

# OHIC NATIONAL CONFERENCE

July 15–18, 2024 | New Orleans, Louisiana

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## Rebranding the SHIP from Start to Finish plus New Approaches to Statewide Outreach

Speaker(s): Scott Miniea, Executive Director &  
Yimar Santos, Assistant Director – MO SHIP/MIPPA 1

July 16, 2024 10:45-11:45 am CT



# Who are your Presenters?

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**Scott Miniea**  
*Executive Director*



**Yimar Santos**  
*Assistant Director, Trainer, &  
Southeast MO Regional Liaison*

# About this Session...

In this session, you will get two for one!

1. Learn how a SHIP rebranded after 30 years and all the process-related details with lots of examples.
2. You will also be introduced to and provided with a detailed resource for enhancing statewide partner marketing network to expand program outreach in challenging environments with limited resources.

# PART I: What's in a Name?

Depending on your area, the SHIP program may also be known as:

CHOICES

CLAIM

DMAB

HICAP

HICP

HIICAP

I-CARE

MMAP

OSHIIP

SHIBA

SHIC

SHIINE

SHIIP

SHINE

VICAP

WSHIIP

Area Agency on Aging

GeorgiaCares

PA Medicare Education and Decision Insight (PA MEDI)

ServiceLink Resource Centers

Senior LinkAge Line

The Medigap Helpline

# A SHIP is not a SHIP, necessarily.

- Ever wondered what the others SHIPs' logos, websites, etc. are like?
- [SHIP Program Names and Marketing Info by State 2023.xlsx](#)
  - **HICAP** variants = 3
  - **SHIBA** variants = 3
  - **SHINE** variants = 3
  - State + **Medicare Assistance Program** or variation of that = 3
  - State + **SHI(I)P** or variation of that = 32 (+1 = 33 now)
  - **Unique** outliers = 10 (-1 = 9 now)



Who we  
were... in  
2010 & prior

## What is CLAIM?

- Community Leaders Assisting the Insured of Missouri
- Missouri's SHIP
  - State Health Insurance Assistance Program
- Nationwide network
- Meets local needs of Medicare population



Meh.



# Who we are now (2023)

## Who is Missouri SHIP?

Missouri SHIP is the Missouri State Health Insurance Assistance Program (SHIP). Trained counselors provide free, unbiased advocacy, education, & assistance to Missourians with Medicare & those who help them make informed decisions about their health insurance needs.

Missouri SHIP operates in partnership with:





# Rebranding after 30 years

**MISSOURI SHIP**  
State Health Insurance Assistance Program

 Helping you  
Navigate  
**Medicare**



# DCI Communication Team: Same CLAIM, New Name!

The screenshot displays the DCI (Missouri Department of Commerce & Insurance) project management interface. At the top, there is a navigation bar with icons for Home, Lineup, Pings, Hey!, Activity, My Stuff, and Find. Below this is the DCI logo and the text "Missouri Department of Commerce & Insurance". Two prominent blue buttons are labeled "Make a new project" and "Invite people". A sub-header indicates "Pinned & recent projects below" with links for "View all in a list" and "View templates", and a note that pressing "Ctrl+J" allows jumping to any time.

Two pinned project cards are visible:

- TEAM MO SHIP Invoicing and Reporting**: Includes a team of 2 members (represented by icons).
- MO SHIP Group Outreach Events**: Description: "This is a place to periodically upload/discuss/review planned MO SHIP group education & outreach events." Includes 5 team members.

A "RECENTLY VISITED" section shows:

- MO SHIP Rebrand and Post Rebrand Marketing**: Description: "Working space for both internal and external teams." Includes 3 team members.

At the bottom, there are sections for "YOUR SCHEDULE" (with a calendar for June) and "YOUR ASSIGNMENTS".

TIP: Logos are  
EVERYWHERE  
– Brand Wisely  
& Have a Plan!



C:99 M:74 Y:16 K:3  
R:6 G:52 B: 144  
HEX: 065290



C:3 M:54 Y:100 K:0  
R:239 G:139 B: 34  
HEX: f18a00



C:100 M:0 Y:0 K:0  
R:0 G:174 B: 239  
HEX: 00aeef

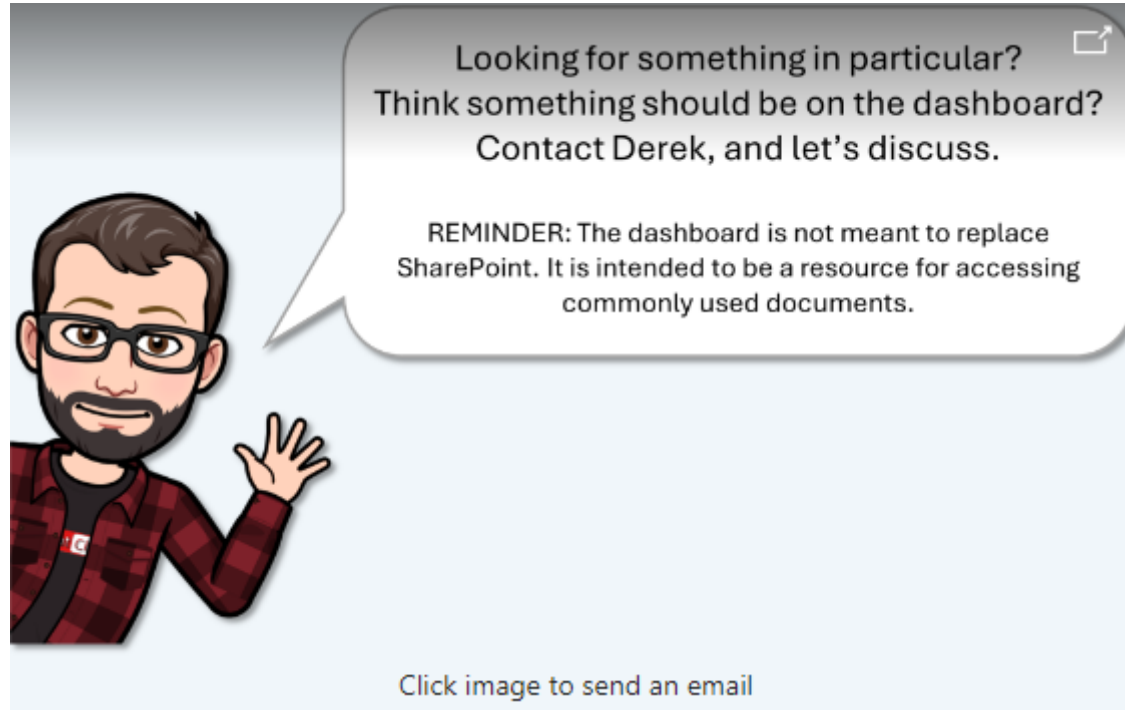


C:49 M:0 Y:16 K:0  
R:120 G:205 B: 215  
HEX: 78CD07



C:85 M:50 Y:0 K:0  
R:29 G:117 B: 188  
HEX: 1d75bc

# TIP: Use a Branding/Style Guide with an Enforcer



# Get Examples!



Scan the QR code to download all  
the details from the SHIP TA  
Center Resource Library!



## THE LINK BETWEEN YOU AND MEDICARE.



CLAIM is a federally funded volunteer program to help answer your Medicare questions, including:

- Enrollment and Billing
- Prescription Drug Plans
- Advantage Plans
- Medigap and Supplemental Insurance
- Appeals and Grievances
- Suspected Waste, Fraud, and Abuse
- Wellness and Preventative Services
- Saving Money on Your Medicare

**(800) 390-3330**

or visit our website:

**missouricclaim.org**



**SHIP**  
State Health Insurance Assistance Program  
Navigating Medicare



**DCI**  
Missouri Department of Commerce & Insurance

## OTHER SERVICES

- Medicare Presentations
- Community Partnership

Visit our website for:

- Medicare News
- Medicare Information
- Volunteer Opportunities
- Calendar of Events

Call our friendly staff for a referral to a CLAIM certified counselor to answer your Medicare questions.

**Free and Private Help  
(800) 390-3330**

Follow us on Facebook!  /missouricclaim



**missouricclaim.org**

April 2022

This material has been created or produced by CLAIM with financial assistance, in whole or in part, through a grant from the Administration for Community Living. Funding is administered through the Missouri Department of Commerce & Insurance and service is provided by Missouri Connections for Health, a nonprofit organization.

## MISSOURI SHIP

State Health Insurance Assistance Program



Missouri SHIP is a federally funded volunteer program to help answer your Medicare questions, including:

- Enrollment and Billing
- Prescription Drug Plans
- Advantage Plans
- Medigap and Supplemental Insurance
- Appeals and Grievances
- Suspected Waste, Fraud, and Abuse
- Wellness and Preventative Services
- Saving Money on Your Medicare

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or visit our website

**missouriship.org**



**SHIP**  
State Health Insurance Assistance Program



**DCI**  
Missouri Department of Commerce & Insurance

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July 2023

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# TIP: Rebranding Priority List; Standard Language

[CLAIM Rebranding Priority List as Shared with DCI updated - 05252023.xlsx](#)

[Approved name change wording.docx](#)

# TIP: Webinar Announcement to Staff & Counselors

- 30 Years of the CLAIM Program -- Happy Anniversary to Us!
  - News Release from DCI\* (Monday 7/17/2023)
  - A note about ownership of the name
- Name Change
  - <https://dci.mo.gov/news/newsitem/uuid/1bff187c-9292-4c9d-97f9-30416780d537>
  - Website – [www.missouriship.org](http://www.missouriship.org) (show a few features)
  - Referral-Landing Page (formerly “green button”) project will require tweaks on phase 1 participants (RLs & SOT to follow-up)
  - Email URL for those with @missouricclaim.org emails – look for instructions on this in your email this afternoon, as new email addresses will end with missouriship.org
- Style Considerations
  - **Missouri** SHIP, not **MO** SHIP, except on the second reference
  - Logos should not be edited/changed.
  - Alternative versions may be made available for very limited uses with DCI/Director approval.
- Public-facing material
  - Has to have a disclaimer, national SHIP logo, DCI logo and MO SHIP logo
  - May require DCI approval (mass audience) as well as Director
  - New videos planned, among other items being produced
- Facebook Page
  - <https://www.facebook.com/MoSHIPofficial> Please like and SHARE posts
  - Missouriclaim.org and the former Facebook page will redirect folks to the new sites
- Printed Materials
  - Ordering as designs are ready
  - Use existing items first
  - URLs and sites still functional from prior versions
- Reprints are coming of any/all items with logo treatment and counselor-use items
  - Business Cards, Name Badges, etc.
- Plans for promotion by DCI (ongoing through Open Enrollment) --- in addition to MCH's investment of SHIP budget on website changes, DCI is using other funds to build on the announcement.
- Note \$2,000/client savings language in release --  
<https://dci.mo.gov/news/newsitem/uuid/1bff187c-9292-4c9d-97f9-30416780d537>
- S/O to Allyssa/Derek & DCI for working with the vendor to get so much done quickly



# TIP: Resource for Community Partners

## Community Partner Toolkit: Missouri SHIP Name Change

### General Information

#### Why did the name change from Missouri CLAIM to Missouri SHIP?

- Missouri DCI owns the name and identity, due to the way funding works. They planned the change for several reasons:
  - The old name could be confusing with different types of insurance
  - The new name emphasizes that we are the official State Health Insurance Assistance Program (SHIP) for the State of Missouri
    - The name change will make it easier to align ourselves with the national branding for SHIPs
    - The name change will let us benefit from national SHIP advertising.
- The name change was timed with Missouri CLAIM's 30<sup>th</sup> anniversary because it is good timing for marketing- big anniversaries get more news attention.

#### Rules and guidelines

- Style Considerations
  - Missouri SHIP, not MO SHIP**, except on second reference
    - Remember: MO SHIP is the abbreviation, not the name!
  - Logos should not be edited/changed.
  - Alternative versions may be made available for very limited uses with DCI/Director approval.
- Public-facing material
  - MUST have the following:
    - Missouri SHIP Logo, National SHIP logo, and DCI logo
    - Approved financial disclaimer
  - Must be approved by the director, may require DCI approval as well as Director

#### What should Community Partners do?

- Facebook Page
  - <https://www.facebook.com/MoSHIPofficial>
  - Please like/ follow the page with your organization's page
  - Like and share our posts so we can reach as many people as possible!
    - Remember, when you share our posts, your audience sees us and our audience sees you!
  - Consider liking or following as your personal page- the more people like or follow the page, the more people Facebook will show the page!
- Referral Link Partners
  - If you have a referral link, you will get a new link and more information soon.
- Spread the word!

Missouri SHIP Approved Outreach and Marketing Document Library						
This document contains a list of items that have been approved for outreach and marketing purposes. This table is designed to allow all Missouri SHIP staff to find documents listed in the "Partner Materials Order Sheet" and all documents approved by Missouri SHIP and DCI for as-is distribution. This table is designed to show the purpose of a document, who it can be sent to, and where to find it. All documents are also available on the MO SHIP dashboard. All documents have an image preview in the "Partner Materials Order Sheet"						
Please note the document audience when deciding where to distribute the document. Audiences are as follows:						
Public and Partners= file is ready to use and can be distributed to partners or the public <b>without changes</b>	Partners Only= file should only be sent to partners, <b>OR</b> file needs to be <b>filled out</b> with partner information before distribution	Internal= file should only be distributed <b>after printing</b> . It <b>must be printed by MO SHIP</b> (for example, palm cards and brochures)				
Document	Audience	OEP or Year-Round	Purpose/Notes	Original document location	File name	
BEC Brochure	Internal	Year Round	Distributed as printed document only	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP BEC Brochure_3.5x8.5_FINAL.pdf	
Info Palm Card (English)	Internal	Year Round	Palm card distributed as printed document only	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Info Palm Cards Eng_FINAL.pdf	
Info Palm Card (Spanish)	Internal	Year Round	Palm card distributed as printed document only	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Info Palm Cards ESP_FINAL.pdf	
Open Enrollment Yard Sign	Internal	OEP	For OEP, only printed copies distributed	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Yard Sign 24x18_FINAL.pdf	
Pay Less for Medicare brochure (English)	Internal	Year Round	Distributed as printed document only	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Pay Less for Medicare ENG bro 14x8.5_FINAL.pdf	
PowerPoint/Slide Deck Template	Internal	Year Round	To be used for all Missouri SHIP presentations. Do not alter template, slides can be added as needed.	Team - Documents\MO SHIP\Presentation-Exhibits\PowerPoint Template (Shortcut in \DCI Approved Materials\Internal)	MoSHIP PowerPoint Template.pptx	
Volunteer Palm Card (English)	Internal	Year Round	Palm card distributed as printed document only	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Volunteers Palm Card - Eng_FINAL.pdf	
Volunteer Palm Card (Spanish)	Internal	Year Round	Palm card distributed as printed document only	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Volunteers Palm Card ESP_FINAL.pdf	
Style Guide	Internal	Year Round	Inform staff of correct color codes, fonts, logo use, etc.	Team - Documents\MO SHIP\DCI Approved Materials\MoSHIP Logos	MO SHIP Brand Styleguide 7-2023.pdf	
Counselor Name Badge	Internal	Year Round	Call center will make new counselor name badges for individual counselors-- other employees ask Derek before using this file.	Team - Documents\MO SHIP\Volunteers\New Volunteers\New Volunteer Welcome Packet		
Pay Less for Medicare brochure (Spanish)	Internal	Year Round	Distributed as printed document only	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Pay for Medicare Digital Bro ESP.pdf	
Counselor/Staff Business Card template	Internal	Year Round	Derek can make new business cards			
Open Enrollment Postcard	Internal	OEP	To be sent for printing during OEP, meets Brown Printing standards/sizing	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Open Enroll PC 6x4.25_FINAL.pdf	
Counselor Certification Certificate	Internal	Year Round	To be filled by MO SHIP staff	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Certification Certificate_TEMPLATE.docx	
Counselor Appreciation/Recognition Certificate	Internal	Year Round	To be filled by MO SHIP staff	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Volunteer Certificate of Appreciation_TEMPLATE.docx	
Medicare.gov Plan Finder Credentials Card	Internal	Year Round	Distributed as printed document only	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Medicare Plan Finder Card_FINAL	
33x81 retractable banner	Internal	Year Round	To be printed as floor banner	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Retractable Banner 33x81_FINAL.pdf	
Tabletop Sign	Internal	Year Round	Needs to be printed for a tabletop sign. Can also be printed on paper to use as a large poster. Available with and without crops and bleeds.	Team - Documents\MO SHIP\DCI Approved Materials\Internal	MoSHIP Tabletop Sign 11x17_NoCrops.pdf and MoSHIP Tabletop Sign 11x17_Crops.pdf	
Tablecloth/Runner graphics	Logos	Year Round	Request tablecloths from Derek. Logo combinations can be used on documents.	Team - Documents\MO SHIP\DCI Approved Materials\MoSHIP Logos	MoSHIP Tablecloth Imprint PNGs	
Logo and Disclaimer Combinations	Logos	Year Round	Combinations of logos including DCI and SHIP logos in different sizes and arrangements, with disclaimers. Can be added to documents for easy arranging, or distributed to partners for specific purposes. Do not send the file with all versions. Scott, Derek, Alyssa can answer questions.	Team - Documents\MO SHIP\DCI Approved Materials\MoSHIP Logos	Multiple files	
MO SHIP Primary and Alternate logo	Logos	Year Round	Request tablecloths from Derek. Logo combinations can be used on documents.	All Users\Marketing\Logos\MO SHIP	Multiple files	

# TIP: Share the Load!

- It takes a team.
- Redundancy & backup
- SHIP staff, partner staff, web/IT staff, marketing coordinator/analytics, designers, etc.



# New Name, New Website, New Facebook

<https://www.missouriship.org/>

<https://www.facebook.com/MoSHIPofficial/>

**D. Scott Miniea, MED, CFRE, CHW**

he | him | his

Executive Director, Missouri SHIP

**MISSOURI SHIP**

State Health Insurance Assistance Program

601 W Nifong Blvd, Suite 3A

Columbia, MO 65203

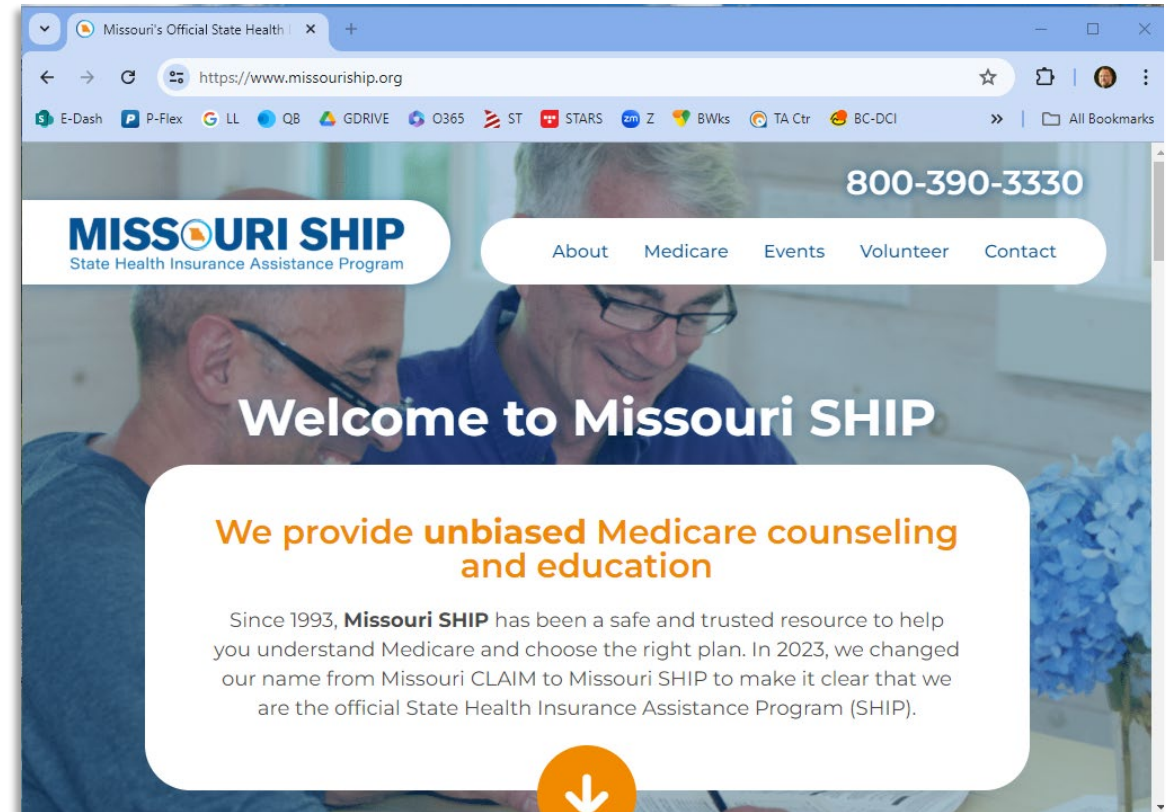
Local: 573.817.8300 ext. 203 | Toll Free: 800.390.3330

[www.missouriship.org](http://www.missouriship.org)



Input · Connectedness · Strategic · Achiever · Communication

# New Name, New Website, New Facebook



<https://www.missouriship.org/>

# New Name, New Website, New Facebook

<https://www.facebook.com/MoSHIPofficial/>



# PART II: A new approach to partnership to expand program outreach

**MISSOURI SHIP**  
State Health Insurance Assistance Program  
**Partner Marketing Network**  
**(PMN)**

Submission for  
**SHIP TA Center Resource Library**  
(July 2024)



Scan the QR code to download all the details from the SHIP TA Center Resource Library!

# Proud Community Partner Branding



Speaking of the Website – The ~~Green~~ ~~Blue~~  
~~Button~~ Landing Page Project & statewide  
Strategic Outreach Team





# Q & A Time :Thank You!

## Contact Us:

Scott Miniea – [sminiea@moconnectionsforhealth.org](mailto:sminiea@moconnectionsforhealth.org)

Yimar Santos – [ysantos@moconnectionsforhealth.org](mailto:ysantos@moconnectionsforhealth.org)

[www.missouriship.org](http://www.missouriship.org)

[www.moconnectionsforhealth.org](http://www.moconnectionsforhealth.org)

<https://www.facebook.com/MoSHIPofficial>