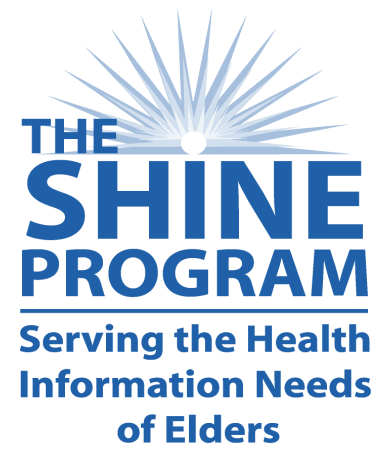


SHINE

Serving the Health Information Needs of Elders

2012 Overview





SHINE

- Serving the Health Information Needs of Elders, funded and managed by the EOEI since 1993
- One of 54 State Health Insurance Counseling and Assistance Program (SHIP)
- Provides free & objective health insurance information and counseling for Medicare beneficiaries of all ages.
- SHINE Counselors (volunteers and professionals) extensively trained, certified and recertified



Massachusetts SHINE

- 3.5 FTE at state level
- 13 regional programs in ASAPs, COAs, Community Development Program-ABCD
- 1 state-wide Greater Boston Chinese Golden Age Center
- 550 +/- counselors in COAs, ASAPs, senior centers, hospitals, housing
- 2011 57,000 client contacts; 1580 public events with 23,000 attendees



Program Requirements

- Provide counseling and assistance to help beneficiaries understand and access benefits through counseling, education and outreach
- Enroll in prescription drug coverage, Medicare Advantage, Medigap, Prescription Advantage public benefits plans (MassHealth, MSP, Health Safety Net, CommonHealth)
- Perform targeted outreach to counsel low-income, dual-eligible and hard-to-reach populations




Methods to Deliver Service

- Train counselors who are accessible 1-1 in the community
- Educate Medicare beneficiaries, pre-retirees and caregivers via presentations and materials
- Educate professionals through Health Benefits Universities and workshops (ceus for social workers)- Human Resources, hospital and ASAP staff, etc



Service Delivery with Partners

- Communicate, coordinate and cross train with:
CMS, AOA, ADRCs, ILCs, ASAPS, COAs
Prescription Advantage, MassHealth, SMP,
Medicare Advocacy Project, CBOs, faith-based
organizations, Veterans
- Examples of Regional Directors' Training- LTC
MassHealth programs; Senior Care
Organizations, Community Health Centers, Oral
Health, Accountable Care Organizations, and
GIC for retirees



Referrals for information, counseling, presentations

- 1-800-age-info, press 3
- EOEA
- 13 regional and GBCGA Program
- COAs
- EOEA web portal



Technology Interface

- Developing on-line counselor training
- Web site for SHINE counselors
- Newsletter, “The Beacon” for counselors
- Teaching Medicare beneficiaries to use medicare.gov via phone and in groups



SHINE

- Provides 1-1 personalized health benefits counseling in every community in Massachusetts
- Provide education for Medicare beneficiaries, caregivers, pre-retirees, professionals (CEUs)
- Forward looking with technology improvements in training, education for consumers and counselors
- Call 1-800-AGE-INFO or 1-800-243-4636, press 3 or www.800ageinfo.com



The End