



Raising Awareness of Medicare Beneficiary Rights in New York

Special Study – Overview

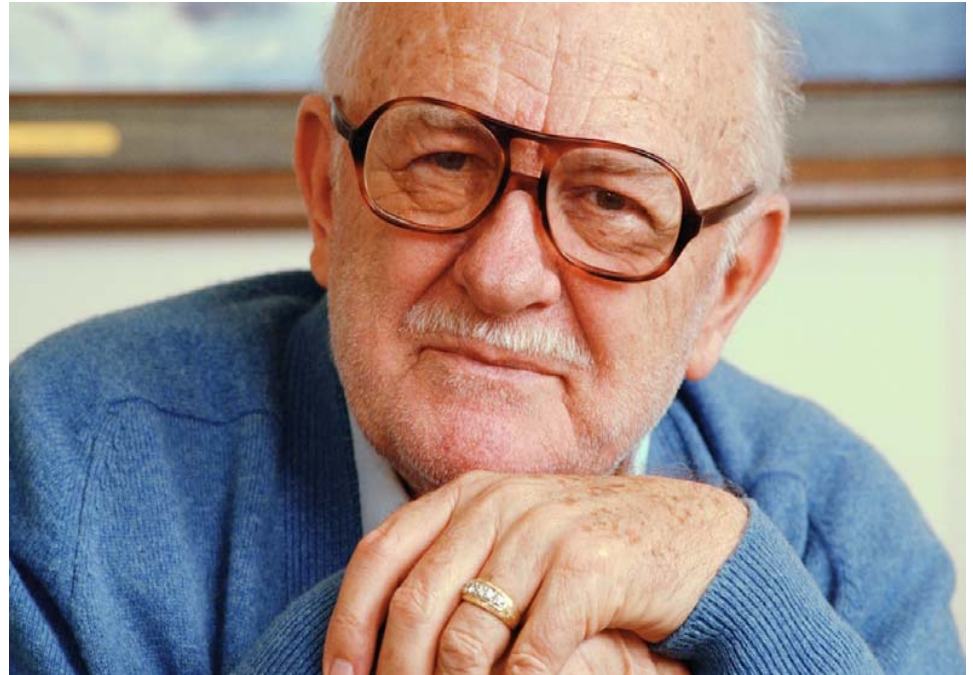
Increase awareness of Medicare beneficiary rights

- **Almost 3,000,000 Medicare beneficiaries in NYS**
- **01% (343) used process (8/1/06 – 7/31/07)**

- **Beneficiaries, family members, caregivers, advocates, health information intermediaries**
- **Focus on medically underserved**
- **Statewide**
- **120-day Pilot**



Quality of Care Complaints



Pre-Campaign Focus Groups

- **Telephone-based**
- **Two days**
- **11 participants per day**
 - **Health Information Intermediaries**
- **75 minutes**

- **I PRO not well-known**
- **Quality of care complaint process not well-known**
- **Confusion – Quality of care complaint process vs. Appeals**
- **Confusion between Agencies – Where to turn**

Campaign Kick-off – Press Event

- **Audio News Event, 12/17/07**
 - Telephone-based
 - **New York State Medicare Quality of Care Complaints Report Card**
 - Upstate/Downstate – by county
 - Ethnicity
 - Concerns by setting
 - **Immediate coverage – 20 print, online articles**
 - **Radio Media Tour, Actualities**
 - English, Spanish

TV Interview

- *CMS and You*
 - **Cable access TV show**
 - **Statewide**
 - **January 2008**
 - **28 minutes**
 - **“Your Health. Your Voice.” Campaign**
 - **Quality of care complaint review process**
 - **I PRO**
 - **Quality Improvement Organizations**

Helpline – 1-866-391-4682

- Toll-free
- Campaign-specific
 - Evaluation
- Feeds into existing quality of care complaints toll-free line
- Monday–Friday, 8:30AM–4:30PM
- Weekend answering service
- Live beyond campaign

Outreach Materials

- Overview – English, Spanish
- Brochure – English → Multi-language
- Posters – English, Spanish, Chinese, Russian
- Magnet – English only
- PowerPoint – English, Spanish
- Banners – English, Spanish
- Materials/Onsite Presentation Request – Fax-back Form
- Mat Release – Article – English, Spanish
 - Newsletters, newspapers
- *Healthy Seniors*, Special Study issue (Q=114,000)
 - Seniors, health care professionals working with seniors
 - Broadsheet, 2x/year

YourHealthYourVoice.org

- **Campaign-specific Web site**
 - Evaluation
 - Live beyond campaign
- **English, Spanish, Chinese, Russian**
 - Consumers, Professionals
 - Overview of Complaint Review Process
 - Download Materials
 - Request materials and/or onsite presentations
 - Not from New York?

Outreach Coordinators

- **Three total – English and Spanish**
- **Presentations**
- **Statewide**
 - **Downstate – Five boroughs, Long Island, Westchester and Rockland Counties**
 - **Albany, Buffalo, Rochester, Syracuse and surrounding areas**

Teach-ins – January 2008

- **Statewide – NYC, Albany, Syracuse, Rochester, Buffalo**
- **Invitations**
 - Fax, e-mail; radio and newspaper advertising
- **253 Attendees**
 - Health information intermediaries, beneficiaries, family members, advocates, government employees
- **AARP New York Representatives**
 - Spoke in support of campaign
- **Media advisories sent to press**
- **Immediate Coverage**
 - Albany newspaper *Times Union* – print and online
 - Syracuse radio interview – WAER
 - Buffalo television interview – WABC-TV

Mailings

- **AARP New York Chapters (Q=181)**
- **PSSNY - Pharmacists Society of the State of New York (Q=2,800)**
- **Libraries - Statewide (Q=383)**
- **IPR/HE - Institute for Puerto Rican/Hispanic Elderly (Q=2,800)**
- **New York City Department for the Aging (Q=2,000)**
- **HICAPS Coordinators (Q=67)**
- **Native Americans - Mohawk, Seneca (Q=800)**
- **Mass-mailing (Q=160,000)**
 - **Downstate: Brooklyn - Underserved and Non-Underserved**
 - **Upstate: Albany and Erie Counties - Underserved and Non-Underserved**

Advertising

- **Newspaper**
 - Statewide – English and Spanish
- **Magazine**
 - *AARP The Magazine* (Regional 50-59)
 - *50+ Lifestyles*
- **Radio**
 - Variety of formats
 - Statewide – English and Spanish
- **Google ads**
 - Keywords and phrases
 - Ads on external sites
 - Ratings and comparison sites, (e.g., ratemds.com)
 - Geographically targeted to New York computers

El Museo del Barrio – February 12, 2008

- **Almost 200 Hispanic Seniors**
- **Presentation entirely in Spanish**
- **SuSaludSuVoz.org**
- **“Su Salud. Su Voz.” Partnership**
 - IPRO
 - AARP New York
 - IPR/HE
 - New York City Department for the Aging
 - Univision – WADO AM
 - *El Diario/LaPrensa*

El Museo del Barrio – February 12, 2008

▪ **Celebrity Spokesperson**

- Milly Quezada “The Queen of Merengue”
- Support campaign
- PSA, radio, print

▪ **Still Photographer**

▪ **Videographer**

- DVD
 - Documentary of Event
 - Educational Tool
- Distribution to Senior centers

Evaluation

- **Web site – YourHealthYourVoice.org**
 - Hits
 - Page views
 - Unique Visitors
 - Existing ipro.org quality of care complaints consumer Web page
- **Phone**
 - Campaign-specific toll-free line
 - Live calls, voice mails, answering service
 - Existing quality of care complaint toll-free Line
- **Evaluation Forms**
 - Teach-ins and presentations

Evaluation

- **Google ads**
 - Impressions
 - Click-thrus
- **Questionnaires**
- **Underserved**
- **Regions**
 - Upstate
 - Downstate

Mid-Campaign Evaluation Results 12/17/07 – 2/17/08: An Overview

Web site Activity – YourHealthYourVoice.org

- 73% increase in Web site activity to IPRO's existing quality of care complaint consumer Web page over last year, same time period
- Almost 4,000 unique visitors to the “Your Health. Your Voice.” campaign Web site
- Over 124,000 hits to campaign Web site
- Almost 8,000 page views to all languages on campaign Web site

Unique Visitors Number of unduplicated visitors to a Web site over the course of a specified time period.

Page view Request for a single Web page, excluding images, javascript and other embedded file types.

Hits Any request to a Web site, including web pages, images, javascript and other embedded file types.

Mid-Campaign Evaluation Results 12/17/07 – 2/17/08: An Overview

Web Advertising Activity

- Average of 209,000 impressions and 402 click-thrus per week from ads on external Web sites, other than Google
- Average of 31,000 impressions and 12 click-thrus per week from Google keywords and phrases

Impressions = Number of times an ad shows on screen.

Click-thrus = Number of times a viewer clicks on an ad, which links to campaign Web site.

Mid-Campaign Evaluation Results 12/17/07 – 2/17/08: An Overview

Call Activity

- 159 total calls (includes live calls, voice mails and weekend service messages)
- 10 written quality of care concerns lodged
- 21% increase in call activity to the existing IPRO quality of care complaints helpline over last year, same time period
- Vast majority of calls are coming in to helpline from the downstate area and have been motivated by radio advertising followed by print ads in newspaper and magazines

Mid-Campaign Evaluation Results 12/17/07 – 2/17/08: An Overview

Teach-in Evaluations

▪ **253 Attendees**

- **Medicare Beneficiaries – 8%**
- **Family Members – 3%**
- **Health Care Professionals – 43%**
- **Government Employees – 13%**
- **Senior Advocate/Community Organization Representative – 24%**
- **Other – 9%**

Mid-Campaign Evaluation Results 12/17/07 – 2/17/08: An Overview

- 21% of attendees did not know about IPRO prior to attending the teach-ins
- Less than half of the attendees at the teach-ins were aware of the complaint process prior to the teach-ins
- 93% agreed that by attending the teach-in they gained an increased understanding of IPRO and its role in beneficiary rights and quality improvement activities
- 97% would pass along the information presented at the teach-ins to colleagues, clients, caregivers or family members
- 92% stated that they would use IPRO's quality of care concern process and/or refer clients to the helpline

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