



Medicare Part D Enrollment Webinar

Monday, November 5, 2012

**To participate,
dial 1-866-352-2219**

Bonnie Hogue Duffy- Convener

Medicare Access for Patients Rx (MAPRx)

Debbie Witchey, Executive Vice President

Healthcare Leadership Council (HLC),

Robert Blancato, Executive Director

National Association of Nutrition and Aging
Services Programs (NANASP)



Bonnie Hogue Duffy
Convener

Medicare Access for Patients
Rx (MAPRx)



Debbie Witchey
Executive Vice President
Healthcare Leadership Council
dwitchey@hlc.org

The Partnership

- **Broad based, non-partisan;**
- **Including nearly 100 partner organizations representing seniors, health care professionals and providers, employers, caregivers and others;**
- **Bringing together grassroots and communications resources;**
- **Educating and informing beneficiaries, the media and public.**



HLC Leadership

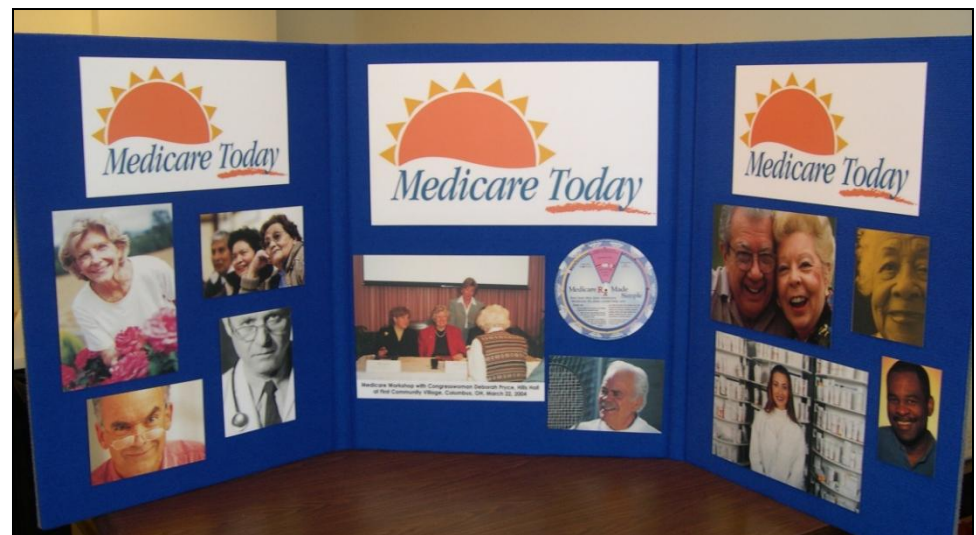
- HLC administers partnership.
 - CEOs from all sectors of healthcare
- Started in 2003 to ensure beneficiaries had needed help
- Bi-weekly conference calls with CMS, others to share information
- Tools on website: www.medicaretoday.org

The Message

- Positive, informative and reliable.
- Targets all beneficiaries, caregivers, and health care providers and consumers.
- Highlights at every opportunity:
 - Importance of looking at options during open enrollment, even if content with current plan
 - As many groups as possible need to help and spread message

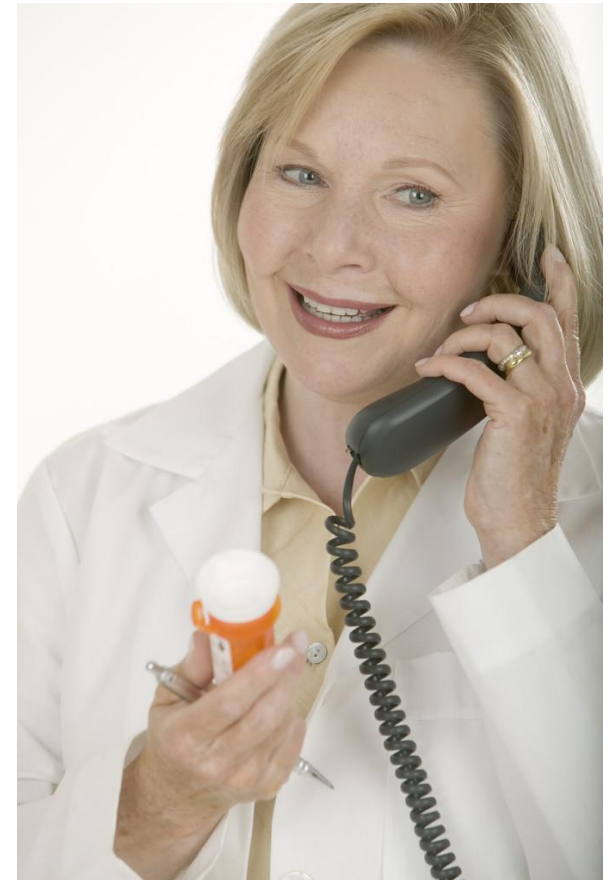
The Message

- Don't Miss the Window (Oct. 15-Dec. 7)
- Number of plan options are relatively stable
- Average cost of plans see a modest cost increase
- BUT vary WIDELY



NCOA “Four C’s”

- Cost (Premiums from \$15 to >\$100 per month)
- Coverage (Tiers, Prior Authorization)
- Convenience
- Customer Service (Quality)

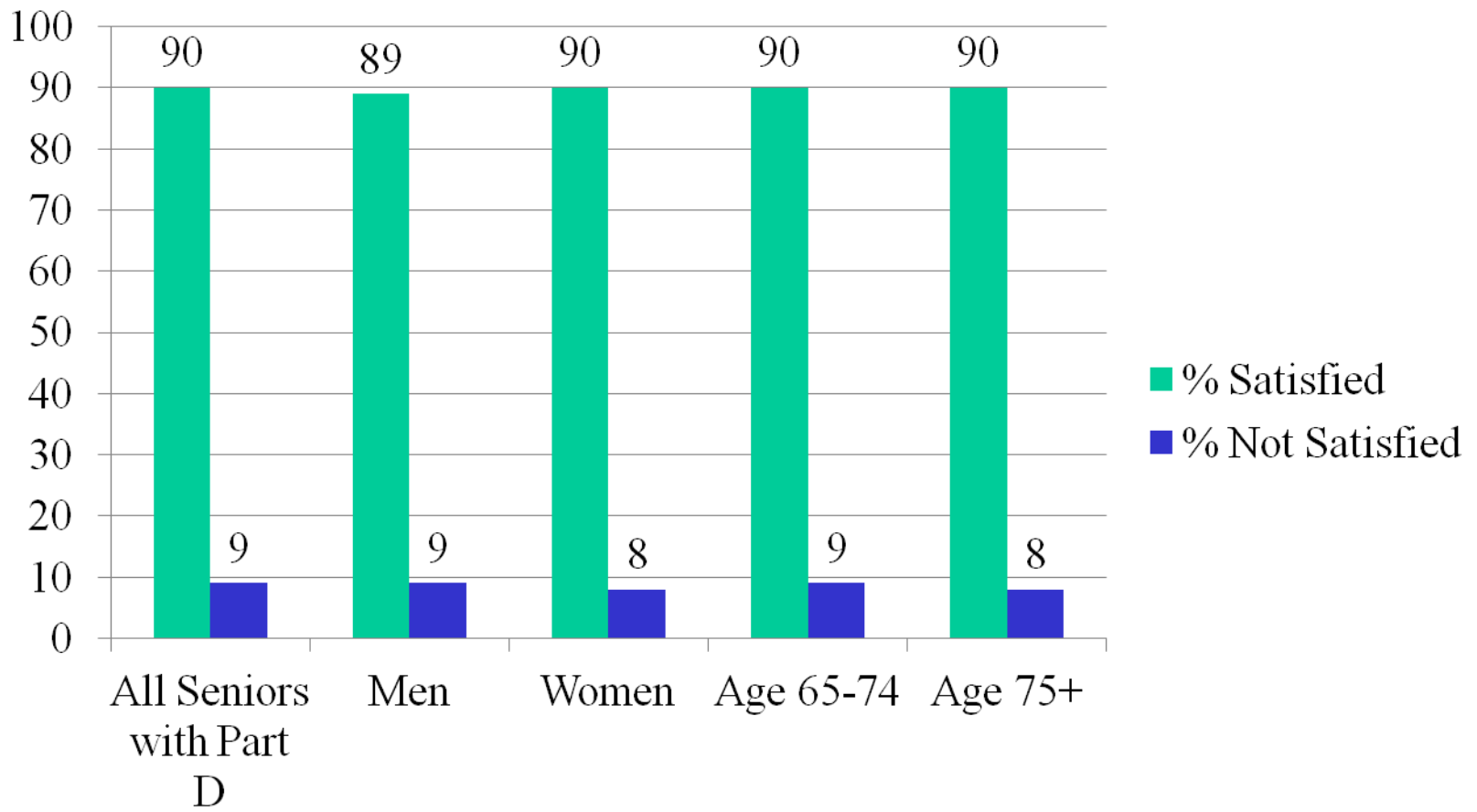


The Need for Outreach: Nationwide Survey

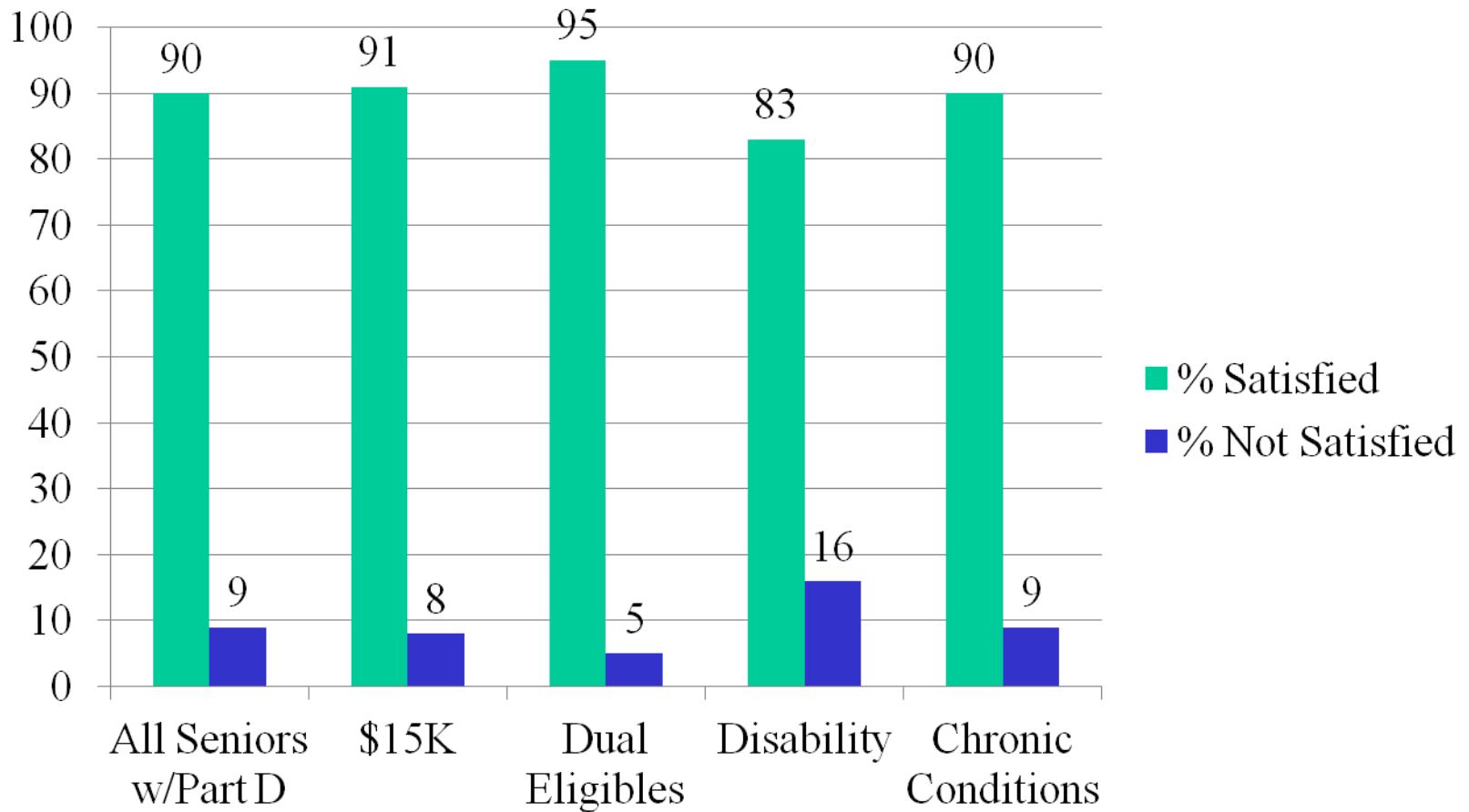
- Tracking Poll conducted by KRC Research based on identical questions asked 10 times since the program started in 2006
- One of the few issues on which the American people widely agree.
- 9 out of every 10 are satisfied with Part D



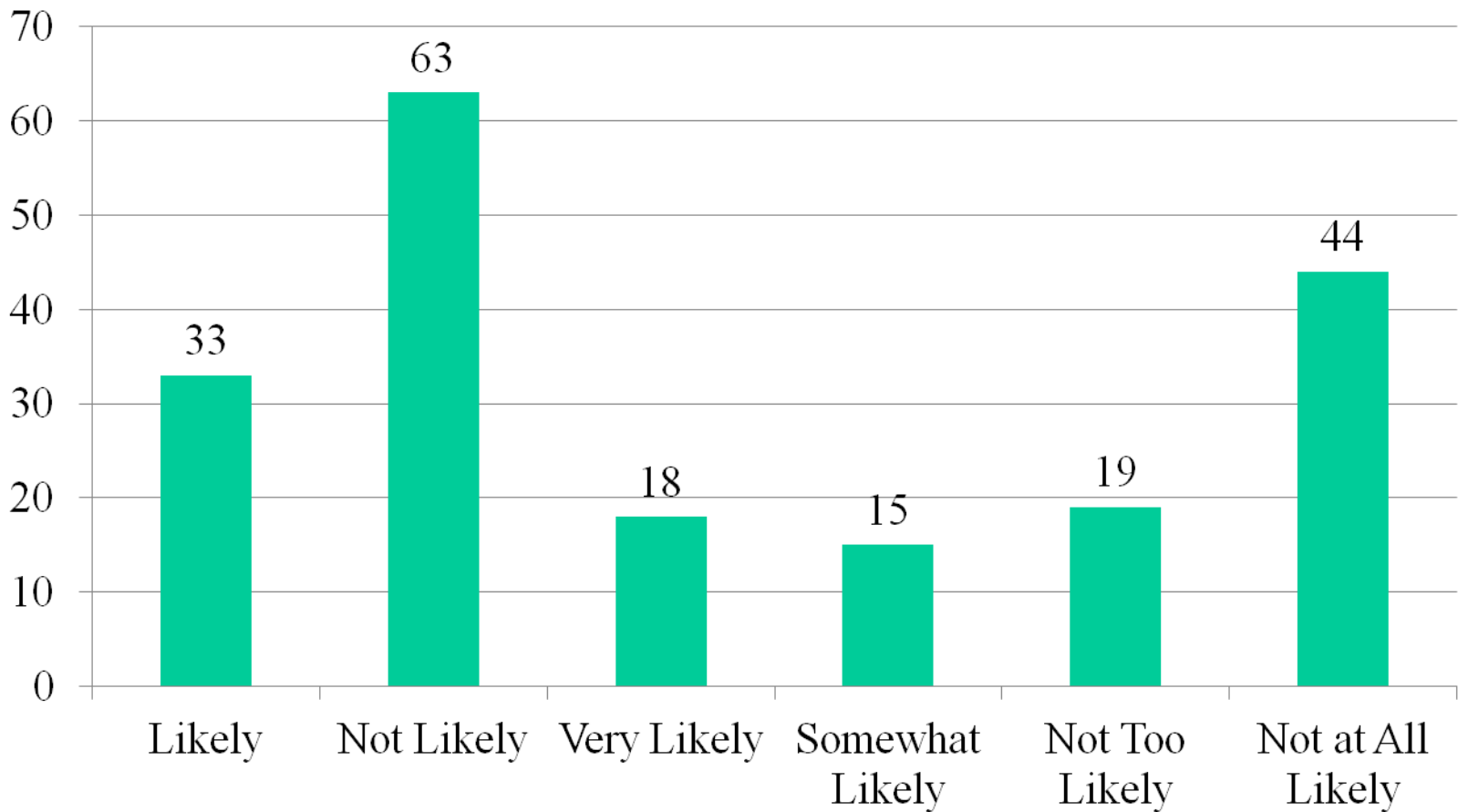
Men and women as well as younger and older seniors are satisfied with their RX coverage



Dual eligibles, those with low incomes, and those living with chronic conditions and disabilities are also satisfied.

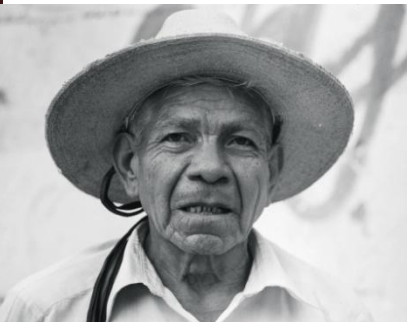


Only one in three seniors with Medicare Rx plans say they're likely to shop around for another plan during open enrollment.
44% say they are not at all likely to comparison shop.



Resources Available

- Medicare Today resources and toolkit
 - www.medicaretoday.org
- HLC regional directors
 - www.hlc.org
- HLC HQ:
 - Amanda Uherek (auherek@hlc.org)





Bob Blancato
NANASP
Executive Director



Q & A