

NJSave



Help paying Medicare premiums, prescription costs, and other living expenses

Ayuda para pagar sus primas de Medicare, costos de medicamentos recetados, y otros gastos de vida



Agenda



- **Background on Division & NJSave**
 - Who we are, what we were facing, and what NJSave is
- **Opportunities that helped implementation**
 - Timing is everything
- **Obstacles overcome**
 - Funding, IT & partner buy-in
- **Outreach efforts**
 - Print, post, mail & speak
- **Lessons learned**



Background: Who we are



- SUA founded in April 1958
- 2 divisions merged & moved to DHS in 2012
- Administer – directly or through 21 AAAs – a host of financial, medical and social assistance programs
- Directly-administered includes (*but is not limited to*):
 - Medicare – SLMB & QI-1
 - Pharmaceutical – PAAD, Senior Gold & LIS
 - Energy – Lifeline, USF & LIHEAP
 - Hearing – HAAAD



NJSave Savings



Program	Monthly Amount	Annual Amount
Average PAAD benefit to help pay prescription costs for elderly person.	\$54.66	\$655.92
Maximum benefit to pay Medicare Part D premium cost for a PAAD beneficiary enrolled in a Part D plan with a premium for which PAAD will pay in 2019.	\$37.20	\$446.20
Average Senior Gold benefit to help pay prescription costs for elderly person.	\$13.41	\$161.86
Annual benefit amount provided by Lifeline utility assistance program for person who meets PAAD eligibility requirements.		\$225.00
Average LIHEAP benefit to help pay heating & cooling energy costs.		\$290.45
Average USF benefit to help pay gas/electric bills .	\$27.00/\$55.60	\$324.00/\$667.20
Medicare Part B premium cost paid by SLMB or SLMB QI-1 .	\$135.50	\$1,626.00



Enrollment vs. Potential



Program	Enrollment	Eligible, Not Enrolled*
PAAD	118,274	400,000 +/-
Senior Gold	16,892	
MSP (SLMB & QI-1)	23,528	71,509
LIS (Extra Help)	78,066	?
Lifeline Utility	276,733 households	?
HAAAD	125	?
NJ Hearing Aid Project	150 annually	?
USF	175,000	?
LIHEAP	283,759	?

*Estimates



What we were facing



- Program enrollments dwindling despite baby boom
 - Part D effect – No longer the only game in town
 - No budget, limited staff to promote programs
- Paper application availability sporadic
 - Mailed on request; no guarantee applications handed out
 - Posted online, but not accepted online
 - English-only & costly (printing, postage, scanning) for low return
- All verification through paper review
- Unable to share information with other programs

Launch of NJSave



- NJSave is a new, online application for multiple important benefits launched on November 13, 2018.

The screenshot shows the homepage of the NJSave application. At the top left is the logo for the NJ Division of Aging Services, featuring a tree icon. In the center is the 'NJSave' logo in green text. At the top right are links for 'Help' and 'Login'. The main content area has a background image of a lighthouse on a rocky shore. A white box in the center contains the text 'Welcome!!' followed by 'We're glad you're here. Let us point you to where you can get started.' Below this text are two blue buttons: 'Start New Application' and 'Resume Existing Application'. At the bottom left is the 'NJ Division of Aging Services' logo, and at the bottom right is the 'New Jersey DHS Department of Human Services' logo.

NJSave Benefits to Consumers



- Online access to important benefits and savings.
 - ✦ No searching for paper application, or mailing
- Create an account and come back later.
 - ✦ With email and password, can complete the online application at their own pace
- Immediate confirmation of application submission.
 - ✦ No calling hotline to see if application arrived

NJSave Benefits to Consumers



- Allows for electronic upload of documentation required for eligibility determinations.
 - ✦ Bank statements, proof of residence, etc.
- Online video tutorial takes viewer screen-by-screen through the application.
 - ✦ Print instructions also available.
- Family members, friends, social workers can help
 - ✦ About 35% on online applications were submitted by such assisters

NJSave Benefits to the Aging Network



- Verification tools for income and assets.
 - ✦ Links to other systems speed processing
- Partner worker portal launched in Spring 2019.
 - ✦ Gave our primary partners – AAAs & SHIPs – ability to help consumers without computer access and/or an email account apply online
 - ✦ Easy online status check
- Dashboards
 - ✦ Quick-view statistics and charts to track usage

NJSave Dashboards

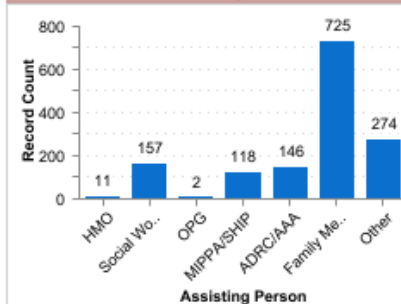


Online and WP Submitted Application(County)

County	Record Count
ATLANTIC	340
BERGEN	342
BURLINGTON	162
CAMDEN	251
CAPE MAY	53
CUMBERLAND	52
ESSEX	369
GLOUCESTER	126
HUDSON	314
HUNTERDON	64
MERCER	182
MIDDLESEX	297
MONMOUTH	201
MORRIS	147
OCEAN	324
PASSAIC	273
SALEM	28
SOMERSET	76
SUSSEX	52
UNION	210
WARREN	31

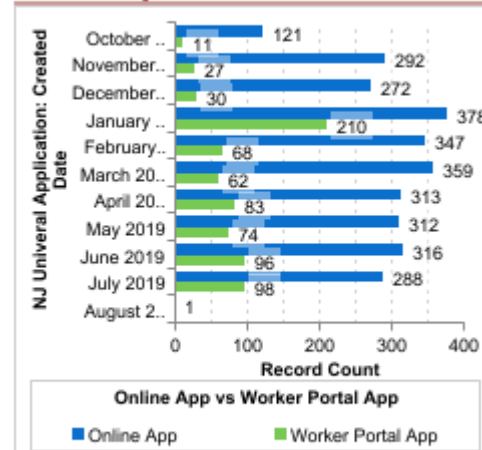
This chart shows the count of all online and worker portal applications, organized by Home County.

All Applications (Assisting Agency, includes Unfinished)



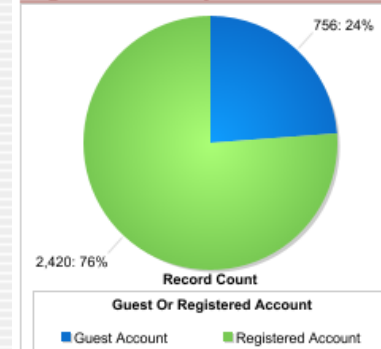
This chart shows the assisting agency count of all applications with an assisting agency.

NJ Save All Applications (by Last 12 Month)



This chart shows the count of last 12 months applications, organized by month created.

All Online Applications (Guest vs Registered Users)



This chart shows the count of registered vs guest users, not including Worker Portal applications.



Next Steps: System



- Launch of the online application in Spanish.
- Fully implement automating verification system.
- Add renewal applications to system.
- Use system to communicate with enrollees online.
- Transfer data to/from NJSave and Medicaid.
- Make application compatible with mobile phones.

Opportunity: Timing is everything



- Division moved from DOH to DHS to foster collaboration with Medicaid
- Medicaid was already working with Salesforce
- New administration tasked all departments to ensure individuals eligible for programs are advised and assisted in obtaining them
- Funding made available for development and licenses
- MIPPA and other funds available for promotion

Obstacles: funding, IT & partner buy-in



- **\$1M+ state funds (SFY19)**
 - Salesforce product, licensing, IT project leader and programmers
- **\$25,000 in state and MIPPA funds**
 - Printing and materials
- **DHS leadership**
 - Approval of investment with promise of results
 - Overcome concerns seniors don't use computers
- **AAAs/SHIPs**
 - Reluctance to change; worker portal = duplicate data entry

Outreach efforts: Print



- DHS Graphics staff designed & division produced:
 - NJSave logo
 - Revised paper applications
 - Posters
 - Flyers
 - Tabletop signs
 - Referral cards
 - Counseling folders
 - Tote bags, pillboxes & pens
 - Social media posts and print ads



NJSave Materials



Outreach efforts: Post



- New and revised website pages
- Video tutorial created and posted
- Press releases issued and posted at launch and after receiving the NASUAD award
- Regular (at least monthly) social media posts to DHS Facebook, Twitter and Instagram accounts
- Shared NJSave logo/link and suggested text with partners for posting on their sites



Outreach efforts: Mail



- Mailed materials, reorder forms and paper apps to:
 - Pharmacies (chain and local)
 - AAAs & SHIPs & Social Security Offices
 - CILs and County Disability Offices
 - Hospitals, FQHCs and local health departments
 - Food banks, Good Wills, libraries, utility service centers, cooperative extensions, etc. (ongoing)
- Mailings to senior centers and senior housing buildings also included a speaker request form
- Division staff volunteered of mail prep

Outreach efforts: Speak



- Nearly 130 requests received to date
 - PowerPoints and program eligibility fact sheet created
 - Speakers recruited from DHS and division staff
 - Attendee kits prepared for each presentation
- 83 presentations since January 1; 22 more scheduled and 22 yet-to-be scheduled
 - Not counting presentations, meetings and events by DHS leaders and staff, nor those by our partners like the AAAs, SHIPs and the SMPNJ and the NJ Foundation for Aging, who also had us on their cable television show, *Aging Insights*.

Lessons learned



- Even low-budget promotional efforts can be effective
 - Commit the time and personnel resources
- Seek help of partners who have consumers' ears when they are ready to listen and act
 - i.e. sticker shock at the pharmacy
- Write and distribute your own news stories
- Build it (*and talk about it!*) and they will come
 - 5,000 more applications verse same time pervious year
 - 22% of all applications received since launch were online

For More Information



NJSave Information

www.state.nj.us/humanservices/doas/services/njsave/

NJSave Online Application

<https://njdoas-ua.force.com/njsave/quickstart>



Thank You & Contact Information



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Welcome to



FEEDING[®]

THE GULF COAST



OUR CORE MISSION

Working through member organizations and special programs to provide nutritious food to meet the challenge of feeding people who are hungry as a result of systemic poverty, personal crisis or disaster. Feeding the Gulf Coast also educates the public regarding domestic hunger, proper nutrition and other related issues.



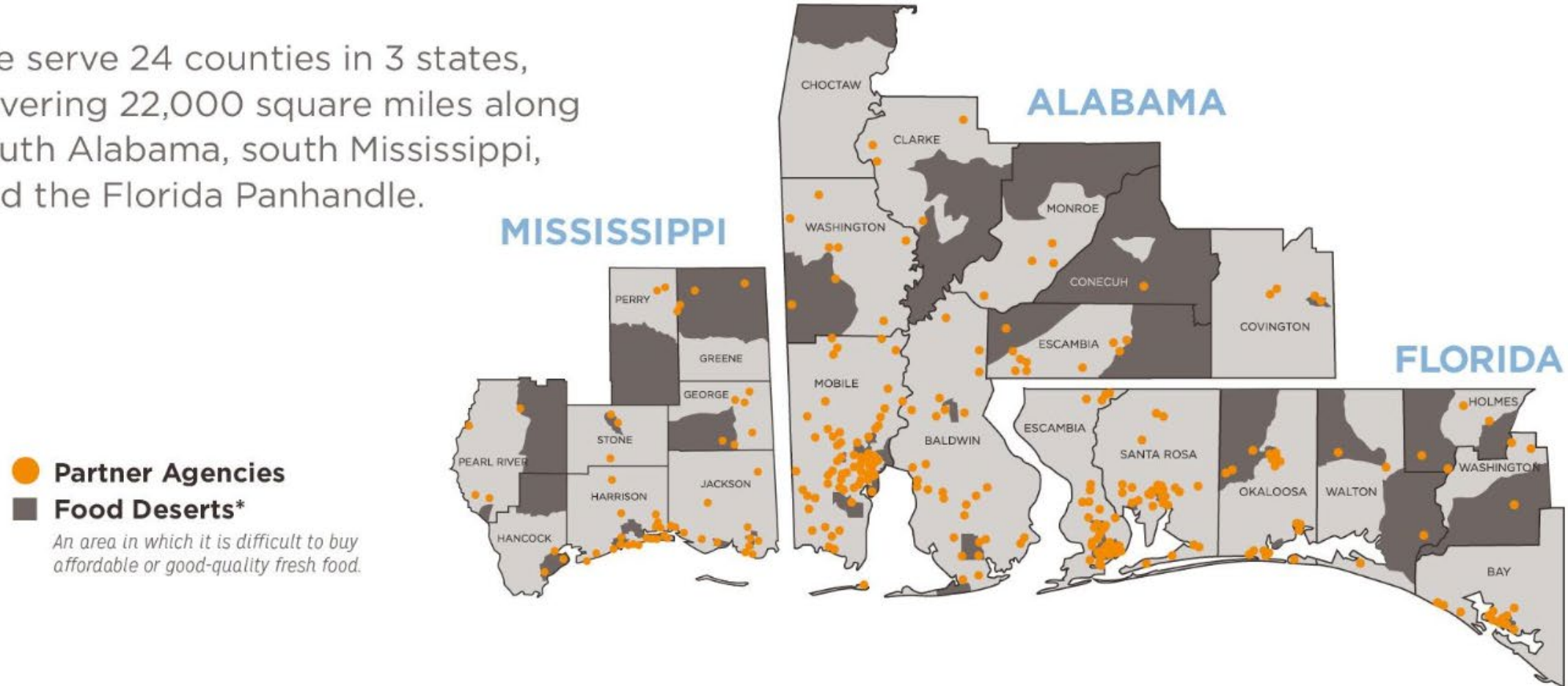
We are a member of Feeding America, a nationwide network of 200 food banks and 60,000 food pantries and meal programs that provides food and service to people each year. We are also a United Way member agency.



OUR SERVICE AREA



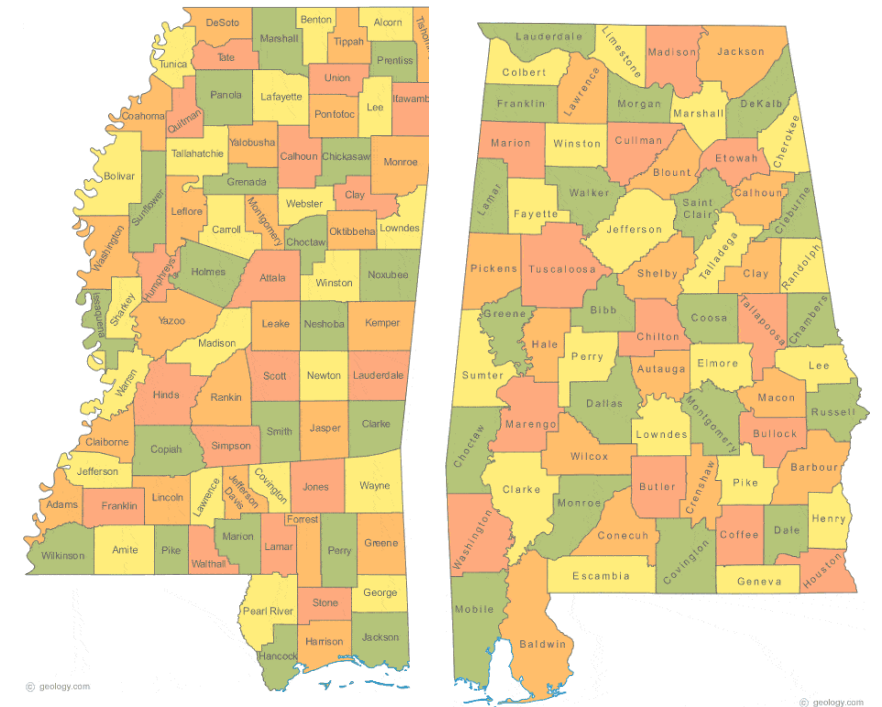
We serve 24 counties in 3 states, covering 22,000 square miles along south Alabama, south Mississippi, and the Florida Panhandle.



Benefits Outreach



- Cover entire states of Mississippi and Alabama Outreach
- Staff housed in 5 locations
- Started in 2010 in AL, 2013 in MS
- Current Staff: 10 full time, 3 part-time



Beginning Senior Outreach



Outreach Sites

- Senior Centers
- Health Fairs
- Food Pantries
- Senior Housing



Challenges



Reaching Seniors Through Traditional Outreach

- Staff time
- Geographic limits
- Diminishing returns
- Privacy
- Stigmas
- Environmental sensitivities



Overcoming Challenges



YOUR INCOME

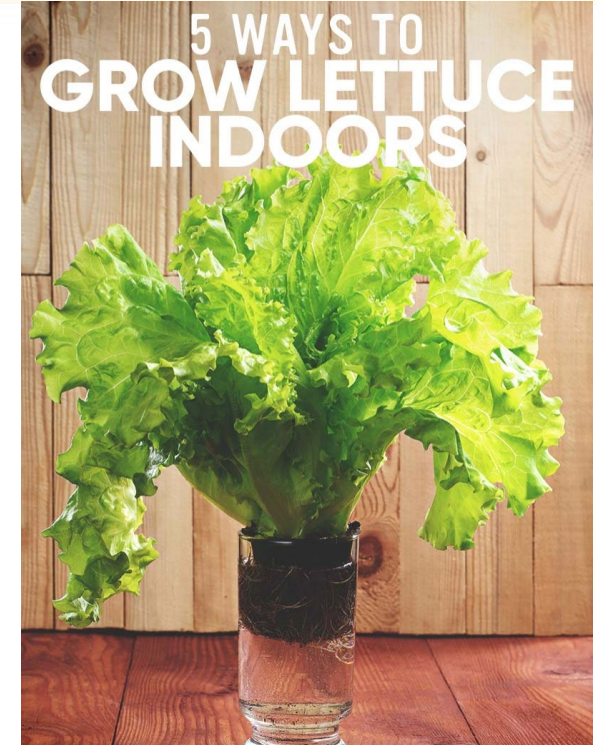
YOUR INCOME + SNAP

Add SNAP to your income and add healthier meals to your table.
Call 251-653-1617 ext. 142 or visit the location below to apply.

Choctaw Bluff Senior Center
361 Choctaw Bluff Rd
Date: Wednesday, Nov 13th Time: 10:00am -12:00pm

Bay Area Food Bank
Serving the Central Gulf Coast: Alabama | Florida | Mississippi
www.BayAreaFoodBank.org

Image provided by Hunger Free Minnesota



Lessons Learned



Two Major Issues

- Finding the people who needed our help
- Giving them a reason to let us help them

How do we get what we want and give them the help they need?

New Plan



Senior Food Bag Distribution

- Food bags at senior focused places
- Prescreen and sign-up before the event
- Deliver food and follow-up

FEEDING THE GULF COAST **COMMUNITY foodbank** IN PARTNERSHIP WITH **FOOD BANK OF NORTH ALABAMA** **MfN** **MISSISSIPPI FOOD NETWORK**



SENIOR BENEFITS FAIR

Are you 60+ and need help buying food?

OUR BENEFITS ENROLLMENT CENTER OFFERS FREE HELP ON THE FOLLOWING PROGRAMS TO LOW-INCOME SENIORS & INDIVIDUALS ON DISABILITY.

- SNAP, formerly known as Food Stamps
- Medicare LIS (Extra Help)
- Medicare Savings Program (MSP)
- LIHEAP Energy Assistance
- 1 Free Senior Food Bag

*with free benefits screening, must be over 60 and supplies are limited.



Call the Benefits Enrollment Center
1-877-833-2550



For more information, contact us at
1-877-833-2550
or visit online at
SIGNUPFORAFOODBOX.ORG

Orange Grove Library
Call the number above to reserve your food bag!
April 15th, 2019 9:30am - 12:00pm
Benefits Screenings will be provided by Feeding the Gulf Coast.

ncoa National Council on Aging **AARP** Foundation For a future without senior poverty.

Outcomes



- 20% increase in households applying for benefits
- More one on one time with each client
- Reaching a outside of the normal demographic
- Access to food immediately
- WORKING SMARTER

OUTCOMES



Lessons Learned (AGAIN)



- Getting the right food
- Take extra bags
- Never underestimate the power of Word of Mouth
- Many hands make for light work



Resources Needed



- Funding
- Outreach Sites
- Volunteers/Staff
- Flexibility



CLOSING



Contact:

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A stylized graphic of a wheat stalk with several golden-brown leaves, positioned on the left side of the slide.

Questions?

The logo for Feeding The Gulf Coast, featuring a small wheat stalk icon above the text.

FEEDING[®]
THE GULF COAST