

# MMA: Outreach Planning and Design

Working with States to Get the Word Out about Medicare Prescription Drug Coverage



MedicareRx  
Prescription Drug Coverage X

# “Medicare Covers America” Outreach Campaign

## ■ Multi-phased message platform

- **Awareness** (January–June 2005)

- Focus on Prevention and Develop Partnerships

- **Decision** (July–December 2005)

- Motivate and Educate Beneficiaries

- **Urgency** (January–June 2006)

- Target Beneficiaries that have not yet enrolled in order to avoid increased premiums

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# “Medicare Covers America”

## General Campaign Messages

- Every Medicare beneficiary will be eligible for drug coverage that will help you pay for the prescriptions you need.
- The coverage will pay for both brand name and generic drugs.
- You will have a choice of at least two plans.
- There will be additional assistance for those in need.

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# “Medicare Covers America” Campaign Strategy

## ■ Multi-level approach

- National
- Regional
- State/local
- SPAPs

## Multi-channel approach

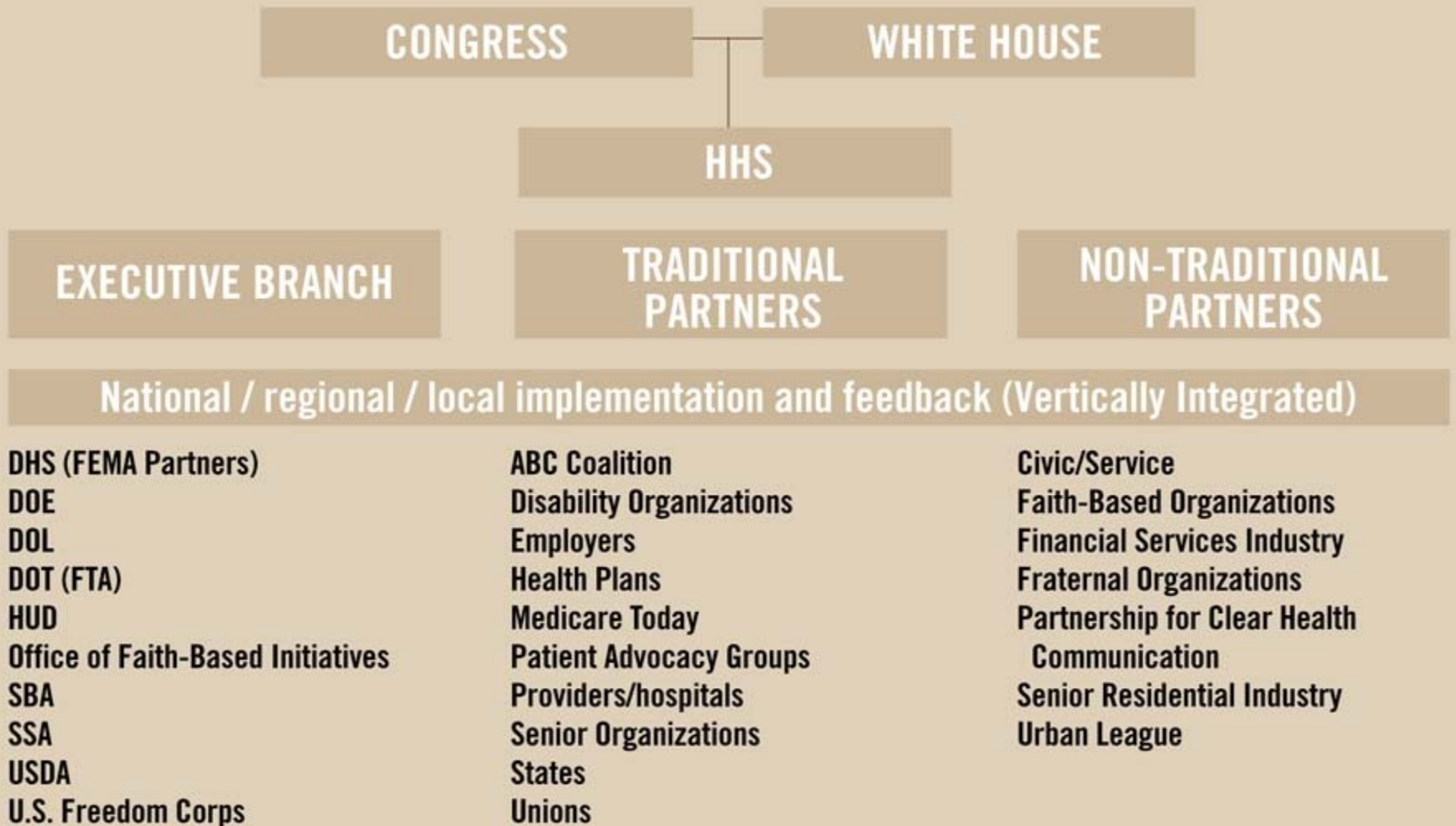
- Media
- Direct mail
- Grassroots outreach
- ***Partnerships***



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# MEDICARE PRESCRIPTION DRUG EDUCATION CAMPAIGN

## National Outreach and Communications Network



# “State Campaign”

## Target Partners

- National organizations representing state and local officials
- State Governments – governors, executive branch, legislators, budget officials
- Local Governments – mayors, county executives, local health departments
  - All are **“Information Intermediaries”**

# “State Campaign”

## Objectives

- Recognize that state and local officials will provide information to public about the benefit.
- Increase awareness and understanding of the Medicare Prescription Drug Benefit among states and other organizations.
- Gain support of national organizations and their members in educating people about the new coverage

# Reaching Our Target Audience

- Partnering with national organizations:
  - **National Association of State Medicaid Directors**
  - National Governors Association
  - National Council of State Legislators
  - Council of State Governments
  - National Association of County and City Health Officials
  - National Association of State Budget Officers
  - National League of Cities
  - **APHSA**, APHA, ALEC, ASTHO

# Reaching Our Target Audience

- Maintain regular communication between CMS and SSA on implementation issues
- State Issues Group
- SPAP Committee
- PDP/State Phone Calls
- CMS Regional office outreach through briefings, presentations and mailings

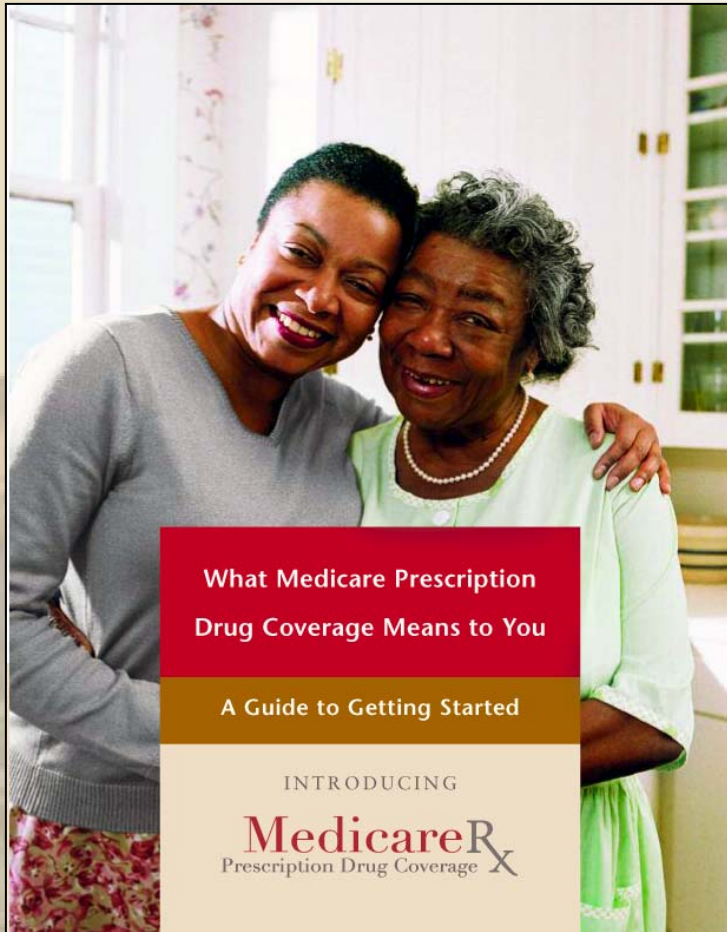
# Working with National Organizations

- Presentations and Speeches
- Exhibits
- Videotaping of state legislators for public service announcements

# General Outreach

- Webcasts sponsored by national organizations and CMS
- Newsletter articles
- Posters
- Calendars
- MMA\_States List Serve
- MMA States Website  
([www.cms.hhs.gov/medicarerereform/states](http://www.cms.hhs.gov/medicarerereform/states))

# Resources for All Partners



- Outreach toolkit
- Information folder
- Informative
- Fact & tip sheets

■ <http://www.cms.hhs.gov/partnerships/>

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# Targeted Publications and Mailings

- Important Facts for State and Local Government officials – English and Spanish
- Legislator Checklist
- Executive Checklist
- Enrollment Package

**MEDICARE COVERS America**

**Medicare Prescription Drug Coverage**

**Important Facts for State and Local Government Officials**

- ★ Important Dates
- ★ Drop-in article for your newsletter
- ★ A fact sheet on Medicare prescription drug coverage
- ★ Copies of the CMS notice and SSA letter
- ★ What People Need to Know Fact Sheet
- ★ Contacts for additional information

For More Information Visit: [www.medicare.gov](http://www.medicare.gov)  
or  
Call 1-800-Medicare (TTY-887-486-2048)

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# State Outreach

## ■ State Medicaid Agencies

- State-wide outreach campaigns
- Mailing letters to their dual eligibles
- Outreach to broader low-income residents
- Resources

## ■ SPAPs

- Bus & van
- Mailings to enrollees
- Partnerships

# Questions?



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