

# MISSOURI SHIP

State Health Insurance Assistance Program

## I Get By With a Little Help From My Friends

2024 Show Me Summit on Aging and Health  
September 10, 2024



# I get by with a little help from my friends!

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What would you think if I sang out of tune?

**Would you stand up and walk out on me?**

Lend me your ears and I'll sing you a song

And I'll try not to sing out of key

... Oh, I get by with a little help from my friends

**Mm, I get high with a little help from my friends**

Mm, gonna try with a little help from my friends

# Who are your Presenters?



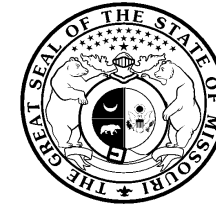
Gary Gummig  
*Strategic Outreach Team*

# Notice

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**This presentation is intended for Missouri Medicare beneficiaries and their family/caregivers, not for the media or licensed health insurance professionals.**

**Health insurance agents/plans and members of the media should contact Missouri Department of Commerce & Insurance.**



**DCI**

Missouri Department of Commerce & Insurance

# What Will We Discuss Today?

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Who Is Missouri SHIP?

Partner Referral Link/Landing Page

The Partner Marketing Network

# Who is Missouri SHIP?



**SHIP**  
State Health Insurance  
Assistance Program

- Missouri SHIP
  - **S**tate **H**ealth **I**nsurance **A**ssistance **P**rogram
  - Nationwide network (54 states/territories)
- Created by Congress in 1993
- Provide Medicare Education & Assistance
- Give feedback on state & local problems to the Centers for Medicare & Medicaid Services (CMS)



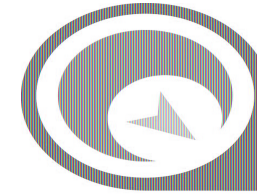
Call: **1-800-390-3330**

Missouri SHIP counselors do not sell or promote any insurance company or its products.

# Who is Missouri SHIP?

Trained counselors provide free, unbiased advocacy, education, & assistance to Missourians with Medicare & those who help them so they can make informed decisions about their health insurance needs.

Missouri SHIP operates in partnership with:



**SHIP**  
State Health Insurance  
Assistance Program



**DCI**

Missouri Department of Commerce & Insurance



Missouri  
Connections  
for Health

# What do Missouri SHIP Counselors Do?

<b>Represent</b>	Represent Missouri SHIP at outreach events (booths, health fairs, senior events, community events, etc.)
<b>Promote</b>	Promote the Missouri SHIP Program
<b>Educate</b>	Offer Medicare 101 group education presentations
<b>Recruit</b>	Recruit and mentor new volunteers
<b>Counsel</b>	Offer one-on-one counseling by phone, face-to-face, virtual in the community and at counseling sites
<b>Enroll</b>	Assist with Medicare enrollment and provide financial assistance program screening and enrollment



# What problem are we trying to solve?

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- 1.4M Missouri Medicare Beneficiaries
- 14 full time MO SHIP Staff
- .5 headcount devoted to social media/marketing
- Many hard-to-reach communities
- We need a cost-effective way to increase awareness!

# Connecting the dots between partners and the power of digital marketing



# The Goal of the Partner Marketing Network

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The high-level goal is to leverage community partners, generate increased counseling contact volume, and develop additional avenues for beneficiaries to reach out to the Missouri SHIP program for assistance.

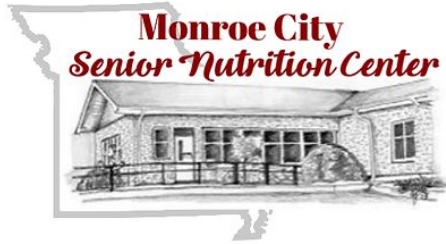
# Leveraging technology & our partners to reach our goals

- Referral Link program, or as we at Missouri SHIP call it, “The BLUE Button”.
- We are asking all our partners to put a branded MO SHIP referral link on their website, social media platforms and other informational avenues that will link to a Missouri SHIP Landing Page
- The Landing page is designed to inform the beneficiary how to get their Medicare questions answered, and to get their information into the Missouri SHIP Call Center queue so a counselor can contact them.

# We get by with a little help from our friends...

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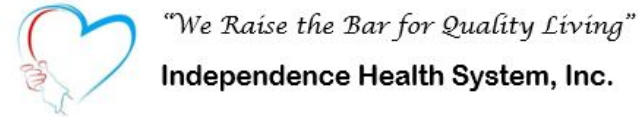
# We get by with a little LOT of help from our friends...



Aging Best



Public Health  
Prevent. Promote. Protect.



PC Cafe and Resource Center



# The Power of the Network

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- Scalable
- 180 Partners and looking to grow
- Average size of partner network 750 senior contacts
- Reach over 135,000 beneficiaries with the MO SHIP message monthly

# Missouri SHIP Values your Partnership!

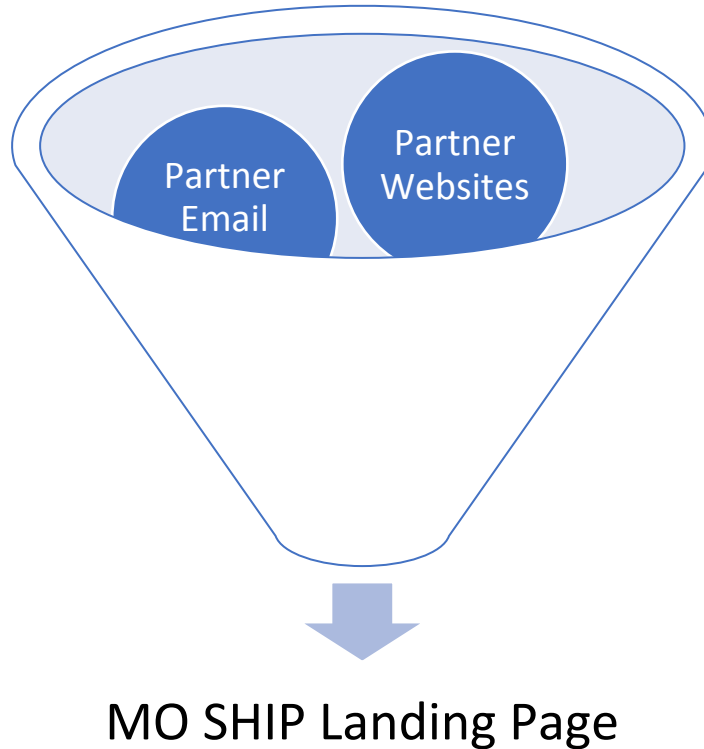
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- The MO SHIP Partner Referral Link Project starts with a weblink on a partner website that directs Medicare beneficiaries to MO SHIP services.
- The intended outcome of the project is to deepen our partnership and leverage each others' services by providing easier access for beneficiaries to Medicare services.



# Referring clients to MO SHIP for Assistance



- The partner referral link (“blue button”) is flexible and can be deployed on partner websites, social media, email blasts, newsletters, QR codes, etc.
- Once the beneficiary clicks the Blue MO SHIP Button, the landing page is designed to maintain a single focus...to contact the MO SHIP contact center for assistance.

# Landing Page Overview

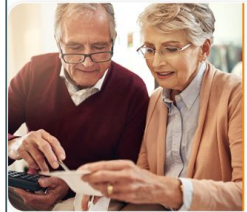
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# Landing Page Demonstration



Need help navigating Medicare?



Unbiased Medicare Assistance for Missourians

Missouri SHIP is Missouri's official State Health Insurance Assistance Program (SHIP). Our services are free, unbiased, and confidential. We are not an insurance agency. We do not sell anything, and our counselors do not ask for money. Click the blue button and a highly trained SHIP counselor will help you get answers to your questions.



Visitors who are ready to request help can click the button to jump directly to the contact form

Visitors who want to learn more before requesting help can scroll to view a FAQ section.

**Answers to Your Medicare Questions**

Our SHIP counselors have put together some information about the most common questions they answer. Click a question below to learn about Missouri SHIP, Missouri's State Health Insurance Assistance Program (SHIP).

Ready for help? Click a blue button to get in contact with one of our highly trained SHIP counselors!

- Not sure where to start or what questions to ask?
- What is a Missouri SHIP counselor?
- Is Medicare Advantage right for me?
- How do I lower my Medicare costs?
- Which Prescription Drug Plan is right for me?
- I'm disabled, but I'm not 65 yet. Do I qualify?
- I'm turning 65 next month, what do I do?

Contact Us Today!

Is Medicare Advantage right for me?

How do I lower my Medicare costs?

Missouri has several Medicare Savings Programs and Social Security has a program called Extra Help that are based upon your income levels. Your SHIP counselor can talk with you to see which program you can benefit most from and help you to apply. Click the blue button and a highly trained SHIP counselor will contact you and help you get answers to your questions.

Which Prescription Drug Plan is right for me?

When clicked, each question expands to reveal a user-friendly answer and a button to jump to the contact form.

Ready to take control of your Medicare?

Fill out this form and a SHIP counselor will get in touch with you to discuss your questions.

OR give us a call: 1-800-390-3330

Call Center Hours: 9:00am - 4:00pm, Monday-Friday (Closed on major holidays)

First Name (required) Last Name (required)

Your Age Phone (required)

City (required) Zip Code (required)

Email

How may we assist you? (required)

Click here to enter your questions for the SHIP counselor

Visitors who prefer a phone call are reminded of the Contact Center phone number and hours of operation

Visitors fill out a short form, then submit the form to the Contact Center

MISSOURI SHIP State Health Insurance Assistance Program

800-390-3330

About Medicare Events Volunteer Contact

Thank You

Thank you for contacting us!

A Missouri SHIP counselor will contact you to talk about your question. Usually, a counselor will reach out within 3 business days. They will try to call you three times. If you miss the counselor's calls, please call our Contact Center at 800-390-3330.

Do you still have questions?

Contact us today!

After submitting, visitors are taken to a thank you page that explains the contact timeline and allows them to access the rest of the website.

# Landing Page Demonstration

From: ahuskey@moconnectionsforhealth.org <ahuskey@moconnectionsforhealth.org>  
Sent: Friday, July 28, 2023 12:48 PM  
To: Contact Center <moshipcontactcenter@moconnectionsforhealth.org>  
Subject: New submission from Referral Form

This form submission was referred by:

This area will contain the name of the referring organization.

First Name  
Matilda  
Last Name  
Test  
Your Age  
81  
Phone  
(573) 817-8300  
City  
Columbia  
Zip Code  
65201  
Email  
ahuskey@moconnectionsforhealth.org <<mailto:ahuskey@moconnectionsforhealth.org>>  
How may we assist you?  
Landing Page form test-- Please forward to Allyssa

The email will contain the information the visitor placed in the contact form

# Partner Benefits


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- Can be implemented with minimal effort (less than 1 hour).
- Complements the trained counselor services provided by partners.
- Reduces the time spent recording client information for follow up counseling and for SHIP reporting.
- Monthly Medicare social media content provided to partners
- Supports the use of email campaigns and flyer QR codes to increase the awareness and availability of Medicare counseling services to their clientele.
- Provides monthly reports to partners on the utilization of the “Blue Button.”

# Monthly Social Media Ready Content

**Do you have Medicare Questions?**  
Our Missouri SHIP Medicare counselors have answers!

Helping you Navigate Medicare



**Please attend our free event:**  
**Medicare 101**

July 16, 2024  
10:00 am - 11:00 am  
Information and Registration:  
<https://www.missouriship.org/event/medicare-101-9/>

**Ready to Register?**  
Scan or click the QR Code



Visit [missouriship.org](https://www.missouriship.org) or call 800-390-3330 for FREE help. We do not sell insurance plans.

**MISSOURI SHIP**  
State Health Insurance Assistance Program

**SHIP**  
State Health Insurance Assistance Program

**DCI**  
Missouri Department of Commerce & Insurance

This material has been created or produced by Missouri SHIP with financial assistance, in whole or part, through a grant from the Administration for Community Living. Funding is administered through the Missouri Department of Commerce & Insurance and service is provided by Missouri Connections for Health, a nonprofit organization.

Part D Coverage Phases

**WHAT IS THE COVERAGE GAP?**

Most Medicare drug plans have a coverage gap (also called the "donut hole"). This means there's a temporary limit on what the drug plan will cover for drugs.



**DONUT HOLE?!**

Questions about Part D coverage or cost assistance programs?  
**SHIP counselors provide unbiased Medicare help.**

[Find Local Medicare Help](#) [shiphelp.org](https://shiphelp.org)

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# Reposts from MO SHIP's FaceBook

Millions of Americans don't know they are eligible for programs that help pay for Medicare.

**MISSOURI SHIP can help.**  
State Health Insurance Assistance Program

Helping you Navigate Medicare

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Missouri State Health Insurance Assistance Program

December 31, 2023 · 🌐

Setting a budget for the new year can be hard when you're struggling with the cost of medical care-- but if you're struggling, you might be able to get help!

Millions of Americans don't know that they can qualify for programs that help pay for Medicare and Medicare-related costs. Missouri SHIP's trained Medicare counselors can ask a few simple questions to check if you might qualify, then help you fill out the applications.

Start 2024 off with an unbiased review of your options from a Missouri SHIP counselor! Call 1-800-390-3330 to get connected to free, local help.

# Why did the Facebook post on the right reach 436 more people than the post on the left? Because Aging Best shared it!

**Left Post:** Missouri State Health Insurance Assistance Program. Published by Alyssa Ellen. -25 June. Health care costs are high, but there are ways you can save. Programs like Extra Help and the Medicare Savings Programs can help you pay for health services and prescriptions. Want to learn more? Contact Missouri SHIP for free, local help at 1-800-390-3330 or visit www.MissouriSHIP.org.

**Right Post:** Missouri State Health Insurance Assistance Program. Published by Alyssa Ellen. -27 May. Want to save money on your Medicare costs? Missouri SHIP can help! Our trained Medicare Counselors can provide information on programs to cut down on your health care costs. If you qualify, we can help you apply – and our services are always free. Visit www.missouriship.org or call 1-800-390-3330 to get connected!

**Annotations:**

- Same Topic (points to the text of both posts)
- Similar Picture (points to the background images of money and a stethoscope)
- Not shared and liked by a partner (points to the 'Boost post' button on the left post)
- Shared and liked by a partner (points to the 'Boost post' button on the right post)

Metric	Left Post	Right Post
Reach	56	492
Impressions	66	568
Interactions	3	5
Link clicks	--	1



# Reposts from MO SHIP's FaceBook

## Why is it important for Community Partners to share using their Facebook page?

- Your local audience **trusts YOU for information!** When a trusted organization shares our post, it tells YOUR followers that Missouri SHIP is a good source of information.
- Since Missouri SHIP posts are from a page associated with the Department of Commerce and Insurance, **people can see YOU are a safe place** for Medicare help!
- Facebook uses an algorithm to decide what content should go in people's News Feed. When an **organization shares our posts**, the algorithm pays more attention!

## Don't control your organization's Facebook page? No problem!

Show this information to the person who controls your organization's page, and ask them to like, follow, and share Missouri SHIP!

# Measure the Results!

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Using Google Analytics and the built in form features, we can track several items:

- How many people visit the Landing Page from a partner's Referral Button/custom referral URL.
- How many users become a "contact" by filling out the contact form and clicking the submit button.
  - The form will track which organization referred the contacts.
- If the user clicks on the phone number at the top or bottom of the page
  - Google Analytics will track how many "phone number clicks" come from each partner's Referral Button/custom referral URL.

# Measure the Results!

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Reminder: We can only track these items if a partner uses their custom URL.

We will also use Google Analytics to track several items that are not related to partner referrals but will help us monitor the Landing Page and make it more usable.

- If the user clicks a question button
- If the user clicks a button to go to the form
- If the user scrolls through the page to read questions or access the form
- If the user leaves the web page without doing anything

# Measure the Results!

Session Source	Users	Sessions	Engaged Sessions	Avg engagement time per session	Engagement Rate	Forms Submitted
XYZ Senior Agency	25	29	201	142.7	14%	15

# How can I participate?

## MISSOURI SHIP State Health Insurance Assistance Program

**We are here to help you and your community navigate Medicare!**



Clicking the image above or scanning the QR code to the right takes the user to a straight forward web page that answers commonly asked questions about Medicare.

### It's easy to get started!

- ✓ One of the Missouri State Health Insurance Assistance Program (SHIP) strategic goals is to have Medicare outreach in every county in the State of Missouri.
- ✓ We are asking organizations that interface with people, soon to be, or currently on Medicare to help provide access to our free and unbiased services.
- ✓ We are a non-profit, volunteer-driven organization that relies heavily on our volunteers and partners to help get the word out about our services.
- ✓ Add this simple image/link to your website, or if you have a newsletter, consider providing the Missouri SHIP referral link or QR Code there as well.

To get started with the Missouri SHIP Referral Link program, please reach out to:

<b>Gary Gummig</b> ✉ ggummig@moconnectionsforhealth.org ☎ 816-210-2503	<b>Ben Franklin</b> ✉ cfranklin@moconnectionsforhealth.org ☎ 417-413-4830
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# It's easy as 1, 2, 3 to be MO SHIP's friend

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1. Let us know you are ready to put the “blue button” on your website or other communication platforms
2. Help promote marketing activities such as:
  - a. Promotional email blasts and announcements provided by MO SHIP in their literature to clientele during key Medicare events (i.e.: Annual Open Enrollment Period, etc.), and:
  - b. Placing QR codes in other appropriate promotional literature directs their clientele to the Missouri SHIP Landing Page.
3. All promotional activities will include statements that Missouri SHIP does not promote and/or sell any specific services/plans and that they are a trusted Medicare resource.

# Questions

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*Provide Feedback!* <https://www.surveymonkey.com/r/ACLED> or use code

