Administration for Community Living

New Director Training

April 28–29, 2026

Washington, DC

Lessons Learned from Wisconsin and Maximizing Data Impact

Michelle Grochocinski, Wisconsin SHIP

SHIP State Health Insurance Assistance Program

Navigating Medicare

SMP Senior Medicare Patrol

Preventing Medicare Fraud

Wisconsin SHIP Overview

Wisconsin SHIP Landscape

- Office on Aging: SHIP and MIPPA
- Decentralized
- Staff-based network (~230 staff, a few dozen volunteers)
- State facilitates workgroups that bring together partners

Statewide:

Medicare helpline;
Great Lakes Inter-Tribal Council (GLITC)

Regional:
3 Area Agencies on Aging (AAAs);

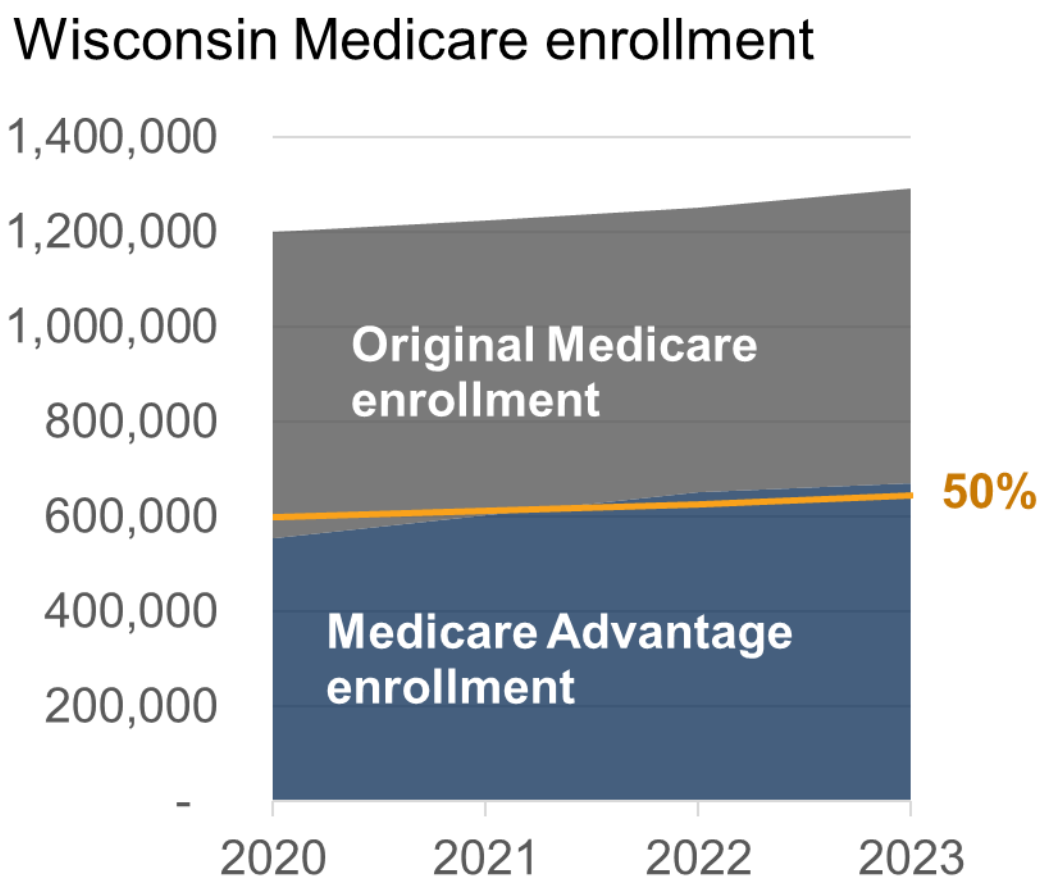
benefit specialist program attorneys (training and technical assistance)

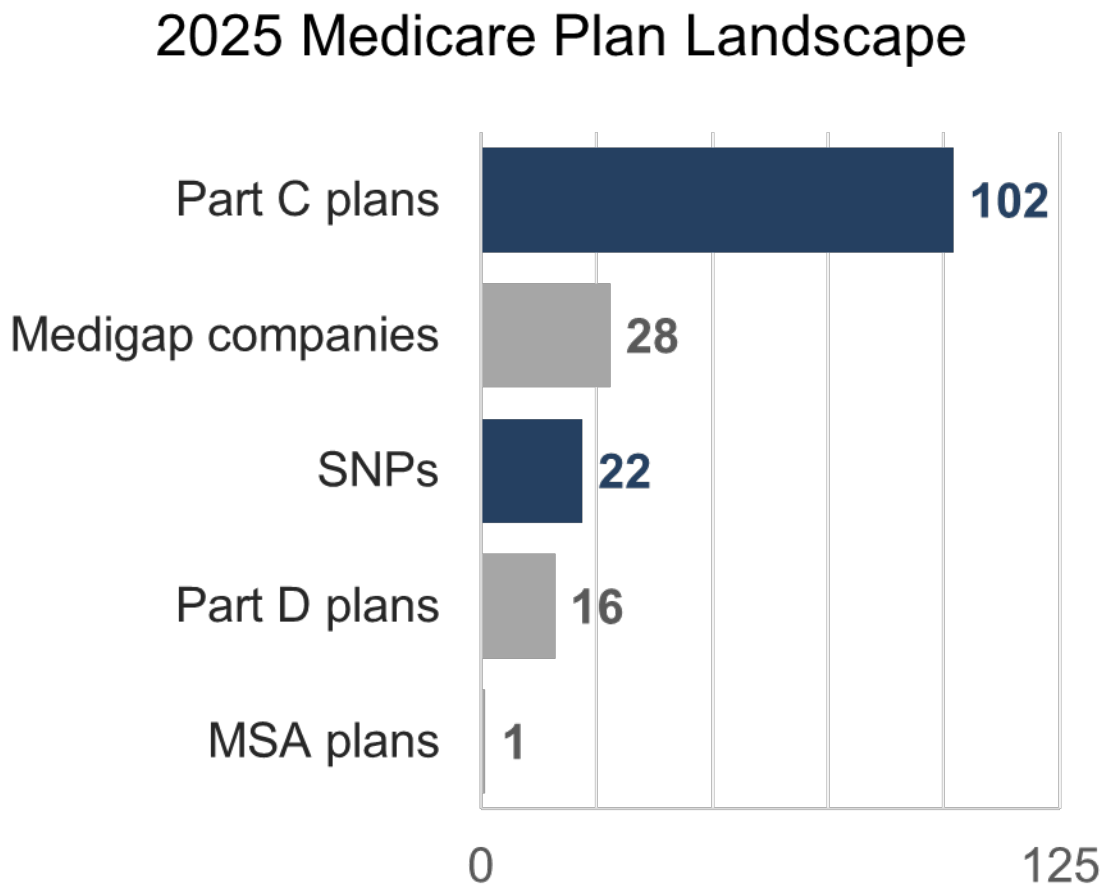
Local:

72 counties, 11 Tribal Nations with Aging and Disability Resource Centers (ADRCs) and country and Tribal aging offices;

senior centers; clinics

Wisconsin Medicare Landscape





SNP = Special Needs Plan
MSA = Medicare Savings Account

Things I Wish I'd Known

Management and Organization



- **Keep checklists** for cyclical action items and processes.
  - Save the subject lines and dates of emails sent and other documentation for easy follow-up.
  - Enter deadlines and protected time into your calendar.





- **Track grant activities in real time.**
  I save PDFs and notes to an “activities” folder that I can easily reference when writing progress reports.



- **Seek advice** from other SHIP directors, your colleagues, your team members, and your grant project officer.

Fiscal

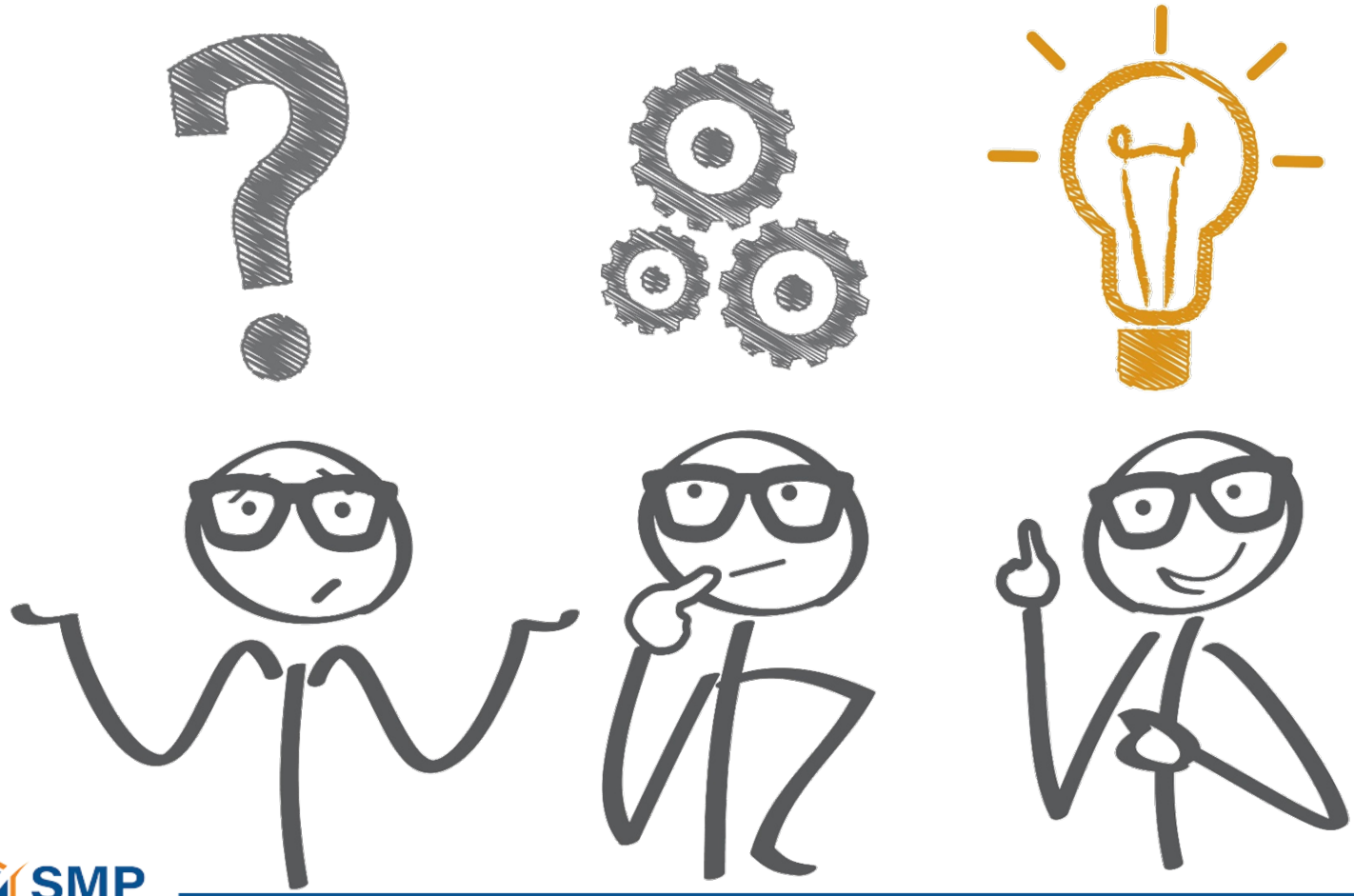


- **Keep your fiscal team in the loop** throughout the process.
- Double check figures.



- **Schedule regular check-ins**. For example:
  - Beginning of the grant year to review contracts and procurement processes for any special projects
  - Mid-grant year to check in on spending
  - End of grant year to send final billing reminders
  - 1-2 months after the end of the grant year to calculate underspending

Questions or Comments?



Maximizing the Impact of Your Data



Lessons Learned: Data



- **Review data regularly** (for example, each quarter) to:
  - Check for data entry errors.
  - Identify counseling trends.
  - Review progress on your grant workplan.



- **Collect feedback** from users on their barriers to timely and accurate data entry and do what you can to mitigate them.



- In trainings, meetings, and publications, **illustrate** the importance and uses of data entry.

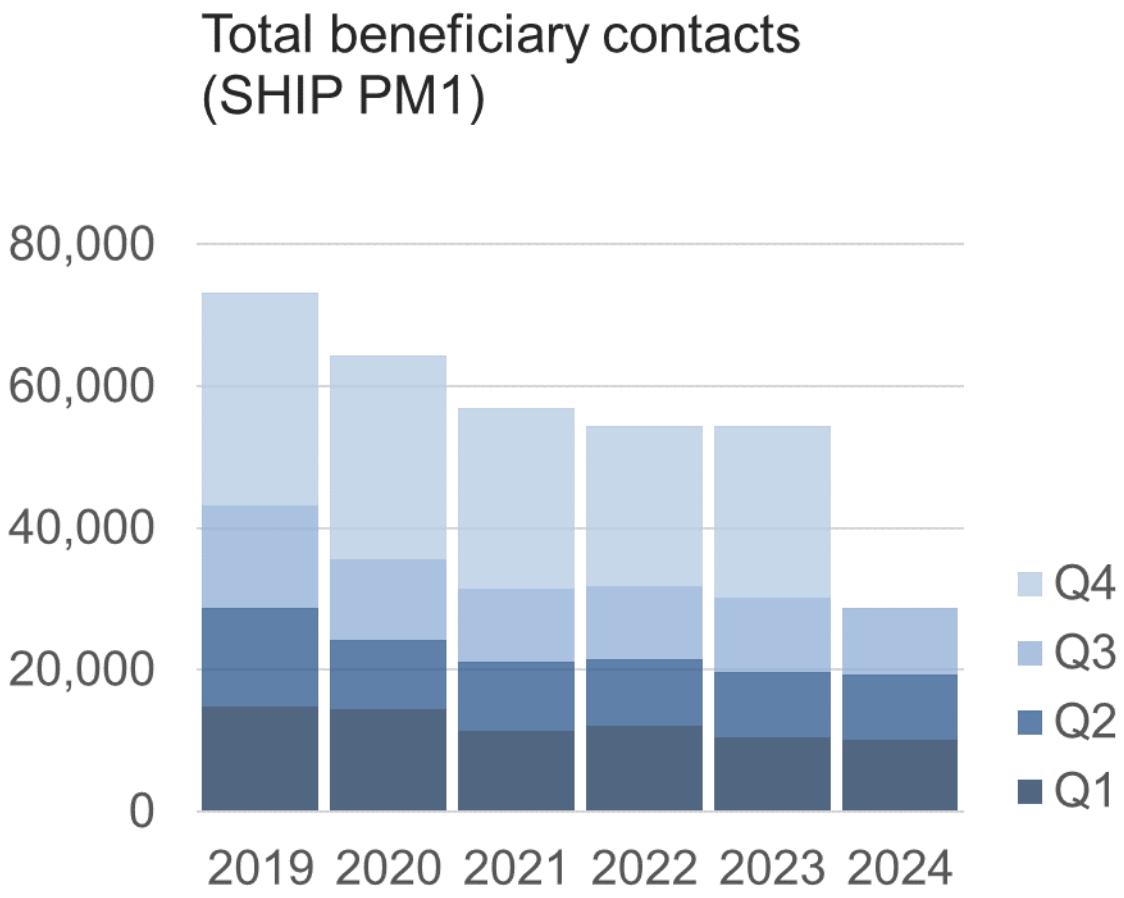


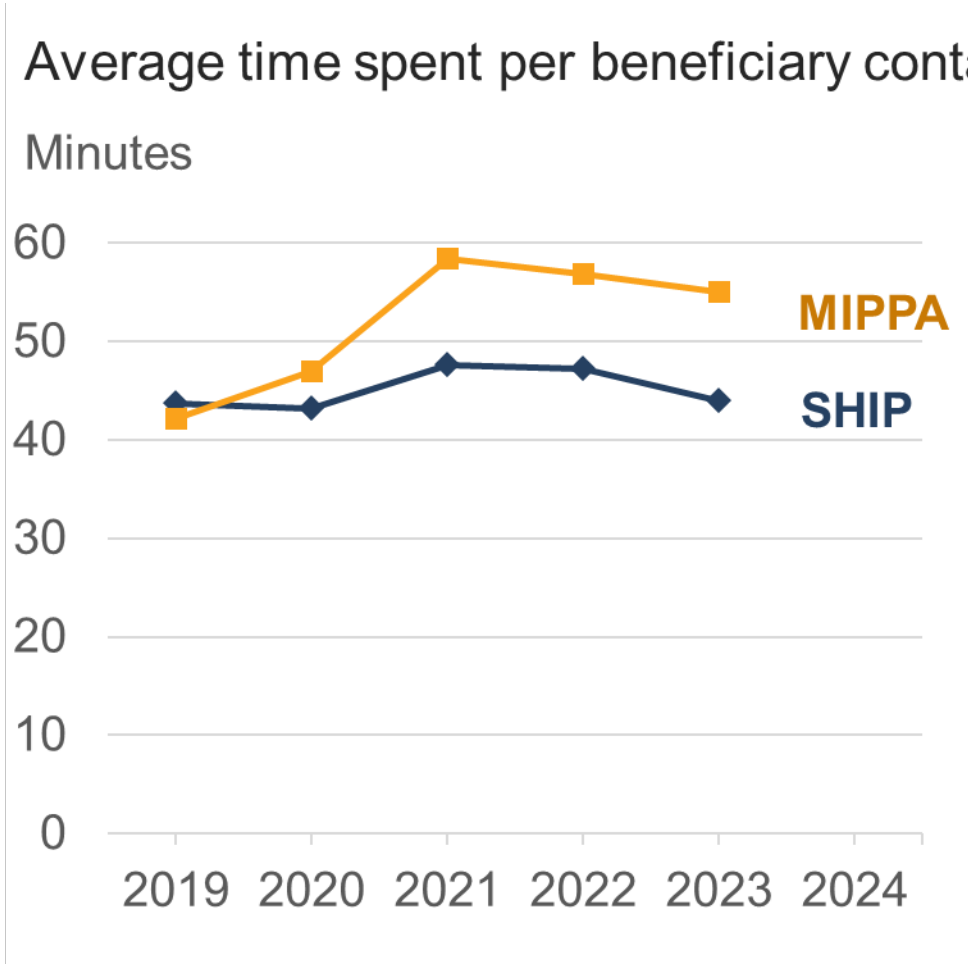
- Utilize data to **celebrate** achievements.

Before:
Comparing STARS Performance Reports

	Previous Date Range *	Current Date Range			
Performance Measure	Total # Reached	Medicare Population	Total # Reached	Penetration Rate %	% Change in Total #
PM 1: Beneficiary Contacts	10,325	1,190,244	10,131	0.85%	-1.88%
PM 2: Group Outreach Contacts	5,562	1,190,244	5,738	0.48%	3.16%
PM 3: Medicare Beneficiaries Under 65	1,413	158,901	1,219	0.77%	-13.73%
PM 4: Total Hard-to-Reach Contacts	8,226	686,885	7,402	1.08%	-10.02%
PM 5: Enrollment Contacts	7,565	1,190,244	7,271	0.61%	-3.89%

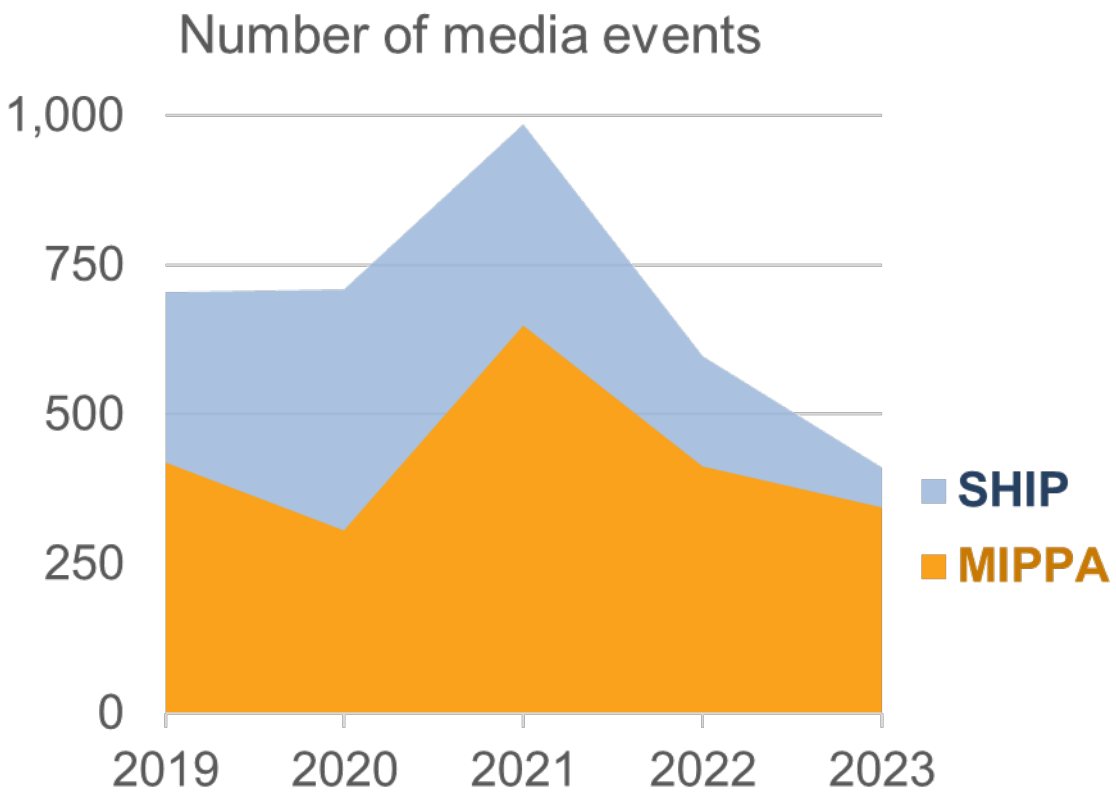
After: Graphing STARS Data



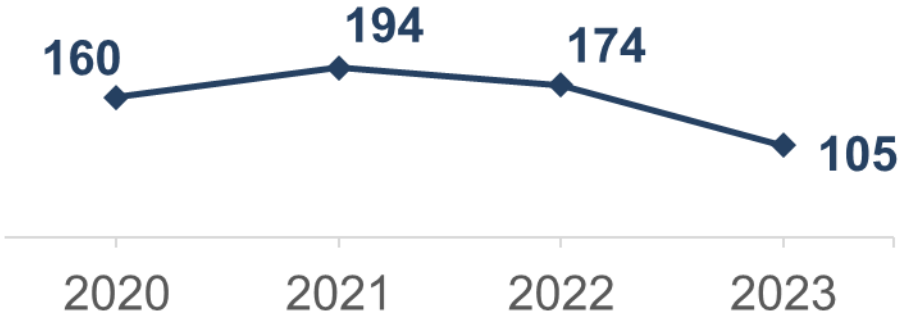


Add Data to Tell the Whole Story

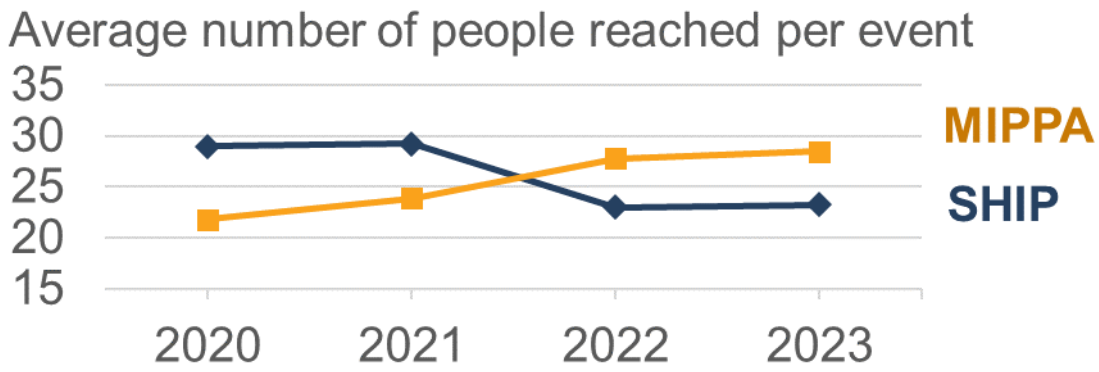
Media outreach increased when group outreach effectiveness waned.



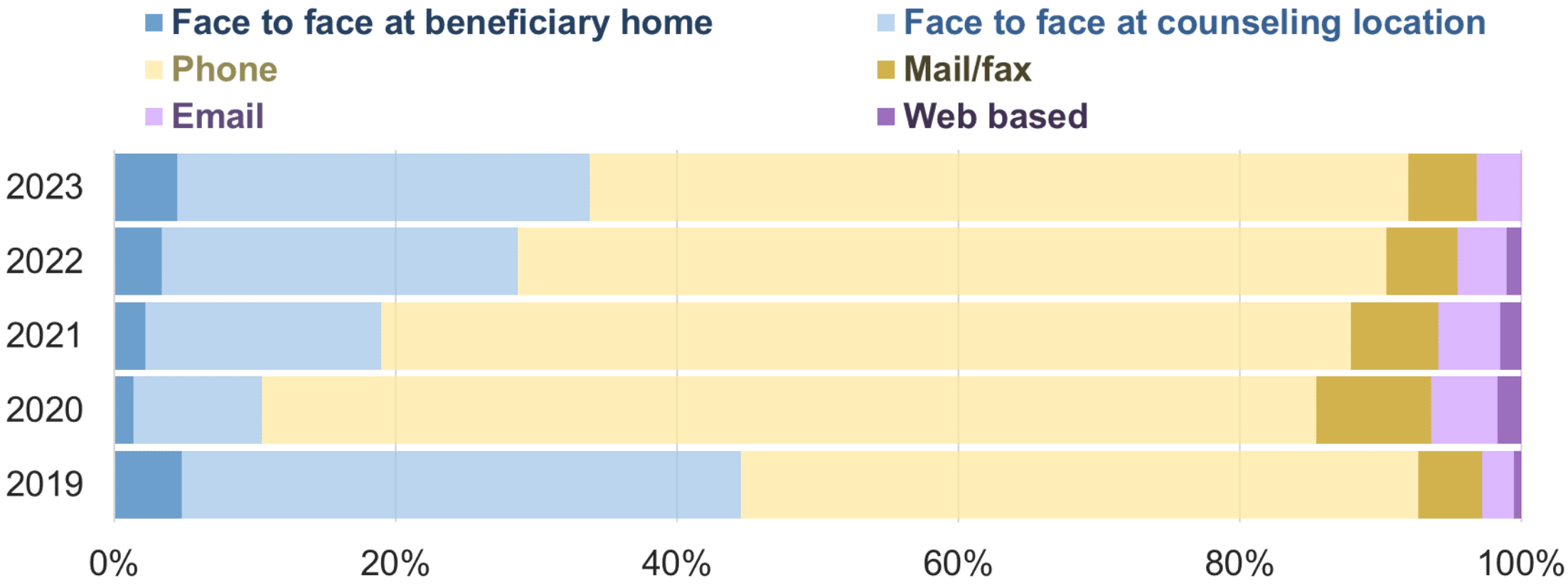
The average time spent per event increased during the pandemic (min.).



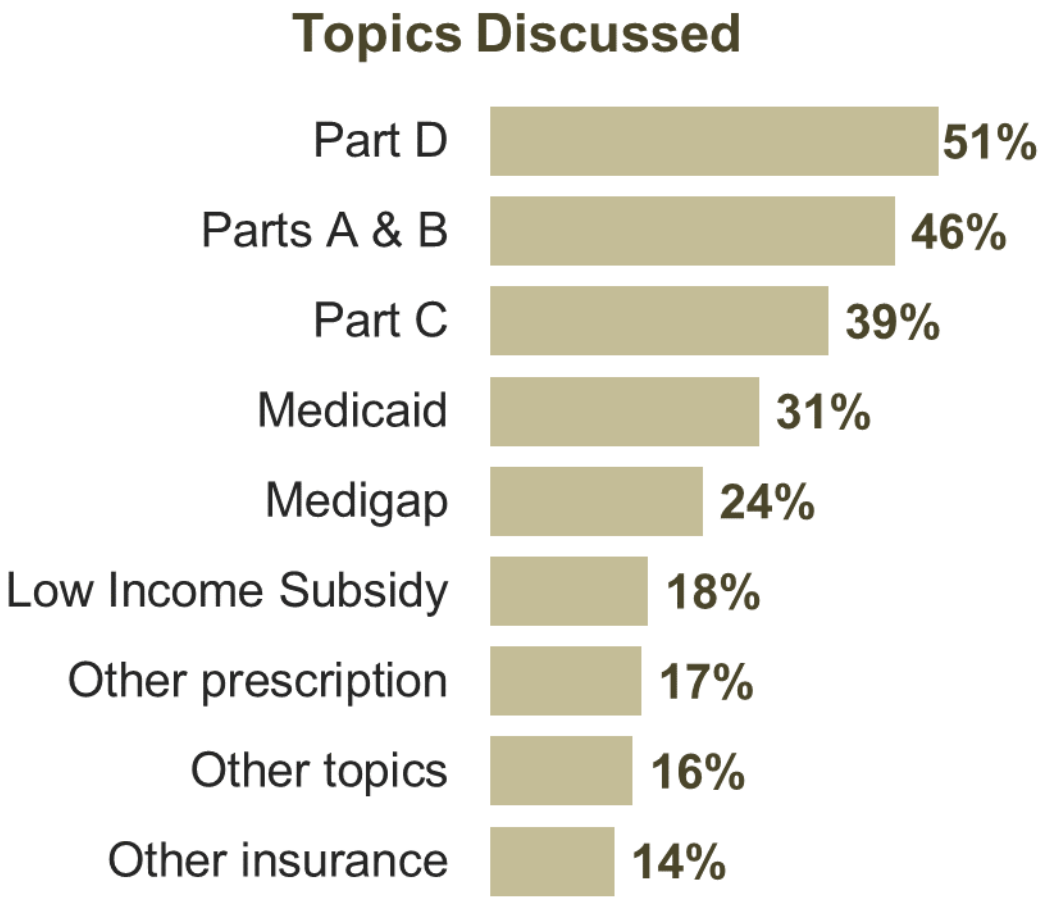
Average attendance is fluctuating.

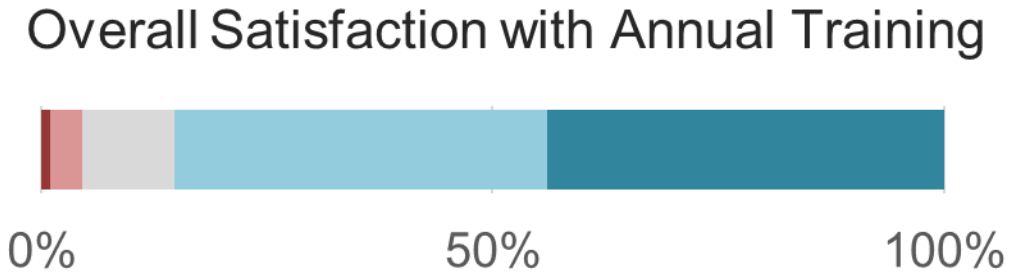


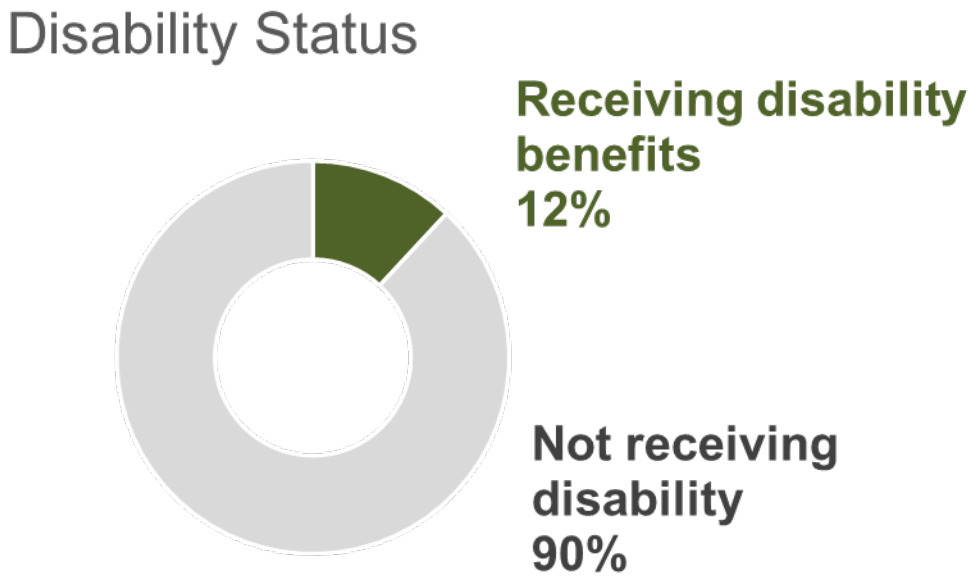
Track More Than the Performance Measures



Track More Than the Performance Measures







Narrative Storytelling Tips

- **Use narrative titles.**
- **Emphasize important data points with color.**
  1. Gray-out your graph.
  2. Select the important data points.
  3. Color in with brand colors.
     Only use reds to illustrate “negative” data.
  4. Match the graph key for easy readability.

Data Visualization Tips

- **Use consistent coloring** to easily identify related data.
- **Delete or lighten visual busyness,** such as gridlines and borders.
- **Directly label graph elements** instead of using a key.
- **Customize the axis**:
  - Change the min. and max. to maximize the space used.
  - Edit the units (the range between bars).
  - Reduce decimals (consider if you need that level of detail).

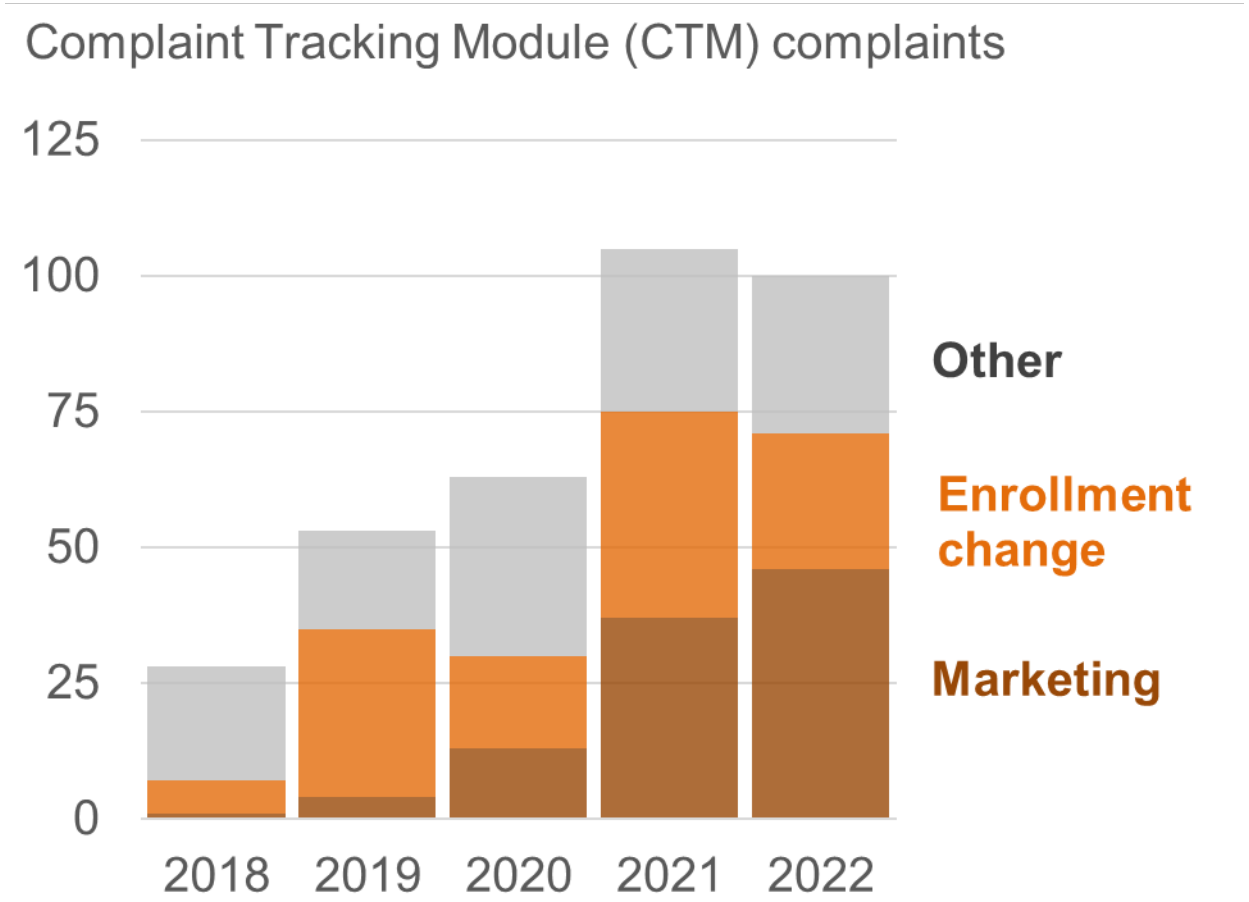
Example: Data for Advocacy

"We're getting a lot of marketing complaints." vs.

"**Marketing-related complaints tripled** from 2020 to 2022.

70% of marketing-related calls to SHIP were about Medicare Advantage.

CMS needs to increase oversight of Part C advertisements."



Resources

★ SHIP TA Center Resource Library:
SHIP and MIPPA Data Visualization Templates

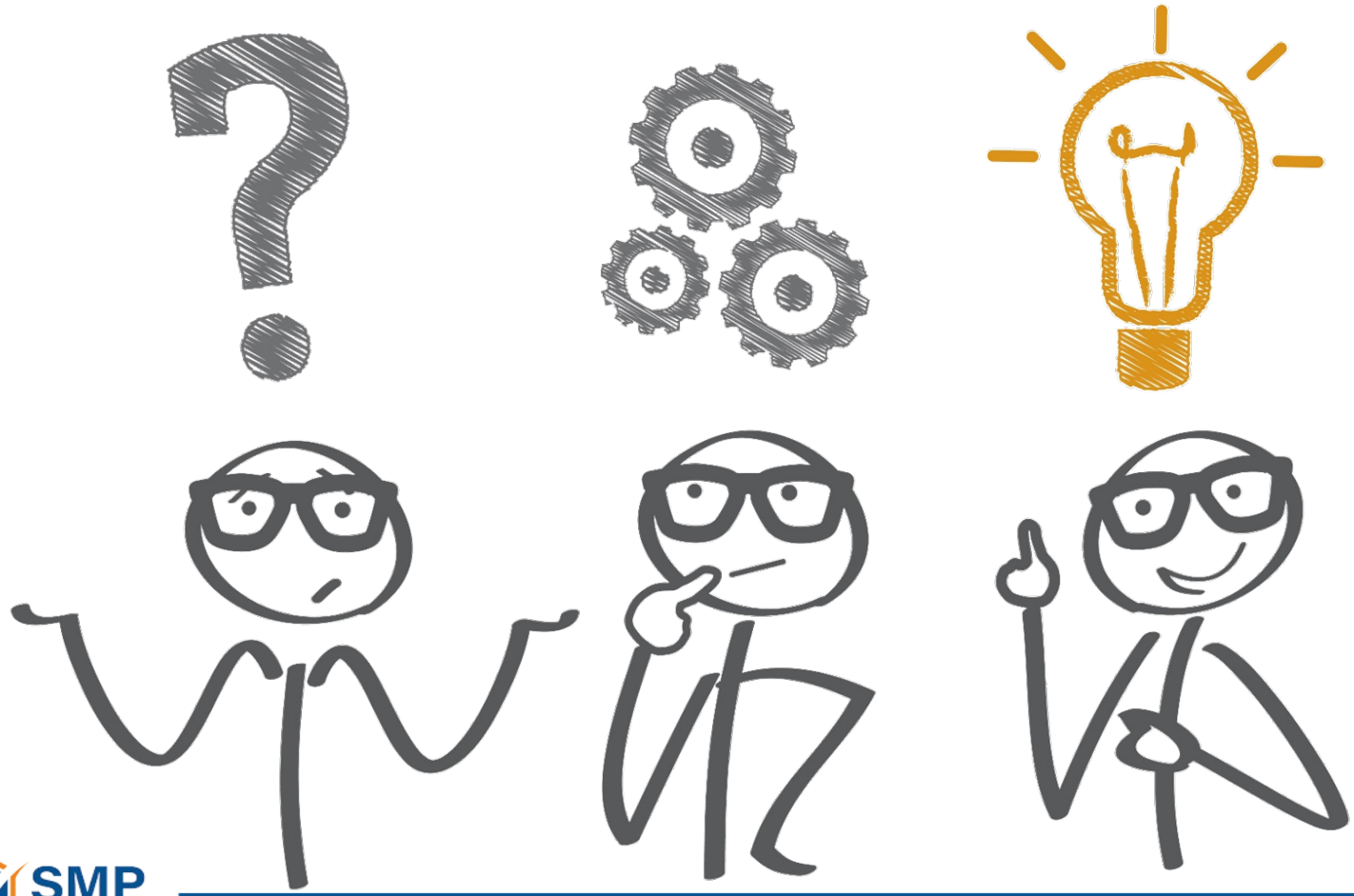
- Data quality and training
  - Data Depict Studios: Data visualization workshops
  - Data Depic Studios YouTube channel

Resources: Accessibility

See the "Editing Graphs" tab of the Excel tutorial spreadsheet for step-by-step accessibility instructions.

- Accessibility quick cards (P-03450)
- Alt text
- Color contrast guidelines
- Colorblind tester (Data Depict Studios blog); colorblind-friendly palettes
- Grayscale tester (Data Depict Studios blog)
- Data Depict Studio's data visualization accessibility blog post

Questions or Comments?



Presenter



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