

Medicare Part D Enrollment Community Outreach Project

University of Maryland, Baltimore

Project Description & Implementation Overview

During the Fall of 2009, the University of Maryland School of Pharmacy launched Medicare Part D Enrollment Community Outreach Project. The overabundance of information regarding Medicare eligibility, enrollment requirements, and additional financial aid programs can make it challenging for seniors to properly enroll. In collaboration with an established health insurance assistance program with the Baltimore City Commission on Aging and Retirement Education, this community outreach effort provided students with an opportunity to educate and enroll individuals on Medicare Part D and other health insurance assistance programs while working on their presentation and clinical skills, including medication history and counseling skills.

This project included student training sessions and a pre-Part D enrollment educational session prior to open enrollment and a Part D enrollment session during open enrollment.

Purpose of the Project

The purpose of this project was to enable elderly individuals in choosing the best prescription drug plan for their specific needs. Furthermore, this community outreach effort provided students with an opportunity to work on their presentation and clinical skills, including medication history and counseling skills.

Project Budget: Expenses and Revenues

Financial support was not needed for this project, there were no expenses and no revenue gained.

Who and How Many Chapter Members are Involved?

The project was coordinated by the chapter's community outreach coordinator and overseen by the chapter president with the support and assistance of other chapter officers.

Who Should be Targeted? Audience or Involvement? How Do You Find Them? How Do You Contact?

The target population for this project was individuals eligible for Medicare Part D enrollment living in the Baltimore City region. The coordinator for the health insurance assistance program at Baltimore City Commission on Aging and Retirement Education established relationships with retirement homes and community centers and coordinated the pre-Part D educational session and Part D enrollment appointments.

What Materials are Needed? Outside Resources, Ordering, etc?

Computers, printers, tables, and chairs were provided by the retirement home and community center.

Timeline for Implementation and Execution

Five months prior to open enrollment, the chapter community outreach coordinator established a partnership with the Baltimore City Commission on Aging and Retirement Education. Three months prior to open enrollment, the chapter officers attended a training

session in order to enable them to conduct a training session for chapter members. Two months prior, chapter officers (specifically, president, vice president, and community outreach coordinator) committed to conducting two training sessions, pre-Part D educational session and a Part D enrollment session. Promotion to student pharmacists for these events was initiated shortly thereafter.

Follow-up with Faculty Members/Volunteers/Participants

Shortly following completion of the final event, an article regarding this inaugural event was posted on the School of Pharmacy's website. Additionally, this article was sent in a thank you email to the Baltimore City Commission on Aging and Retirement Education.

Project Evaluation:

What Went Well? What Didn't? How Would You Improve for the Next Year?

The project successfully met the established goals, which intended to enable elderly individuals to choose the best prescription drug plan for their needs. Additionally, the project successfully educated students about the Medicare Part D process.

In order to improve for the next year, the chapter will seek to enhance promotional efforts to increase student participation and, if feasible, may commit to a second Part D enrollment event. Additionally, as the pre-Part D event had low attendance, the chapter coordinator will be encouraged to seek to coordinate with the Baltimore City Commission to commit to a pre-Part D event with better recruitment.

List Each "To Do" for Project

Project Checklist:

- Establish a partnership with you local City Commission on Retirement and Aging
- Select locations and dates of established pre-Part D and Part D enrollment events
- Attend training session designed for AMCP Student Pharmacist Chapter officers by your local City Commission on Retirement and Aging
- Develop training presentation slides for student pharmacist training sessions
- Secure location and date/time for training sessions
- Promote events to student pharmacists via emails and announcements during chapter meetings
- Conduct training sessions
- Prepare for and attend pre-Part D educational event
- Prepare for and attend Part D enrollment event

Presents

INAUGURAL MEDICARE PART D COMMUNITY OUTREACH PROGRAM

In collaboration with the Baltimore City Commission on Aging & Retirement Education

A great opportunity for you to work on presentation and clinical skills, including medication history and counseling skills, while educating and enrolling individuals on Medicare Part D and other health insurance assistance programs.

:: Important Dates ::

Tuesday October 13 12-1 PM Medicare Training Session (only one session required)
PLC 110

Wednesday October 14 2-3 PM Medicare Training Session
PLC 110

Thursday October 15 1-2 PM Educational & Presentation opportunity:
Pre-Part D Enrollment Educational Session at Everall Gardens

Tuesday November 17 9-2 PM History Taking and Medicare counseling opportunity:
Part D Enrollment at Hatton Senior Center

For more information, or to sign up for the Medicare Training Session, e-mail
Miah Jung at mjung001@umaryland.edu or Justin Bakhshai at jbakh001@umaryland.edu

PROGRAM PARTNERS



AMCP Student Chapter Hosts Medicare Part D Outreach Event

Tuesday, November 24, 2009

Student pharmacists enroll seniors from Baltimore into prescription benefit programs

By: Christian Reyes



Student pharmacists Christian Reyes (seated) and Justin Bakhshai counsel a patient on appropriate Medicare plans.



The School of Pharmacy's Academy of Managed Care Pharmacy (AMCP) student chapter hosted its inaugural Medicare Part D Community Outreach Program on Nov. 17 at the Hatton Senior Center in Baltimore. The student pharmacists practiced their clinical skills in a community outreach setting through patient counseling and enrolling seniors in cost-effective Medicare Part D prescription benefit programs.

Medicare is administered by the Centers for Medicare and Medicaid Services. The relatively new Part D program specifically details the benefits of prescription drugs. The overabundance of information regarding Medicare eligibility, enrollment requirements, and additional financial aid programs can make it challenging for seniors to properly enroll. Throughout the program, Larissa Lang, a Senior Health Insurance Program coordinator and a senior member of the Baltimore City Commission on Aging and Retirement Education, provided oversight and Medicare education. In addition, AMCP consulted Jody Gan of the Maryland Senior Prescription Drug Assistance Program to provide a comprehensive overview of the important information necessary for properly conducting a Medicare counseling session.

During the event, the student pharmacists had the opportunity to interview each patient in order to obtain a medical history. This experience required students to use the interview skills, medication counseling education, and drug knowledge they received from their training and curriculum at the School of Pharmacy.

The program was intended to guide elderly patients to choose the best prescription drug plan for his or her specific needs. After students demonstrated to the patients how to navigate the Medicare website, each patient was given a complete list of possible options from which to choose.

"Initially, many patients expressed their confusion and anxiety at the amount of information to digest," said Miah Jung, the Medicare Part D Community Outreach Coordinator for AMCP. "As we clarified the meaning of certain plan conditions such as monthly premiums, deductibles, and gap coverage, the patients felt more comfortable and less worried."

In the end, the process helped streamline the available options to a select few which were the most cost-effective and specific to that patient. More importantly, the patient was able to visually compare and contrast the different plans which would aid them in the decision making process. In describing the event, Jung, a member of the Class of 2012, said, "Selecting the best Medicare prescription drug plan can be confusing and frustrating. However, with the clinical skills we are developing in pharmacy school, pharmacy students are actually quite equipped to assist seniors in reviewing their medications and choosing the best, most affordable Medicare plan."

Months of preparation culminated into this exciting opportunity for University of Maryland School of Pharmacy students to provide a wonderful and necessary service to the senior citizens of Baltimore. The experience helped reinforce the training student pharmacists receive during school and established the role of pharmacists in the community. Justin Bakhshai, Class of 2011 and AMCP president, noted, "The Medicare Part D Community Outreach Program portends significant growth and innovation within our profession. We are extremely proud to offer Doctor of Pharmacy candidates an opportunity to apply their skills, while serving the community."