

OSHIIP News

*Published by the Ohio Department of Insurance to
serve our dedicated OSHIIP volunteers throughout Ohio*

FEBRUARY 2012

2011 was a very good year

Together, we've had another incredibly busy year helping Ohioans learn about their Medicare options, resolve billing and claims issues, compare prescription drug plans, understand Medicare Supplement policies, enroll in financial assistance programs and so much more.

Many of the people we've served have expressed their appreciation for our knowledgeable and caring staff and volunteers. We are often their "last resort" and they come to us frustrated and overwhelmed. You have helped us provide outstanding assistance to our older and disabled Ohioans and we are grateful to have you on our OSHIIP team.

Because so many volunteers did such important work during the year you may want to nominate a special colleague for an OSHIIP Award. See page 2 of this issue for the nomination form.

The statistics below are continued on page 5. They were compiled in mid-January and help demonstrate the hard work we did in 2011.

Total Client Counseling Sessions	61,388
Phone Contacts	37,771
Face-to-Face Contacts	20,281
Email / Regular Mail / Fax Contacts	3,336

More OSHIIP 2011 statistics, page 5 →

Inside: OSHIIP Annual Award Nominations, page 2.

OSHIIP Annual Awards & Nomination Form

*Volunteer • Coordinator • Rookie of the Year
Who's your choice for 2011?*

Each year we recognize outstanding OSHIIP volunteers. Now's the time to nominate those who go above and beyond the call of duty helping Ohio Medicare beneficiaries. We are accepting nominations for Volunteer, Coordinator and Rookie of the Year for 2011.

Nominees must be in good standing with OSHIIP: they must be up to date on refresher training and actively report. Volunteer and Coordinator of the Year nominees must have at least two years of OSHIIP service. Rookie of the Year nominees must have been with OSHIIP for less than two years.

Include the reasons your nominees deserve the award plus any additional information relevant to their OSHIIP service. The home office will gather any necessary reporting and training information.

This year's selection committee includes OSHIIP Director Gretchen Lopez, Training Supervisor Chris Reeg, a hotline analyst and a member of the OSHIIP Volunteer Advisory Board (OVAB).

Send your nominations to rebecca.hayward@insurance.ohio.gov or complete the form below and mail or fax it to OSHIIP Outreach Specialist Becky Hayward. Nominations are due March 19, 2012.

We couldn't do what we do without the help of so many dedicated OSHIIP volunteers!

2011 OSHIIP Volunteer/Coordinator/Rookie of the Year Nomination Form

Nominee name: _____

Nominee county: _____

Nominee category: _____

Why do you feel the above person should be the volunteer/coordinator/rookie of the year for 2011 for OSHIIP? _____

How has this person helped Medicare beneficiaries in their community?

What attributes make this person an exceptional candidate?

Please feel free to use more paper to add stories, examples & quotes!

*Mail to: Becky Hayward, Ohio Department of Insurance, 50 W. Town St. - 3rd floor,
Columbus OH 43215 — Or fax to Becky Hayward at (614) 752-0740.*

Volunteer Feature

Jerry Matheny of Fulton County knows the comfort we provide

Each of us associated with OSHIIP knows our compassion for clients is essential. It may be that few other OSHIIP volunteers can relate to this need more than Jerry Matheny of Fulton County.

Born in Detroit and a resident of Wauseon since 1956, Jerry has been “at death’s door four times,” he said.

He spent about half of 2011 in nursing home care.

Jerry said, “You have to be thankful for what you have.

“If you have any extra time at all, don’t waste it. Spend it helping someone else.”

One gets the impression Jerry has never wasted time. He and his wife Sandy have operated several businesses: a book store and gift shop, tool rental, and a janitorial service tied in with carpet cleaning and floor covering.

That’s not to mention Jerry’s 18 years of service to the city of Wauseon, first as a city council member (1985-1988), then as mayor (1991-2003).

At the urging of Fulton County Volunteer Coordinator Jan Roloff, Jerry joined OSHIIP in 2009.

One particular case he took on involved a married couple who found themselves under high pressure from an insurance agent. Jerry helped them look at all their Medicare options, including their current coverage.

After the couple decided, Jerry arranged a conference call with the insurance company to be sure all questions were answered.

They saw Jerry again the next day and told him, “Last night was the first time we’ve slept in a week!”

Jerry’s personal philosophy fits OSHIIP well. “You’re giving of yourself when you help people,” he said.

“There’s a need. If I can step in and help, it means a lot. We owe it to our fellow man to help each other.”

Jerry and Sandy Matheny are active in the community. Their family keeps them busy too, with three sons, four grandchildren, and a great grandchild.

Thank you, Jerry, for all you do. And thanks to the Fulton County Senior Center and Coordinator Jan Roloff for the great assistance you always provide.



*Jerry Matheny served
Wauseon as mayor*

Email rebecca.hayward@insurance.ohio.gov to suggest a volunteer for this feature

Accountable Care Organizations (ACOs)

News You Can Use

Changes in federal law have added a new section to the Social Security Act requiring the establishment of the Medicare Shared Savings Program.

This program began Jan. 1, 2012, and encourages various types of health care providers to voluntarily form Accountable Care Organizations (ACOs).

Potential members of such organizations can be physicians, hospitals, group practices and other Medicare providers and suppliers.

To qualify, they must be accountable for improving the health and experience of care for their Medicare patients while reducing health care spending.

A key component of the Medicare ACO is that its members work together to coordinate the care of their patient by sharing medical information and collaborating on treatment plans.

Studies have shown that better care coordination often costs less because this approach helps ensure the patient receives the appropriate care at the appropriate time, while avoiding unnecessary duplication of services and preventing medical errors.

As incentive, organizations that qualify would share in the portion of savings if they meet certain criteria, and meet or surpass specific quality performance measures. Here is a brief list of some of the requirements:

- Accept responsibility for at least 5,000 Original Medicare beneficiaries,

- Participate in the Shared Savings Program for three years
- Notify their Medicare patients they are an ACO and request permission to access a patient's claims information from the Centers for Medicare & Medicaid Services (CMS)
- Establish a governing body composed of health care providers, suppliers and beneficiaries — and
- Monitor and report on the care it delivers, including beneficiary surveys.

Medicare ACOs would have to meet high quality standards to ensure patients are satisfied with their care and have better health outcomes. Each Medicare ACO must demonstrate its commitment to these goals by being evaluated on 65 performance measures spanning five quality areas:

- Patient Experience of Care
- Care Coordination
- Patient Safety
- Preventive Health — and
- At-Risk Population / Frail Elderly Health

The goal of this program is providing Medicare beneficiaries with high quality evidence-based health care that eliminates waste and reduces excessive costs through improved care delivery.

For more information about the Medicare Shared Savings Program, please visit the CMS website:

www.cms.gov/sharedsavingsprogram

Copy & paste News You Can Use items into your newsletter, then complete a PAM form.

OSHIIP 2011 statistics

Continued from front page

Total Outreach/Educational Events	1,697
Interactive presentations	781
Attendees	26,746
Health Fairs, Senior Expos, etc.	238
Persons reached	39,292
Enrollment events	67
Attendees	3,315
Radio/TV	37
Potential Contacts	1.2+ million
Electronic/Print media	574
Potential Contacts	45+ million

Medicare Annual Enrollment Period only (Oct. 15 through Dec. 7)

Total Client Counseling Sessions	19,314
<i>(represents 31% of all 2011 counseling sessions)</i>	
Total Outreach/Educational Events	375

THANK YOU, VOLUNTEERS!

You — the OSHIIP Volunteer — made 2011 a huge success for our program. Your efforts year after year have helped OSHIIP assist more and more beneficiaries. The number of people covered by Medicare in Ohio is quickly increasing and we look forward to your continued good work as our program faces new counseling challenges.

Again, thank you!

Meet the new voices of the hotline

As of 2012's start, the OSHIIP consumer hotline staff is again at full force! Retirement and such had left us short... until now. Here's a chance to meet the new voices you may hear when calling 1-800-686-1578.

Dawn Mastin-Lammkin worked for UnitedHealthcare for 13 years, processing Medicare claims and other insurance claims in the Coordination of Benefits department. For 10 of those years she telecommuted, working from her home office to research, adjust and process medical insurance claims.

During the 2010 annual enrollment period, Dawn worked in a temporary position for OSHIIP, assisting people as they compared Medicare prescription drug plans.

"Last year I saw first-hand the good work OSHIIP does and I'm glad to be here and helping out," she said.

Dawn is married and has two daughters.



*Dawn
Mastin-Lammkin*



Jennifer Ayers

Jennifer Ayers has worked in the insurance industry for the past 10 years in positions involving medical billing, sales, marketing and administration. Educating older adults has been a primary job duty for Jennifer: understanding a person's need; referring them to Social Security or Medicare for further assistance; learning about senior center opportunities and local OSHIIP volunteers.

She said, "It's been an interesting career choice and never lacks for something new to learn!"

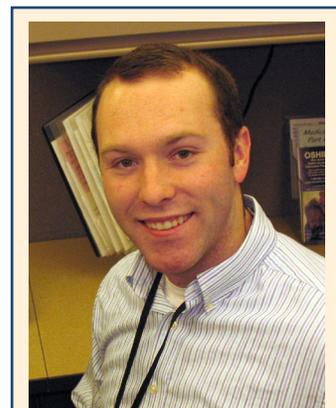
Jennifer enjoys living with her sister, her 10-year-old son, and two dogs. She loves spending time in Port Clinton/Marblehead and even lived there for awhile.

Jordan Kegler started with OSHIIP in August 2010 as a college intern. He gained a wealth of experience through two annual enrollment periods, helping people compare plans and apply for Extra Help and Medicare Savings Programs.

Jordan was married late last year and graduated from Ohio State University in December. He and his wife have an 18-month-old daughter.

He said, "Interning for OSHIIP was a great opportunity. Nothing else could have prepared me so well to answer hotline calls."

When he's not helping Medicare beneficiaries, Jordan enjoys golfing and hanging out with family and friends.



Jordan Kegler

Scheduled training sessions for 2012

Refresher training

Franklin Co. — Columbus

Thursday, March 1; 9 a.m. - noon
State Library of Ohio; 274 E. First Ave.

Warren Co. — Lebanon

Tuesday, March 1; 9 a.m. - noon
Warren Co. Services; 570 N. St. Rte. 741

Trumbull Co. — Niles

Wednesday, March 7; 9 a.m. - noon
Shepherd of the Valley; 1500 McKinley Ave.

Belmont Co. — Barnesville

Thursday, March 8; 9 a.m. - noon
Barnesville Senior Center; 229 E. Main St.

Licking Co. — Newark

Thursday, March 22; 9 a.m. - noon
Licking Co. Aging Program; 745 E. Main St.

Stark Co. — Canton

Tuesday, March 27; 1 p.m. - 4 p.m.
Mercy Medical Center; 1320 Mercy Dr. NW

Complete training

Fairfield Co. — Lancaster

March 20, 27, April 3, 10; 9 a.m. - 3 p.m.
Fairfield Medical Center; 1153 E. Main St.

Cuyahoga Co. — Euclid

March 21, 28, April 4, 11; 9 a.m. - 3 p.m.
Euclid Community Center; One Bliss Lane

Scioto Co. — Portsmouth

April 3, 10, 17, 24; 9 a.m. - 3 p.m.
Area Agency on Aging #7; 1644 11th St.

Franklin Co. — Columbus

May 2, 9, 16, 23; 9 a.m. - 3 p.m.
State Library of Ohio; 274 E. First Ave.

Hamilton Co. — Cincinnati

May 2, 9, 16, 23; 9 a.m. - 3 p.m.
SW Council on Aging; 175 Tri-County Pkwy.

Stark Co. — Canton

June 5, 12, 19, 26; 9 a.m. - 3 p.m.
Mercy Medical Center; 1320 Mercy Dr. NW

Register for sessions shown above online:

https://secured.insurance.ohio.gov/ConsumerApps/OSHIIP_Train_Reg/training_reg.aspx

The OSHIIP Road Show: Volunteers Welcome!

Here's our monthly list of OSHIIP speaking events you can attend. Attendance is voluntary. There's no need to register in advance. Simply inform the trainer you're there before the presentation so you can be introduced. See you there!

Medicare 101

Franklin Co. — Gahanna

Feb. 8; 1 p.m. - 3 p.m.
Stygler Village
140 Imperial Dr.

Montgomery Co. — Trotwood

Feb. 28; 5 p.m. - 7 p.m.
Trotwood Library Branch
651 E. Main St.

Medicare 101

Cuyahoga Co. — Westlake

March 9; 1:30 p.m. - 3:30 p.m.
Westlake Public Library
27333 Center Ridge Rd.

Montgomery Co. — Englewood

March 13; 10 a.m. - 3 p.m.
Northmont Library
333 W. National Rd.

The OSHIIP Volunteer Hotline helps you stay connected

Looking for an easy way to register for OSHIIP training, order Ohio Department of Insurance publications, or update your contact information? Just call toll-free **1-888-686-VOLS (686-8657)** and press:

- ① To order publications
- ② To register for training
- ③ To update your contact information
- ④ To speak with a live person (weekdays only, 8 a.m. - 4:30 p.m.)



How to contact OSHIIP:

- Call 1-888-686-VOLS (686-8657)
- Fax to: (614) 752-0740
- email to oshiipmail@insurance.ohio.gov



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