



IMPROVE OUTREACH & ENHANCE REVENUE

UTILIZING YOUR CURRENT TEAM

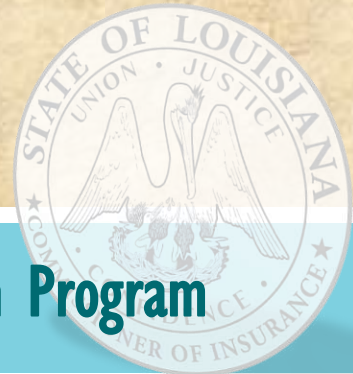


Vicki Dufrene

SHIIP Director



Louisiana Senior Health Insurance Information Program



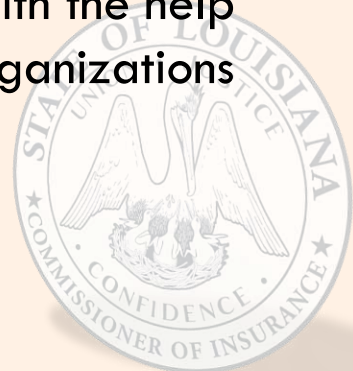


What is SHIIP?

The Senior Health Insurance Information Program (SHIIP), housed within the Louisiana Department of Insurance, is the state health insurance assistance program for seniors and Medicare beneficiaries in Louisiana. SHIIP is funded by a grant from the Administration for Community Living (ACL) and is one of 54 counseling programs nationwide.

SHIIP provides objective counseling in all areas of the senior insurance market so that beneficiaries can better understand their Medicare coverage options and benefits.

The program offers this free, non-biased assistance to beneficiaries with the help of statewide Medicare trained counselors who work with agencies, organizations and facilities who have partnered with SHIIP.





Who are SHIIP Counselors?

Trained SHIIP Counselors throughout the state help Medicare beneficiaries and their caregivers make informed decisions by providing free and unbiased guidance via telephone or face-to-face interactive sessions.

During the annual Medicare Open Enrollment Period counselors assist Medicare beneficiaries in choosing a plan for the first time or making changes to their existing plans, such as:

- Switching from Original Medicare to a Medicare Advantage Plan or vice versa
- Switching from one Medicare Advantage Plan to another
- Making changes regarding Medicare Part D Prescription Drug Plans

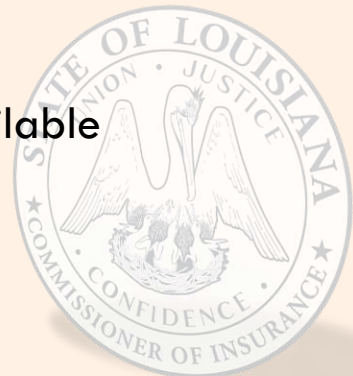




How Else to Counselors Assist?

Counselors can also provide assistance with:

- Reviewing long-term care insurance and offering tools to help decide if it is the right choice
- Helping beneficiaries see if they qualify for cost savings on premiums, deductibles, coinsurances and prescription drugs through the Medicare Savings Program and the Extra Help program
 - Including the completion and submission of electronic or paper Low Income Subsidy applications (LIS)
 - Completion of paper Medicare savings Applications (MSP) to fax or mail to Medicaid
- Educating Medicare beneficiaries on Preventive Services that are available





What About in a Clinical Setting?

SHIIP Counselors can also assist beneficiaries after a medical visit or procedure by:

- Helping to understand the paperwork and statements that are received after a doctor visit, hospital stay or other medical experience
- Helping to figure out what has been paid by Medicare or Medicaid, and what they are now required to pay out-of-pocket for hospital or clinic bills
- Helping with claims filing or appeals if payment for a service has been denied
- Explaining options for private insurance should Medicare not covers all costs





Who are SHIIP Partners?

- Medicare trained counselors work through local sponsoring agencies, organizations and facilities who work with SHIIP, and in some cases become SHIIP Partners.
- Counselors and partner organizations have no connection with any insurance company or products.





Why Become a SHIIP Partner?

Because you're a trusted source of information, you have a unique ability to connect with the people you serve. Partnering with SHIIP extends the reach and impact of many programs that improve the health and wellness of Americans.

Beyond extending the reach of these important benefits to the people who need them, a partnership helps you:

- Maximize your resources by building relationships with our other partners
- Stay informed with changes in Medicare
- Get expert training, educational materials, tools, and access to research
- Make a connection to the Centers for Medicare and Medicaid Services (CMS) regional office, where you can get personalized local assistance
- Receive free auxiliary aids and services from CMS





What Do You Gain?

- The reward of knowing you are helping Medicare patients in your local community get the care they need, and get the most out of their Medicare benefits in order to save them time and money.
- Increased patient loyalty as Medicare beneficiaries find the counseling assistance received at your facility not only a convenience, but a necessity, they may choose to have as many of their healthcare needs provided there as possible.
- Satisfied patient word of mouth referrals that can improve your facility's patronage within the large Medicare population and therefore improve your bottom line.





Next Step...

The first step is to contact SHIIP Director Vicki Dufrene at 225-219-7731 or vicki.dufrene@ldi.la.gov

Depending on you/your staff's current knowledge and experience in working with Medicare, training may take the form of online training at your own pace, or may necessitate more extensive, face-to-face training sessions.

