

# OHIC NATIONAL CONFERENCE

July 15–18, 2024 | New Orleans, Louisiana

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## Best Practices for Diversity, Equity, and Inclusivity in Community Programs

**Speaker(s):** Trina Isidro (CA), Norma Kop (HI), Lucília Prates-Ramos (MA), María Alvarez (NY), Linda Madsen (ND)

**Presentation Date:** July 17, 2024; 9:00 AM – 10:15 AM

# INTRODUCTION

## Today's Presenters

# INTRODUCTION

In 2022 the Senior Medicare Patrol (SMP) awarded five 18-month grants to existing partners in the states of: California, Hawaii, Massachusetts, New York, and North Dakota.

The purpose of the grant is to:

- Identify gaps and barriers to the SMP project's service to Medicare beneficiaries.
- Increase awareness, empowerment, and actions taken to prevent healthcare fraud among populations thus far generally underserved by the SMP program.
- Expand upon and use strategic collaborations with federal, state, and local community partners to increase the SMP project's reach.
- Adjust SMP project administration to address barriers to diversity, equity, and inclusion within program management both at the state and local levels.

# MEDICARE FRAUD

Medicare fraud is big business for criminals. Medicare loses billions of dollars each year due to fraud, errors, and abuse. Estimates place these losses at approximately \$60 billion annually, though the exact figure is impossible to measure.

Characteristics of many victims of Medicare Fraud:

## 1. Social Isolation

- Fraudsters often target older adults who live alone or have limited support systems.
- Victims who are socially isolated may be more trusting of perceived help.

## 2. Cognitive Decline

- Seniors suffering from cognitive decline may be vulnerable to scams.
- These individuals are more apt to trust any promises of assistance.

## 3. Chronic Health Issues

- Scammers specifically target seniors with chronic health conditions.
- They use promises of medical equipment and supplies to build rapport.

Source: [smpresource.org](http://smpresource.org)

# SMP'S DEI PROJECTS

**Each state was charged with a project that represents their best practices:**

- **California** – *Media Outreach and Education Focusing on Hospice Fraud in the Hispanic/Latino LEP Community*
- **Hawaii** – *Be Relatable, Memorable: Coin a Catchphrase that Impacts Across Cultures*
- **Massachusetts** – *Consumer Centric Outreach and Education to Promote Engagement and Understanding in their Healthcare*
- **New York** – *Development of a Consumer Peer Empowerment Council*
- **North Dakota** – *Produced and Published (2) Consumer Friendly Resources*

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## California's SMP Program: Best Practices for Diversity, Equity, and Inclusivity in Community Programs

**Speaker(s):** Trina Isidro

**Presentation Date:** July 17, 2024; 9:00 AM – 10:15 AM

# CALIFORNIA'S DEI PROJECT

## **Enhancing Healthcare Literacy and Fraud Prevention for Hispanic/Latino Medicare Recipients with Limited English Proficiency (LEP)**

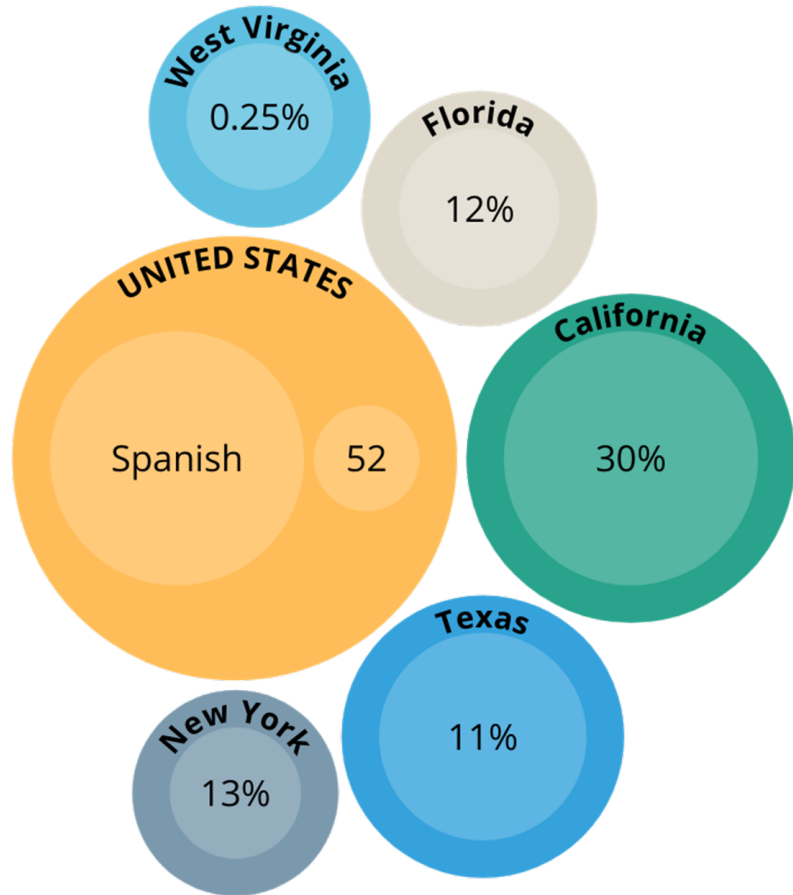
# OVERVIEW – CALIFORNIA



The California Senior Medicare Patrol (CA SMP), launched the Diversity, Equity, and Inclusion Outreach and Education Project. This initiative, spanning from September 1, 2022, to February 29, 2024, aimed to enhance access to accurate and current information about Medicare hospice services for Hispanic/Latino individuals with limited English proficiency (LEP). The project's primary goal was to empower these individuals to make informed healthcare decisions and prevent Medicare fraud.



# LANGUAGES SPOKEN BY MEDICARE BENEFICIARIES



- Spanish is the most common language spoken in the U.S. at 52%.
- Two-thirds reside in CA at 30%
- New York at 13%
- Florida at 12%
- Texas at 11%
- West Virginia 0.25%

# PARTNERS

CALIFORNIA



**CALIFORNIA SENIOR  
MEDICARE PATROL**



**CALIFORNIA HOSPICE &  
PALLIATIVE CARE  
ASSOCIATION**



**INLAND CAREGIVER  
RESOURCE CENTER**

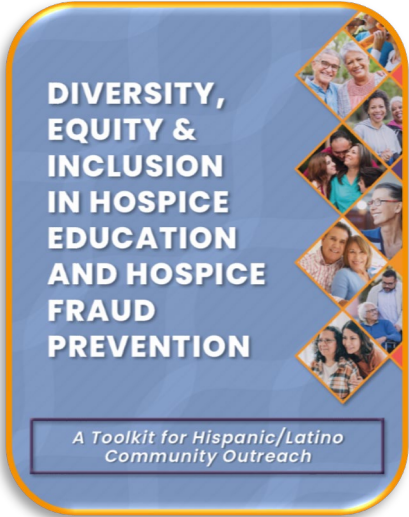
# PROCESS

CALIFORNIA

1  
Listening Sessions



2  
Toolkit Development



# OUTCOMES

CALIFORNIA

**1**  
Completion of  
Listening Sessions

**3**  
Increased Awareness  
and Knowledge



**2**  
Toolkit and  
Marketing Assets

**4**  
Community  
Engagement

# OUTCOMES *(Continued)*

CALIFORNIA

Toolkit

Video



1-Page Flyer  
3-Page Flyer

Radio

# MARKETING ASSETS

## CALIFORNIA

### 1-Page Flyers



### 3-Page Flyer English



### Spanish



Access All Marketing Assets  
Using this QR Code



### Video

Hospice 101  
English / Spanish



Hospice Fraud  
English / Spanish



Caregiver Tools  
English / Spanish



### Radio

Hospice 101  
English Spanish



Hospice Fraud  
English Spanish



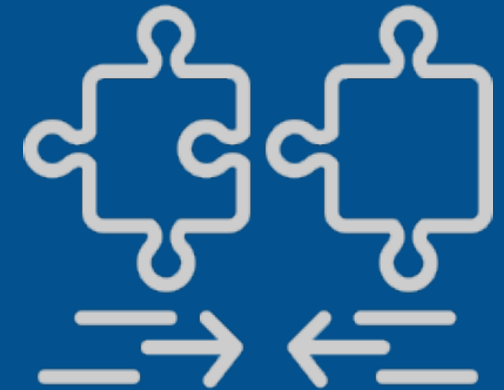
Caregiver Tools  
English Spanish



# IMPLICATION

CALIFORNIA

This project highlighted the critical need for culturally relevant and accessible healthcare information for the Hispanic/Latino community. By bridging healthcare access and literacy gaps, the project empowered individuals to make informed healthcare decisions and protect themselves from fraud. The success of this initiative underscores the importance of continued efforts and adaptability in addressing the unique needs of diverse communities. The project's outcomes have paved the way for its expansion to other non-English speaking populations, ensuring broader protection against healthcare fraud and enhancing healthcare literacy across various demographics.



# CONCLUSION

The collaborative efforts of CA SMP, CHAPCA, and ICRC have established a solid foundation for ongoing outreach and education, demonstrating a sustainable model that can be replicated with additional funding. The development of targeted educational materials and community engagement strategies are crucial in safeguarding vulnerable populations and promoting equitable access to healthcare resources.





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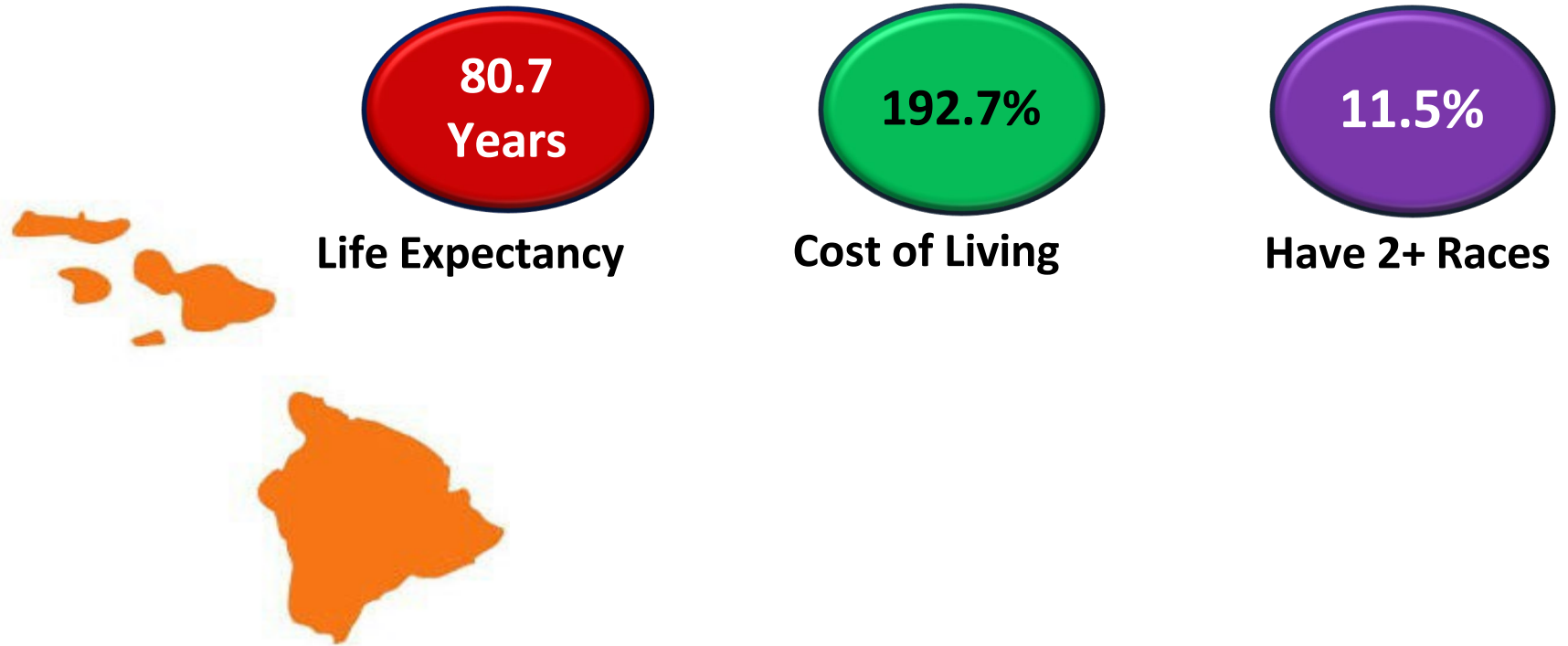
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## **Hawaii's SMP Program: Best Practices for Diversity, Equity, and Inclusivity in Community Programs**

**Speaker(s): Norma Kop**

**Presentation Date:** July 17, 2024; 9:00 AM – 10:15 AM

# STATISTICS IN STEP 1: NEEDS ASSESSMENT Sep 2022 – Feb 2023



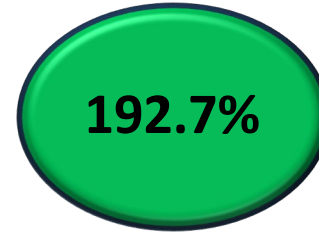
## Target Groups - Older Adults Populations:

- Low-Income: 9% live below FPL; highest risk for homelessness.
- LEP: 27.3% of households speak a language other than English.
- Rural: 8.1% of state; only Hawaii & Kauai designated as “rural.”
- Disabled: 154,000 Caregivers = \$2.6 Billion of Unpaid Care.

# STATISTICS IN STEP 1: NEEDS ASSESSMENT Sep 2022 – Feb 2023



Life Expectancy



Cost of Living



Have 2+ Races

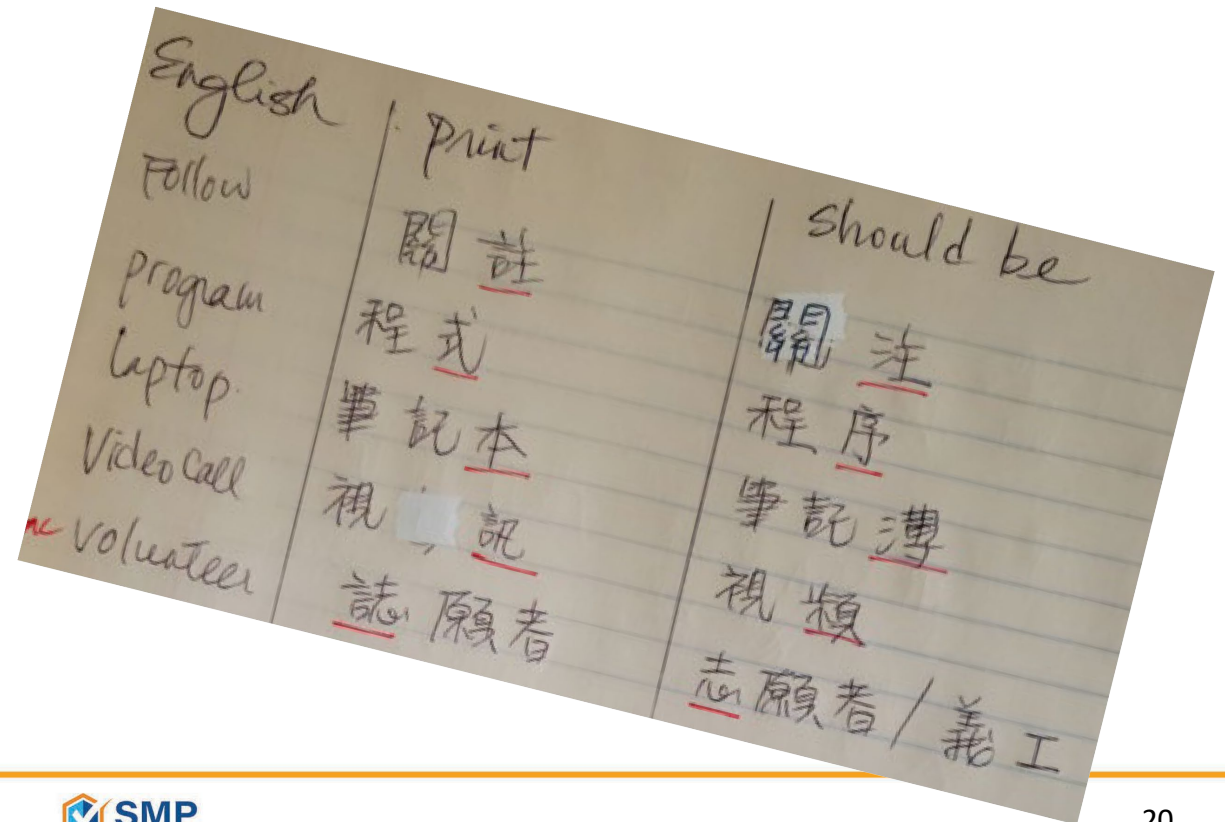
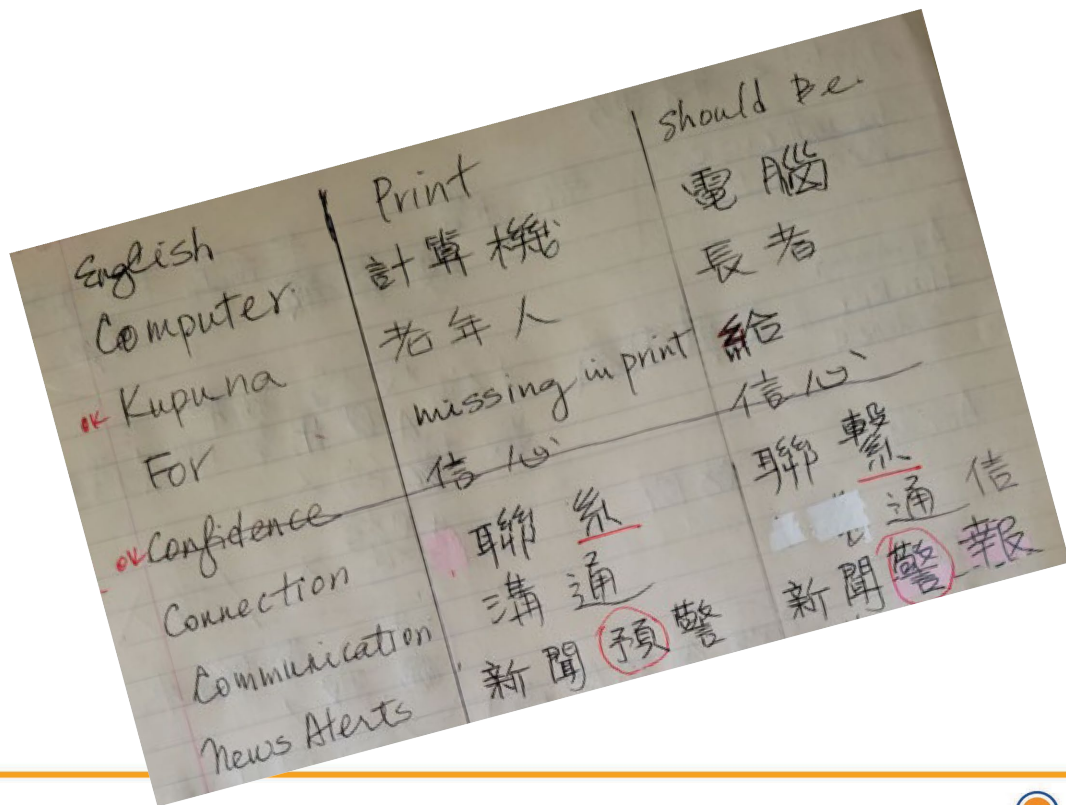


## Target Sub-Groups:

- Older Workers: ½ are low-income; must continue to work.
- LGBTQ: Focused outreach to 60,000+ who identify.
- Tech Un-Savvy: Built upon 18%+ internet usage since COVID-19.

# PROCESS IN STEP 2: IMPLEMENT & EVALUATE, REPEAT Mar – Aug 2023

- Translate documents with simple language using cultural sensitivities.
- Create a safe space for staff and volunteers to welcome diversity.
- First transform within to promote cultural humility to build sustainability.
- Listening to understand vs. rushing to be heard.



# RESULTS: PRODUCTS IN "PRINT" TO EXPAND OUTREACH

## Computer Basics for Kūpuna

Connecting Seniors with Technology

Issue 1 / Paukū 'ekahi

**CONNECTION**  
See/Talk to Loved Ones Near and Far  
Stay Socially Connected  
Stay Informed, Get News Alerts  
Find Helpful Resources  
Answer Common Questions  
Save Important Documents  
Protect Personal Information  
Avoid Online Scams

**CONFIDENCE**  
Comparing Features and Costs  
The Right Device for Me and My Budget  
Where to Go for Help

**WHAT'S INSIDE**  
Desktops  
Tablets  
Smartphones  
Computers  
Holepup  
What do I need?  
What can I afford?

**WIFI**  
Email and Internet Safety  
Understanding Tech Talk  
Computers Can Be Fun and Helpful

**EOA** EXECUTIVE OFFICE ON AGING

Computer Basics for Kūpuna is a project of the Executive Office on Aging, State Department of Health Administration for Community Living. This issue may not be reproduced, displayed, modified or distributed without the express prior written approval of the Executive Office on Aging. Information contained herein is for general use only and may be subject to change.

메디케어 및 의료사기  
10월 2023

**CHINESE (Simplified)**  
长者电脑基础知识 第 1 期  
让长者与科技相联

**CHINESE (Traditional)**  
長者電腦基礎知識 第 1 期  
讓長者與科技相聯

**ILOCANO**  
Computer Basics para kadagiti Senior Citizens Iyay 1  
Panangkoneks kadagiti Senior Citizens iti Teknolohia

**JAPANESE**  
クプナのためのコンピュータ基礎 1号  
シニアをテクノロジーでつなぐ

**KOREAN**  
시니어 (쿠푸나, Kupuna)를 위한 컴퓨터 기초 제1호  
시니어와 기술의 연결

**TAGALOG**  
Mga Pangunahing Kaalaman sa Computer para sa mga Matatanda Iyay 1  
Pag-augnay ng mga Nakatatanda sa Teknolohiya

**VIETNAMESE**  
Kiến Thức Cơ Bản về Máy Tính cho Người Cao Tuổi  
Kết Nối Người Cao Tuổi với Kỹ Thuật

### My Health Care Tracker

Track your doctor visits and medications so you pay the right amount for services you received

**SMP HAWAII**  
PREVENTING MEDICARE FRAUD

PROTECT YOUR IDENTITY  
DETECT BILLING ERRORS  
REPORT IMMEDIATELY

**CHINESE (Simplified)** 我的医疗保健  
**ILOCANO** Ti Health Care Tracker-ko  
**JAPANESE** ヘルスケアトラッカー  
**KOREAN** My Health Care Tracker  
**TAGALOG** Ang Aking Tracker ng Pangangalagang Pangkalusugan

**SMP HAWAII**  
PREVENTING MEDICARE FRAUD

### Hawaii State Plan on Aging 2023-2027

E. Lou Ke Olu  
My Life De Loug

Influenced the development of the State Plan

### 25 SMP HAWAII YEARS

**Who We Are**  
Senior Medicare Patrol (SMP) Hawaii is administered by the Hawaii State Department of Health, Executive Office on Aging

**Network of Partners**  
Aging and Disability Resource Centers  
Bank of Hawaii  
Better Business Bureau  
Centers for Medicare & Medicaid Services  
Consumer Protection Agency  
Federal Trade Commission  
Social Security Administration  
State Dept of Public Safety  
State Dept of the Attorney General  
U.S. Office of Inspector General

**Volunteer Today Make a Difference**  
Helpline: 808-586-7281  
Toll Free: 1-800-296-9422  
Website: smphawaii.org  
Email: info@smphawaii.org  
Facebook: SMPHawaii808

**Join the Fight**  
5,700 volunteers gave 450,045 hours worth \$12.9 million  
9,870 educational activities reached 425,103 people  
\$16.8 million expected in Medicare and Medicaid recoveries and savings

**Office of Inspector General 2022 Performance Report**

**Identity Theft**  
Giftcard Tactics  
Fake COVID Tests  
Dishonest Caregivers  
Social Security Scams  
Romance & Dating Schemes  
Law Enforcement Impersonators

**It Takes Our Entire State to Protect Hawaii's Kupuna**

### Senior Medicare Patrol

**EMPOWERING SENIORS TO:**  
PREVENT  
DETECT & REPORT  
Medicare fraud, errors & abuse!

**Volunteer to Stay Active, Stay Informed and Stay Safe!**

- Have fun learning about Medicare at your own pace
- Get news of the latest scams
- Protect your savings, identity and legacy
- Meet new friends with shared interests
- Build computer skills to stay connected to supports
- Champion a worthy cause

**It Takes Our Entire State to Protect Kupuna.**

Senior Medicare Patrol  
Executive Office on Aging  
State Department of Health  
2025 S. Hotel St, Suite 406  
Honolulu, HI 96813-2831

**25 SMP HAWAII YEARS**  
INNOVATING MEDICARE FRAUD

**Become a VOLUNTEER**  
MAKE A DIFFERENCE TODAY

**CHINESE (Simplified)** 成为志愿 立即发挥  
**ILOCANO** Boluntaryo  
**JAPANESE** ボランティアに参加し、お役に立てます  
**KOREAN** 자원봉사자 되어서 도움을 받으십시오  
**TAGALOG** Boluntaryo

**SMP HAWAII**  
PREVENTING MEDICARE FRAUD

# RESULTS IN STEP 3: DEI IS SET IN STONE; HAWAII'S ON A ROLL!

Sep 2023 – Feb 2024



*Swat Those Scams* Campaign uses common local references

Aloha > Sharing

Sharing > Food

Food > Flies

Flies > Scammers



**Join the Fight Against the Bad Guys**  
***Swat Da Buggah!***



[SMPHawaii.org](https://SMPHawaii.org)

808-586-7281 or 1-800-296-9422

Paid for in part by a grant from the U.S. Administration for Community Living, Department of Health and Human Services.  
Supported, in part by grant number 90MPPG0053, from the U.S. Administration for Community Living (ACL), Department of Health and Human Services, Washington, D.C. 20201.



# RESULTS: THE POWER OF DEI!

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



# RESULTS

# DO THE MATH: NO TURNING BACK NOW



## Compared to Pre-COVID 2018

**Increase** in **ACTIVE** SMP Team Members: **Over 30%!**

**Increase** in Team Member Hours: **78.20%**

**Increase** in Group Outreach and Education Events: **44.52%**

**Increase** in Number of People Reached: **8.14%**

**Increase** in Individual Interactions: **207.51%**

- From 4 to 14 Counselors providing statewide service.
- Increased TRAX use and application.
- Increased use of **appropriate** vocabulary; decreased what may be considered inappropriate vocabulary.

### Other things we couldn't avoid...

- Calendar of Events converted to digital.
- Cultural awareness from Medicare 101 trainings.
- “We Are SMP“ invite via Zoom.





- Increase equity and access to services & support
- Integrate translations to improve emergency preparedness
- Continue to enhance training for our diverse volunteers who work ***with*** our diverse population
- Enhancing access to on-demand resources
  - Computer literacy
  - Computer Basics for Kūpuna*
- and continue to empower Hawaii's people to ***Swat Those Scams!***

***Mahalo!***

## Massachusetts SMP Program's Diversity + Inclusion = Equity Project

**Lucília Prates-Ramos**

AgeSpan, Inc.

280 Merrimack Street, Suite 400

Lawrence, MA 01843

July 17, 2024

# Diversity + Inclusion= Equity

## Statewide Advisory Council

- AgeSpan
- Executive Office of Elder Affairs
- Mass Association for the Blind and Visually Impaired
- My Ombudsman
- Disability Policy Consortium
- Native American LifeLines Urban Indian Center
- North American Indian Center of Boston
- Legislative Aide—Office of Congressman Seth Moulton (MA-06)
- Veterans Administration

# Regional Advisory Councils (RACs)


- Cape Cod and Islands
- Central Massachusetts
- Greater Boston
- MetroWest
- Merrimack Valley and North Shore
- Southeastern Massachusetts
- Western Massachusetts

# Diversity + Inclusion = Equity Work Group

## Membership of this group is made up of:



- Volunteer Team Members
- Community Partners
- Regional Advisory Committee Members (minimally one from each Region)
- Diverse Consumers/Beneficiaries

# Resources Produced



## My Health Care Tracker


Protect yourself from fraud by tracking your health care!



**SMP**  
Senior Medicare Patrol  
Preventing Medicare Fraud

**Massachusetts SMP Program AgeSpan**  
280 Merrimack Street, Suite 400  
Lawrence, MA 01843  
800-892-0890 • [www.MASMP.org](http://www.MASMP.org)

**PROTECT DETECT REPORT**



### AT-A-GLANCE

Healthcare fraud is always intentional deception or misrepresentation which can have an impact on the health and lives of consumers and are costly to taxpayers and the insurance industry. Healthcare errors and abuse are typically unintentional incidents, practices, or procedures that are inconsistent with sound medical, business, or fiscal practices.

Healthcare errors and abuse often result in payment for services that fail to meet professionally recognized standards of care or are medically unnecessary. Unnecessary treatments can be dangerous and just as damaging to one's health and finances.

Consumers should protect all personal information including their Medicare, Mass Health/Medicaid, and Social Security cards as they would protect their credit cards. Carry these cards only when absolutely necessary.

### General

Fraude en el cuidado de la salud afecta a los beneficiarios de Medicare, en su salud como también en sus finanzas; y además, afecta directamente la industria de seguro y al sistema del cuidado de salud.

Todo Fraude en el Sistema de Salud es un Delito!

Errores y abusos en el cuidado de la salud típicamente son incidentes involuntarios o procedimientos inconsistentes con prácticas médicas o fiscales que sean válidas. Errores y abusos en el sistema de salud resultan en pagos por servicios que fallaron en satisfacer criterios profesionales o no son medicamento necesarios.

Los consumidores deben proteger toda información personal. Tarjetas de Medicare, Medicaid/MassHealth, Social Security (Seguro Social), tal como protegen sus tarjetas de crédito. Traigan sus tarjetas con ustedes sólo cuando sea necesario.

ER HEALTH SYSTEM" aproximadamente médicos.

approximately 98,000 lives are lost annually due to medical errors, according to the Institute of Medicine's report, "To Err Is Human: Building A Safer Health System."

Massachusetts Senior Medicare Patrol (SMP) Program is part of a national initiative to educate healthcare consumers on Medicare errors, fraud, and abuse. There are SMP programs in the 50 states, the District of Columbia, Guam, Puerto Rico, and the U.S. Virgin Islands. The MA SMP Program has been under the leadership of AgeSpan, formerly Elder Services of the Merrimack Valley and the North Shore, since 1999.

ACL - Administration for Community Living

# MA SMP Program's Diversity + Inclusion = Equity Training Schedule

Date	Training Title	Facilitator/s
May 23, 2023, (1 hr. training)	<b>Reframing Aging: Transforming the Narrative</b>	Melissa Donegan
November 30, 2023 (2 hr. Training)	<b>Our Identities: The Stories We Carry</b>	TLB Consulting
January 31, 2024 (2 hr. Training)	<b>From Past to Present: Paving the Way for a Just and Inclusive Future</b>	TLB Consulting
February 22, 2024 (2 hr. Training)	<b>Power Play: An Exploration of Power and Play</b>	TLB Consulting
June 13, 2024	<b>Vision 101: What You Need to Know About Vision and Vision Impairment</b>	Chyrs Peralta
July 25, 2024	<b>Commission for the Deaf and Hard of Hearing</b>	MA Commission Staff
August 22, 2024	<b>LifeBridge North Shore</b>	LifeBridge Staff

# Multicultural and Multilingual Beneficiary Conference Planning Committee

- This committee met virtually on a regular basis to plan the conference
- Reviewed and approved conference flyer produced by the MA SMP Program
- Decided on presentations by committee
- Discussed and agreed upon the “Conference Agenda”
- Discussed and agreed upon the Keynote Speaker, Lunch, and Entertainment
- Each language group facilitator recruited beneficiaries from their respective communities
- MA SMP Program translated all materials for the conference and requested ASL and CART services from the Mass Commission of the Deaf and Hard of Hearing
- Identified Breakout Rooms by ethnicity and country flag/s
- Language Facilitators/Providers conducted post conference evaluations and surveys



# Multicultural & Multilingual Beneficiary Conference

- **Two presentations—**

- We Hold the Key to Preventing Healthcare Errors, Fraud, and Abuse
- Savvy Saving Seniors®: Steps to Avoid Scams

- **Seven Languages:**

- English
- Chinese (Cantonese and Mandarin)
- Khmer
- Portuguese
- Spanish
- Vietnamese

## Conference Evaluation

1. Was this conference valuable to you?
2. Did you understand the presentations?
3. Did any of the information surprise you?
4. Would you attend a future conference?
5. Do you feel more confident in protecting yourself from being scammed?

## Medicare Group Presentation Satisfaction Survey

6. I would recommend this presentation to others
7. Based on what you learned today, do you plan to take specific actions?
8. What could we do to improve the information or service(s) provided to you today?

## Outcomes:

### Questions 1-6:

**220 Beneficiaries reported YES** to each of these questions—*No. 6 through 8 were taken from the Medicare Group Presentation Satisfaction Survey.*

### Question 7.

- ✓ Protect my Medicare Card/Number
- ✓ Be more attentive to my MSNs/EOBs and Bills
- ✓ Use My Health Care Tracker
- ✓ Ask questions

### Question 8.

- ✓ Nothing
- ✓ Have more conferences like this one.

# Quote

“As an SMP partner in Diversity + Inclusion = Equity Project, I was thrilled to represent SHINE and share information about the newly improved Medicare Savings Program in several languages as translated by MassHealth contractors. It was a great opportunity to meet people, share the flyers and describe how the Medicare Savings Plans (plus LIS) helps them save money on Medicare expenses, afford their health care visits and pay for medications.

It was obviously a place of joy and connection for the attendees where they could learn about Medicare scams and protecting themselves while enjoying a nice lunch and having some resources for a better future. The fantastic dance troupe of seniors, poet, guitar music and singing were icing on the cake!”

Cindy Phillips, MSW  
SHINE Program Director  
Executive Office of Elder Affairs  
1 Ashburton Place, 5th floor  
Boston, MA. 02108



# Next Steps:

We will integrate all advancements and lessons learned through the efforts of the MA SMP Program's Diversity + Inclusion = Equity Project into all aspects of the operationalization of the MA SMP Program in an intentional and purposeful manner going forward.

# OHIC NATIONAL CONFERENCE

July 15–18, 2024 | New Orleans, Louisiana

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## New York's SMP Program

### Best Practices for Diversity, Equity, and Inclusivity in Community Programs

**Speaker: María Alvarez (NY)**

**Presentation Date:** July 17, 2024; 9:00 AM – 10:15 AM

# OVERVIEW – NEW YORK

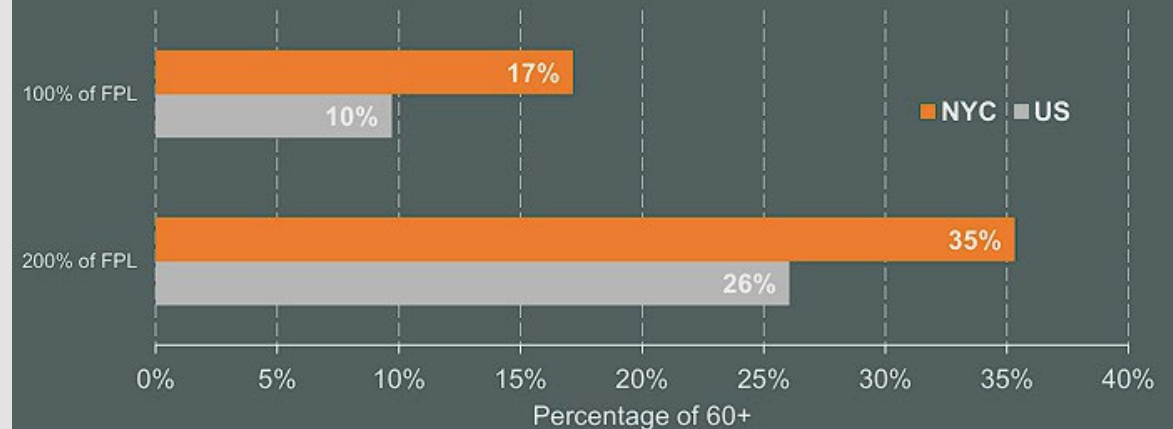
The NYS SMP addressed Medicare fraud and health disparities within New York City's Environmental Justice (EJ) Zones. **The project's primary objective was to form an SMP Empowerment Council**, also:

- Train community partners & agency representatives on SMP training requirements for all outreach roles.
- Collaborate with 4 diverse partners, the project seeks to identify gaps, barriers, and implement more inclusive practices in Medicare fraud prevention, detection, and reporting.
- Engage beneficiaries and community partners to conduct outreach activities, presentations, multi-media messaging, aligned with the culturally and linguistically appropriate needs and feedback obtained from local residents.

# DEI – STATS IN NYC

- NYC has half of New York State’s elderly population residing in the five boroughs.
- NYC has the highest ethnic diversity in the state, where social, economic, and health access issues are magnified.
- These issues are evidenced most in the Environmental Justice Zones (EJ Zones) in New York City.

## NYC older adults are more likely to live below the poverty line than US older adults



NYC Department for the Aging: Older Adults: 60+ Source: 2021, American Community Survey 5-year Estimate (Civilian noninstitutional population)  
Public Use Microdata Custom Tables FPL: Federal Poverty Level Limited English Speakers: Speak English Less Than Very Well

# PROCESS

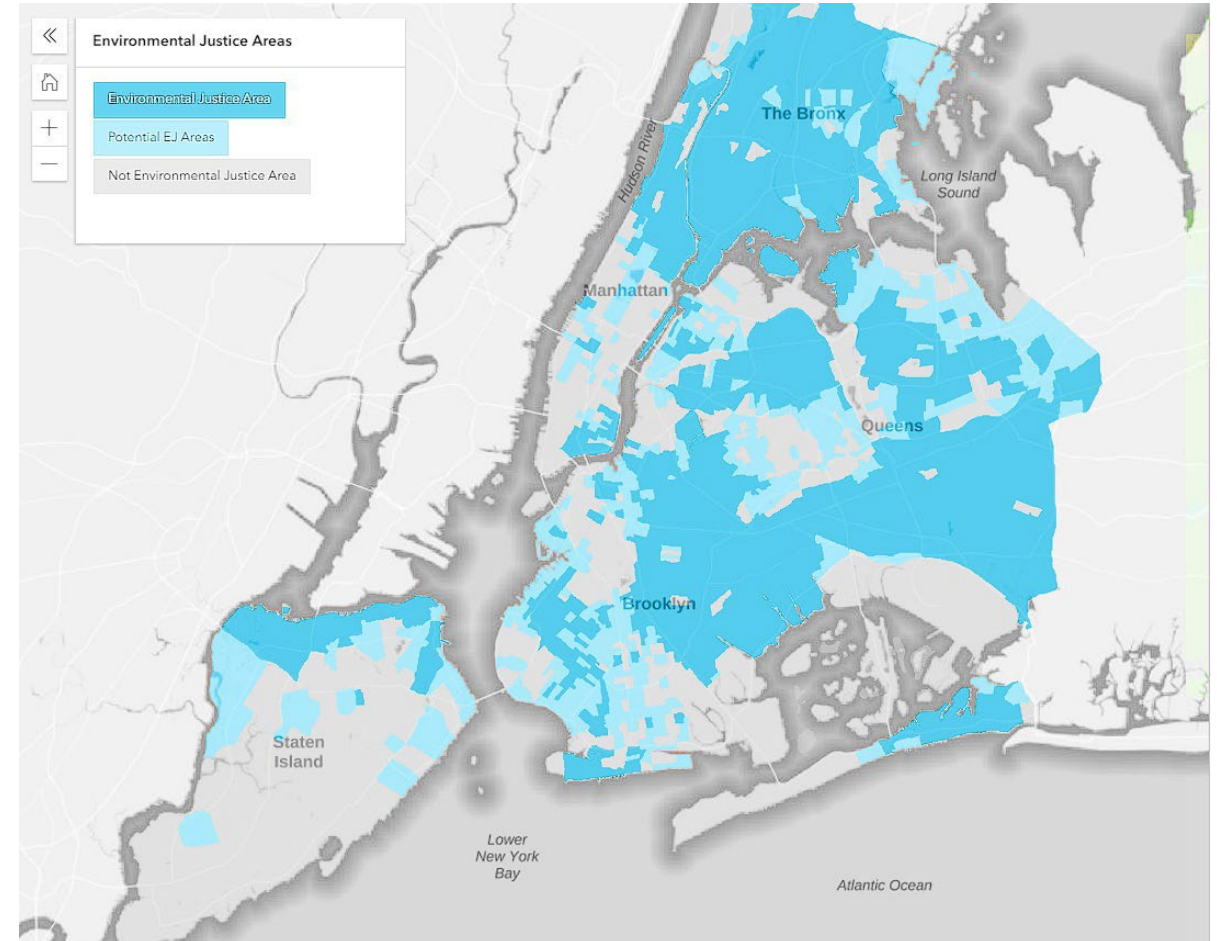
## NEW YORK

### 1. Identified Underserved Communities Using Population / Demographic Tools

Environmental Justice (EJ) Zones are defined as any census block group where 23.59% or more individuals live in poverty, and/or 51.1% or more of the population is minority.

### 2. Developed Community Specific Needs Assessments

Each subcontractor identified groups and initiatives that they would like to organize and implement according to the needs they experience in their communities.





# PROCESS

NEW YORK

## 3. Devised & Implemented Plans of Action Tailored to Specific Communities.



**BRONX:** Scheduled presentations and disseminated literature in English & Spanish to senior centers & older adult residences.



**BROOKLYN:** Deployed volunteers to community events where there is high Spanish speaking participation.

# PROCESS

## NEW YORK

### 3. Devised & Implemented Plans of Action Tailored to Specific Communities.



**QUEENS:** Hosted HHS Regional Director, Dr. Dara Kass, for a Town Hall on Health Care and Senior Issues conducted in English, Mandarin, Spanish.

**STATEN ISLAND:** Sponsored the closing ceremonies of the Senior Olympics, tabled and presented at the 2024 Aging Conference.



# PROCESS

Print Advertising – Monthly; Total Circulation: 561,746

- ¼ page print advertising in support of our Medicare Fraud of the Month campaigns
- Placed with (12) New York State newspapers including:
  - ✓ NY Post, Newsday, Albany Times Union, Buffalo News, Rochester Democrat, White Plains Journal, Poughkeepsie journal, Middletown Times Herald, Syracuse Post Standard
  - ✓ El Diario (Spanish); Russian Bazaar (Russian); Sing Tao Daily (Chinese)

PAID ADVERTISEMENT

**ATTENTION SENIORS!**

**PROTECT YOURSELF**  
from Pharmacy & Prescription Drug Fraud

- Be suspicious of all unsolicited calls and offers for FREE or DISCOUNTED prescription drugs.
- Check your pills to make sure you were not intentionally shorted or given a different medication than prescribed.
- Don't accept payment for the use of your Medicare number.
- Check your insurance statement and Medicare Summary Notice (MSN) for unknown providers and prescriptions you did not receive.

**WE CAN HELP**  
The NYS SMP can help you with potential fraud, errors & abuse issues.

**800-333-4374**

**STATE WIDE** **SMP**  
New York StateWide Senior Action Council, Inc.  
215 Sun Street, Albany, NY 12242 • Fax 518-439-7542  
www.nysenior.org

This project was supported, in part, by grant number 90MPPG01701, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20501.

**¡ATENCIÓN ADULTOS MAYORES!**

**PROTÉJASE**  
del fraude de farmacia y medicamentos recetados

- Sospeche de llamadas y ofertas no solicitadas que ofrecen medicamentos recetados GRATUITOS o CON DESCUENTO.
- Revise sus pastillas para asegurarse de que no le dieron menos intencionalmente o de que le dieron un medicamento distinto al recetado.
- No acepte pagos por el uso de su número de Medicare.
- Revise su estado de cuenta del seguro Medicare (MSN, por sus siglas en inglés) proveedores desconocidos y recetas que no recibió.

**PODEMOS AYUDARLE**  
La Patrulla de Medicare de Nueva York (NYS SMP) puede ayudarle con posibles fraudes, errores y problemas de sus medicamentos.  
Lláme a nuestro teléfono de ayuda al 800-333-4374.

**SMP STATE WIDE**  
New York StateWide Senior Action Council, Inc.  
215 Sun Street, Albany, NY 12242 • Fax 518-439-7542  
www.nysenior.org

Con apoyo de la subvención número 90MPPG01701, de la Administración para la Comunidad, Departamento de Salud y Servicios Humanos, Washington, D.C. 20501.

**高年級學生請注意**  
**保護自己**  
防範藥房和處方藥欺詐

- 對所有不請自來的免費或打折處方藥電話和優惠活動保持懷疑。
- 檢查您的藥片，確保您沒有被故意少吃或服用與處方不同的藥物。
- 不要使用您的醫療保險號碼接受付款。
- 檢查您的保險單和聯邦醫療保險摘要通知，以確保您是否收到所有應有的醫療服務提供者和處方。

**我們可以帮助您**  
NYS SMP 可以帮助您解决潜在的药物、错误和滥用问题。  
**800-333-4374**

**WIDE SMP**  
New York StateWide Senior Action Council, Inc.  
215 Sun Street, Albany, NY 12242 • Fax 518-439-7542  
www.nysenior.org

這生活管理員 90MPPG01701 號撥款支持

**ПЛАТНАЯ РЕКЛАМА**  
**ВНИМАНИЕ ПЕНСИОНЕРЫ!**  
**ЗАЩИТИТЕ СЕБЯ**  
от мошенничества с лекарствами и рецептурными медикаментами

- Относитесь с подозрением ко всем несанкционированным звонкам и предложениям относительно БЕСПЛАТНЫХ или СКИДОЧНЫХ рецептурных лекарств.
- Проверьте свои таблетки, чтобы убедиться, что вам не уменьшили специально или не дали другие лекарства, чем предписаны.
- Не принимайте оплату за использование вашего номера Medicare.
- Проверьте ваше заявление и Сводное уведомление Medicare (MSN) для незнакомых поставщиков услуг и рецептов, которые вы не получили.

**МЫ МОЖЕМ ПОМОЧЬ**  
NYS SMP может помочь вам относительно потенциального мошенничества и вопросов злоупотреблений. Позвоните на нашу линию помощи по номеру 800-333-4374.

**SMP STATE WIDE**  
New York StateWide Senior Action Council, Inc.  
215 Sun Street, Albany, NY 12242 • Fax 518-439-7542  
www.nysenior.org

Поддерживается номером гранта 90MPPG01701 от Управления общественной жизни США

# RESULTS

**NEW YORK**

- ✓ 100% of the partner sites were trained using SMP Foundations Training
- ✓ Trained in 2 languages (English & Spanish)

**JAN 2023 – MAY 2024**



# RESULTS

NEW YORK

## NYS SMP DEI Empowerment Council Meeting, May 17, 2024

### Speakers:

- Kathleen Otte, CMS Regional Administrator, Region 2
- Rhonda Schwartz, ACL Regional Administrator, Region 2
- Frank Winter, CMS Partnership Manager, Regional Office
- María Alvarez, Executive Director
- Harold Rivera, Volunteer Coordinator



We were honored to hear the information shared by the volunteers and many of our Regional Administrators as well as some of our managers from health plans, were on the call...

The partnership with you and the SMP/NY Statewide Advocates is so important to us. It allows us to share ground truth with our leadership while we learn as well.

*Kathleen Otte, Regional Administrator,  
CMS, Region 2*

# RESULTS

## NEW YORK

### NYS SMP DEI Empowerment Council – Volunteers



JCC of SI (Staten Island); Newtown Senior Center (Queens)  
Neighborhood Shopp (Bronx); RAICES (Brooklyn)

Volunteers shared their firsthand knowledge of Medicare Fraud practices that they witnessed or received reports of in the 5 boroughs of NYC.

- Some of the volunteers are victims of fraud and shared their personal stories.
- They also spoke about the lack of trusted sources to confer with regarding their healthcare choices and services.

# MOVING FORWARD

- Continued volunteer recruitment and training.
- Develop new partnerships with community organizations.
- Participation in StateWide’s Annual Conference in Saratoga Springs, NY planning future initiatives.
- Outreach and presentations at various conferences and seminars.
- Senior Safety Summits throughout New York state.
- Reproduce the translated materials as we replicate this program in our new SMP grant cycle focusing on communities around the state including Central NY, Western NY, the Hudson Valley and Long Island.

**SAVE THE DATE**  
 New York StateWide Senior Action Council's  
**2024 Convention**



**NEW LOCATION!**  
 Embassy Suites in Saratoga Springs  
**OCTOBER 21-23, 2024**

**What to Expect:**

- Participate in interactive forums
- Hear directly from elected officials on important issues affecting seniors
- Exhibit Hall on October 22 featuring essential products, programs, and services for seniors

**Panel Discussions include:**

- Preserving Social Security, Medicare
- Medicare Benefits Update

FOR MORE INFO visit us at [www.nysenior.c](http://www.nysenior.c)

**STATE WIDE**  
 New York StateWide Senior Action Council, Inc.  
 215 New Street, Albany, NY 12242  
 518-486-2222

NY StateWide Senior Action Council, NYS Senior Medicare Patrol and Erie County Senior Services presents:



**THE SENIOR SAFETY SUMMIT**

**AUGUST 29, 2024 9 AM - 12 PM**

**William Emslie YMCA,  
 585 William St, Buffalo, NY 14206**

**FRAUD, SCAMS & RESOURCE FAIR**  
 Hear from experts, services, and community organizations committed to ensuring the safety and protection of your financial & healthcare needs.

Alzheimer's Association	Niagara County Investigator
Better Business Bureau	NYS Division of Consumer Protection
Buffalo Police Department	NYS Senior Medicare Patrol
Evans Bank	Social Security Administration
Erie County Senior Services	

**ALL ARE WELCOME. REFRESHMENTS WILL BE PROVIDED.**  
 To RSVP, please contact Tiffany Erhard at 800-333-4374.

**MEDICARE FRAUD HELPLINE 800-333-4374**



# CONCLUSION



This program has opened the conversation of scams, fraud & abuse as well as empowering our community to seek more information and obtain resources that they did not know were available to them. Through our peer-to-peer connections and presentations around our neighborhoods, we have been able to alert people of health care fraud, and also expand our offerings in English, Cantonese and Mandarin.

*- Maria Cuoco (Newtown Senior Center Director)*

# OHIC NATIONAL CONFERENCE

July 15–18, 2024 | New Orleans, Louisiana

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## **North Dakota's SMP Program: Best Practices for Diversity, Equity, and Inclusivity in Community Programs**

**Speaker(s): Linda Madsen (ND)**

**Presentation Date:** July 17, 2024; 9:00 AM – 10:15 AM

# OVERVIEW – NORTH DAKOTA

**Outcome:** ND’s targeted underserved populations will have access to modified resources that increase community awareness and understanding of potential Medicare fraud and scams.

## DEI – STATISTICS IN ND

### Race and ethnicity in ND

- White 82.9%
- Native American 5.0%
- Black, Asian, Hispanic or Other 12.1%

- ND does not have the racial diversity seen in other parts of the country.
- Through the creation of “Your Guide to Medicare and Common Medicare Scams,” ND SMP promoted EQUITY for Medicare beneficiaries in rural, underserved counties, people with disabilities, and those with limited income.
- This handbook, written in plain language, is easier for the targeted populations, as well as the general public to understand.

# PROCESS

NORTH DAKOTA

## What is Plain Language?

Language that is clear, concise, well organized, and appropriate for the intended audience (Plain Language Act of 2010).

## Plain Language Promotes Equity

The most obvious reason to use Plain language writing is to make all information and ideas more accessible to people with intellectual and developmental disabilities (IDD) and other disabilities affecting reading, comprehension, and other cognitive functions (Pulrang, 2020).



# Plain Language

## Literacy Levels

General public - Grade 6

People with disabilities – Grade 4

Diverse cultural backgrounds – Grade 2

Older people – Grade 2

The average reading level of most public information is Grade 11

Plain language is not “dumbing” down information, rather it is making information intellectually accessible for a wide audience.

## Basic Tips for Writing in Plain Language

- Know your audience and write for them
- Use common words - avoid jargon and acronyms
- Use short words, 3 syllables or less
- Use short sentences, one idea per sentence
- Use an active voice
- Use “you” and other pronouns
- Aim to write at a 6<sup>th</sup> grade reading level or below

Editing and writing tools used by the ND SMP in creating the handbooks were Hemingway Editor and ChatGPT.

# RESULTS

- A Medicare beneficiary, a person with a cognitive delay, a person knowledgeable in plain language who is also the daughter of a Medicare beneficiary, and a beneficiary who uses English as a Second Language, all reviewed and provided input for the handbook.
- The handbooks were disseminated through partners who provide services to the target populations.
- American Indians are a diverse, hard-to-reach population in ND. Due to the overwhelming response of our original handbook, ND SMP created a similar product for use in tribal communities.
- The handbooks and resources for using plain language can be found in the SMP Resource Library.

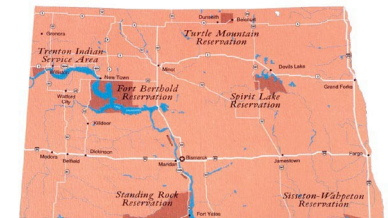
## NORTH DAKOTA

### Your Guide to **MEDICARE** and **Common Medicare Scams**



### **Medicare Basics for American Indians**

#### Your Guide to Medicare and Common Medicare Scams



# MOVING FORWARD

## NORTH DAKOTA

### New Unique Partnerships

- North Dakota Association for the Disabled (NDAD)
- ND Navigators with the Marketplace Health Insurance
- ND Tribal Health Liaisons from the ND Department of Health and Human Services.

Partners were trained on the contents and rationale for developing the handbook. Staff disseminated the handbook to people who receive services.

### Lessons Learned

Plain language was more time consuming and difficult to implement than we had anticipated.

In creating the Tribal handbook, it was reviewed by Tribal Health Liaisons. Some of their suggestions:

- Include information about notifying close family members about a potential scam
- Keep content on each page to minimum
- Difference between Indian Health Services (IHS) and Medicare and how they work together
- Include pictures and graphics to help explain the content
  - Pictures of Tribal members should be local and include Tribal affiliation

# CONTACT INFORMATION

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