

# HCBS 2021 MLTSS Intensive

## **Educating Beneficiaries about Integrated Care – the Critical Role of SHIPs**

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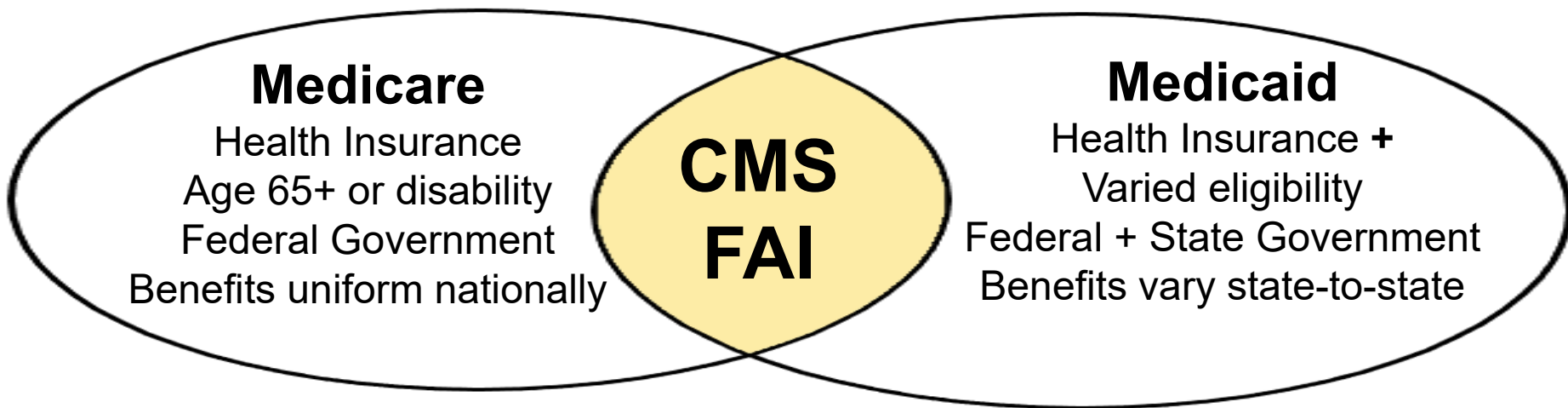
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# Overview

- CMS Financial Alignment Initiative Medicare-Medicaid Plans (MMPs)
- State Health Insurance Assistance Program (SHIP) Introduction
- Integrated Care SHIP Supports

# CMS Financial Alignment Initiative (FAI)



- Two demonstration models
  - Capitated Model, three-way contracts result in Medicare-Medicaid Plans (MMP)
    - Managed Care Organizations
    - Centers for Medicare & Medicaid Services
    - State Medicaid Agency
  - Managed Fee-for-Service Model
- Ombudsman and Beneficiary Support Grants
  - Grants to SHIPs in CA, IL, OH, MA, MI, RI (all Capitated Models)

## SHIP Mission

Empower, educate, and assist Medicare-eligible individuals, their families, and caregivers through objective outreach, counseling, and training, to make informed health insurance decisions that optimize access to care and benefits.

- **54 Grantees:** All states, GU, DC, PR, & USVI
  - 2/3 SHIPs in State Units on Aging
  - 1/3 SHIPs in Depts of Insurance
- **One-on-one assistance** to Medicare beneficiaries who prefer or need information, counseling, and enrollment assistance
- **Group outreach and education** to learn about Medicare
- Built on over **2,200 local partnerships** with community organizations to host **12,500 team members** (approx. 50% are volunteers)
- SHIP statute (OBRA 1990 Section 4360) requires conflict free assurance, [ACL Conflict of Interest Guidance](#)
- Find your SHIP at the SHIP Technical Assistance Center [www.shiphelp.org](http://www.shiphelp.org)



**SHIP**

State Health Insurance  
Assistance Program

# How Beneficiaries Find SHIP

	FAI SHIP	National SHIP
CMS Outreach/1-800 Medicare	4.55%	4.83%
Congressional Office	0.01%	0.17%
Friend or Relative	1.81%	9.73%
Health/Drug Plan	0.59%	1.59%
Partner Agency	7.49%	16.28%
Previous Contact	17.28%	36.97%
SHIP Outreach (Mailings, Media, Presentations, Website)	61.82%	11.31%
SHIP TA Center	0.02%	0.25%
SSA	0.46%	1.32%
State Medicaid Agency	1.29%	0.89%
Other	4.68%	16.66%
<i>FY 2021 data covering Oct. 2020 to Sept. 2021</i>		

# What SHIP Help With

Ranking the most frequent assistance categories SHIPs provide to Medicare beneficiaries

<b>FAI SHIPs</b>	<b>SHIP Nationwide</b>
1. Medicaid	1. Medicare Part D
2. Original Medicare (Parts A&B)	2. Part D LIS/Extra Help
3. Medicare Part D	3. Other Insurance
4. Part D LIS/Extra Help	4. Original Medicare (Parts A&B)
5. Medicare Advantage (MA and MA-PD)	5. Medicaid
6. Other Insurance	6. Other Prescription Assistance
7. Medigap and Medicare Select	7. Medigap and Medicare Select
8. Other Prescription Assistance	8. Medicare Advantage (MA and MA-PD)

*FY 2021 data covering Oct. 2020 to Sept. 2021*

# Beneficiary Story

Jerry called about the commercials on tv regarding extra Medicare benefits. He was identified as a MyCare Ohio enrollee. OSHIIP reviewed options with Jerry and MyCare Ohio was the best suited coverage for many reasons including the network, copays, and extra benefits. Without the OSHIIP and MyCare partnership, Jerry may have switched from a MyCare plan to a Medicare Advantage Plan and would have paid more for their care and experienced reduced benefits.

# Medicare Coverage Options

State	Medicare Beneficiaries	Medicare Advantage Plans	Part D Stand Alone Plans	Total Count of Options
CA	6,487,954	458	25	483
IL	2,284,894	166	23	189
OH	2,398,754	202	23	225
MA	1,370,926	113	21	134
MI	2,124,444	191	23	214
RI	227,606	33	21	54



# Integrated Care SHIP Supports

The National Center for Benefits Outreach and Enrollment at NCOA and SHIP TA Center:

- Conducted surveys, interviews, and focus groups to understand what types of materials are most needed
- Developed training resources for professionals, including an online counselor training
- Created educational materials for beneficiaries
- Expanded an integrated care decision support tool in Ohio, MyCare, MyChoice

