



Medicare Minutes Peer-to-Peer Presentations for Communities Nationwide

Through the Medicare Minute program, the Medicare Rights Center works with host organizations nationally to enlist, train, and track the outcomes of Medicare Minute presenters as they help their friends and neighbors understand Medicare and related health insurance coverage. Currently reaching nearly 100,000 older audience members each year in 30+ states and territories, the Medicare Minute model builds camaraderie among older adults, strengthens community-based organizations, and encourages participants to become advocates for their own health care and that of their peers.

What is a Medicare Minute? Medicare Minutes are short, engaging presentations on timely Medicare topics that are presented at local sites on a monthly basis. Each month, presenters from a Medicare Minute host organization receive and discuss a new Medicare Minute, which they then present at local sites, offering valuable information to their peers, strengthening presenter participation at host organizations, and establishing programming that has a track record of securing funding from foundation, government, and individual sources.

Recent Medicare Minute topics include the following:

- Medicare Enrollment Periods
- Drug Coverage Under Medicare Parts B and D
- Free Preventive Benefits Under Medicare
- Medicare's Skilled Nursing Facility Benefit
- Programs that Help Pay Medicare Costs

Following presentations, Medicare Minute audience members have the opportunity to ask questions, discuss the content of the presentation, and share their own experiences with Medicare and health care generally. These suggestions and experiences are incorporated into future Medicare Minutes or other educational programming of Medicare Rights and host organizations.

How is the Medicare Minute good for my organization? Medicare Minutes are exceedingly replicable and adaptable to new content, such as that stemming from new health care reforms. Scripts can be easily combined with other topics and presented in a variety of formats, including telephone, radio, and podcasts. In addition, supplemental Teaching Materials can be used to expand on the Medicare Minute, and Medicare Minute handouts provide audiences with useful information to take home.

What happens when we become a Medicare Minute host organization? The innovation of the Medicare Minute model is in its flexibility. Once you become a Medicare Minute host organization, we will talk to you about your needs and, as needed, schedule an orientation and

short Medicare training for your staff and volunteers. Following this orientation, Medicare Rights will each month supply your organization with a general Medicare Minute script, supplemental Teaching Materials, and a handout that audience members can take home. Each Medicare Minute includes key points related to the Medicare issue of the month, and most scripts offer a Take Action point to further activate audience members.

Additionally Medicare Rights can provide Medicare Minute host organizations with:

- Start-up materials, including volunteer recruitment and data tracking templates
- Comprehensive Medicare training
- The *Dear Marci* e-newsletter to provide presenters with updates and case examples
- Helpline assistance for individuals with complicated coverage questions
- Ongoing technical support, for instance through periodic check-in calls and through participation in your organization's monthly Medicare Minute Update Meetings to distribute new Medicare Minute content, take questions, hear feedback, and provide additional guidance to volunteers as needed.

Developed by Medicare Rights since 2001, Medicare Minutes today empower more than 100,000 older audience members each year. Presentations are currently coordinated by Area Agencies on Aging (AAAs), State Health Insurance Information Assistance Programs (SHIPs), Senior Medicare Patrols (SMPs), senior centers, libraries, labor organizations, and other partners in 30+ states and territories.

How do we begin? Interested hosts should have access to volunteers or staff members who are enthusiastic about leading presentations in the community. Host organizations are also encouraged to identify a point person to serve as the Medicare Minute coordinator, responsible for scheduling Medicare Minute presentations at local sites, communicating with presenters, and tracking presentation data for monthly reports.

For more information on how you can begin offering Medicare Minutes in your community, please contact Jay Johnson, Education Director, at jjohnson@medicarerights.org or at 212-204-6234.

We also encourage you to find answers to your Medicare questions on Medicare Interactive, Medicare Rights' compendium of expert Medicare guidance and materials. **Register for a free MI profile today!** www.medicareinteractive.org/register

ABOUT THE MEDICARE RIGHTS CENTER

The Medicare Rights Center (www.medicarerights.org) is a national, nonprofit consumer service organization that works to ensure access to affordable health care for older adults and people with disabilities through counseling and advocacy, educational programs, and public policy initiatives.