

Medicare Part D Implementation North Dakota's Efforts

Senator Judy Lee
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Agencies Working Together

INSURANCE DEPARTMENT

Lead agency in efforts to inform the general public about Medicare Part D Implementation.

DEPARTMENT OF HUMAN SERVICES

Focus has been to assist the dual eligibles with transition to Medicare Part D.

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Medicare Part D North Dakota's Efforts

Insurance Department Efforts

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Insurance Department Efforts

- Established a **STRATEGIC PLANNING GROUP**

- A key component in the implementation efforts. Over 30 diverse groups, comprised of governmental agencies, associations, foundations, and key interest and trade groups have come together over the past year to identify issues that are critical to the implementation of Medicare Part D.

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Insurance Department Efforts

The **Strategic Planning Group** is a perfect example of team work and collaborative thinking, effectively combining to get a critical job done with very limited resources. This group has not only successfully identified the unique challenges before us, but also brainstormed the solutions.

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Insurance Department Efforts

- The **Strategic Planning Group** was created by Bill Lardy, SHIC program Director, and Janis Cheney, statewide Director of AARP.
- The **Strategic Planning Group** is now being used by CMS as an example for other states' implementation efforts.

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Insurance Department Efforts

- Aggressive **OUTREACH & PROMOTIONAL EFFORTS** implemented
 - To date, program staff has conducted over 100 presentations across the state, reaching more than 20,000 people. In addition, the program has been aggressive with its media efforts, garnering over 2 million media impressions.

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Insurance Department Efforts

- Seniors and other Medicare recipients receive multiple messages from a myriad of sources regarding the 2006 Medicare changes. There has no doubt been confusion and many questions.
- To simplify the situation, Insurance Department has kept their message simple and consistent.
 - Focused efforts on advertising toll free number which is 1-888-575-6611

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Insurance Department Efforts

- **Volunteers** organized and mobilized.
 - The SHIC program currently has around 150 volunteers across the state, comprised of the existing SHIC and Prescription Connection for ND volunteers, as well as volunteers from other groups, including Social Services, Community Resource Coordinators, and the Retired Senior Volunteer Program (RSVP).

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Department of
Human Service
Efforts

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DHS Partners/Audiences

- Dual Eligibles
- State and County Staff
- Pharmacies
- Long-Term Care
- Mental Health
- ICFs/MR
- Advocates
- Indian Health Services
- Department of Veteran's Affairs
- Public Employees Retirement System
- Governor's office
- AARP
- State Legislators
- Congressional Delegation

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**DHS
Training
Efforts**

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DHS Training Efforts

- Training County eligibility staff to assist with the completion of the Low-Income subsidy application.
- Training Human Service Centers and County Case Managers to assist recipients in locating Medicare Part D resources.
- Enrollment and education to persons over the age of 60; provided by Aging Services contract employees.

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DHS Training Efforts

- On-line meetings with staff in Long-Term Care facilities for the purpose of ensuring residents have the necessary coverage.
- Letter sent to all dual eligibles notifying them of the change in coverage and what they need to do to ensure they are assigned to a plan that meets their needs.

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DHS Training Efforts

- Multiple presentations to State Health Insurance Counselors (SHIC).
- Presentation to Long Term Care Association.
- Partnered presentations with Insurance Department for various audiences.

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DHS Training Efforts

- Presentation at Aging Services Convention.
- Presentation to ND Disabilities Advocacy Consortium and Mental Health Association.
- Presentation at ND Medical Managers Association Meeting.

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DHS Training Efforts

- Presentation to ND Association of Counties, White House Conference on Aging, and ND Health Care Access Summit.
- On-going communication with Pharmacies through email and ND Pharmacy Association newsletters.

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DHS Dual Eligible Outreach Efforts

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DHS Dual Eligible Outreach Efforts

- Department of Human Services web site has added a link for Medicare Part D Implementation.

Available from the web site:

- ✓ Part D Implementation Plan
- ✓ Medicare Fact Sheets
- ✓ Links to CMS Resources

<http://www.nd.gov/humanservices/services/medicalsev/medicaid/medicarepartd.html>

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DHS Dual Eligible Outreach Efforts

- Developed a telephone tree to be used by DHS, Insurance Department, Governor's office, and Legislators for the purpose of appropriately routing calls.
- Developed cross-reference letter to identify the Prescription Drug Plans to which Long-Term Care facility residents are assigned.

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DHS Dual Eligible Outreach Efforts

- Partnered with the North Dakota State Library to reach visually impaired recipients.
 - > An article was included in their Fall newsletter, which is distributed via large print media, as well as via audio book media. The partnership also included using Dakota Radio Information Service to read the Medicare Part D Fact Sheets to listeners over a two-week period.

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DHS Dual Eligible Outreach Efforts

- Mapped Prescription Drug Plans as compared to Pharmacies that have selected the various plans.
- Coordination with Mental Health Association to ensure consistent messages to recipients.
- Developed a cross-reference Pharmacy list which indicated what plan their patients were auto-enrolled into by Medicare.

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DHS Other Activities

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DHS – Other Activities

- Established procedures for use of Legislative emergency authority (House Bill 1465), if needed to cover prescription drugs.
- From House Bill 1465 "...until February 15, 2006, the department may pay for the drug in an emergency to ensure that a medical assistance recipient who is also a Medicare beneficiary may continue to receive appropriate medications after the implementation of the Medicare Prescription Drug, Improvement, and Modernization Act of 2003."

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