

FY 2023 PERFORMANCE PLAN

VICAP (Medicare Counseling)		ADSD/CSCB/ AAA	Helen King x1734 Michelle Thomas x1711
Program Purpose	Empower, educate, and assist Medicare-eligible individuals through free, objective outreach, counseling, and training.		
Program Information	<ul style="list-style-type: none"> • VICAP (Virginia Insurance Counseling and Assistance Program) is Virginia’s component of the federal State Health Insurance Assistance Program (SHIP), that provides free, unbiased, confidential counseling and assistance to Medicare beneficiaries. • The VICAP program consists of VICAP, Medicare Improvement for Patients and Providers (MIPPA) and Senior Medicare Patrol (SMP). The VICAP grant period of April 1 – March 31 (GY) requires localities to adhere to metrics dictated by the federal Administration for Community Living (ACL). Reporting for this Performance Measurement Plan will follow the VICAP Grant Year (GY). • MIPPA (September 1 – August 31) provides subsidies to low-income beneficiaries to help connect them to Extra Help to offset premiums and reduce prescription costs. • SMP (June 1 – May 31), funded through the Centers for Medicare and Medicaid Services, Health Care Fraud and Abuse Control Act, helps empower and assist Medicare beneficiaries and their caregivers to prevent, detect and report health care fraud, errors, and abuse. • VICAP counselors are trained and certified to help beneficiaries navigate the complexities of health insurance and help to simplify information and options so that beneficiaries make informed choices that best meet their needs and preferences. • New VICAP counselors must complete an extensive training course, pass a certification exam, then shadow experienced counselors. All counselors must pass an annual recertification exam to remain active with the program. • In addition to counseling beneficiaries, VICAP conducts outreach and education on Medicare updates, coverage rules, appeal rights, and more. • STARS is the online Tracking and Reporting System that all SHIP programs are required to use to record information and track reports. • As of July 2023, the total number of Medicare beneficiaries living in Arlington is 25,422 (down 2% from GY 2022) (HHS EmPower data). The total number of Medicare beneficiaries under age 65 is 1,533 (down 4% from GY 2022). • Grant funding is allocated based on the number of beneficiaries per community. For Grant Year 2023 (April 1, 2022 – March 31, 2023), Arlington received \$24,294 for VICAP, \$4,473 for SMP and \$11,894 for MIPPA. VICAP also receives local funding. 		
Service Delivery Model	<ul style="list-style-type: none"> • VICAP continued to serve Arlington beneficiaries using primarily a remote service delivery model with counseling offered via telephone and email. Training continues to be offered virtually and participation remains strong. During open enrollment (October 15 – December 7), information sessions were paired with 1:1 counseling at strategic locations around the county to ensure the team is connecting with hard-to-reach clients, including low-income and limited English proficiency residents. • For GY 2024, staff will continue to deliver services in a hybrid model, offering more opportunities for in-person counseling and training while continuing to 		

FY 2023 PERFORMANCE PLAN

leverage the remote service delivery model to meet clients where they are most comfortable.

PM1: How much did we do?

Staff	<p>Total 2 Staff FTEs:</p> <ul style="list-style-type: none"> • 0.25 FTE Supervisor, AAA Director • 1.00 FTE Staff VICAP Coordinator • 0.75 FTE Staff VICAP Counselor <p>Total 8.0 Volunteers</p> <ul style="list-style-type: none"> • 7.0 Certified Volunteer Counselors • 1.0 Administrative Volunteer
-------	---

Customers and Service Data		GY 2020	GY 2021	GY 2022	GY 2023
	Unduplicated individuals receiving VICAP counseling (65+)	626	803	731	783
	Unduplicated low-income individuals served	472	520	466	338
	Unduplicated LEP individuals served	176	108	161	198
	Total attendees at Outreach Events	719	679	916	946
	Total attendees at Medicare courses	134	646	978	636
	Total Counselor Hours	576	2,929*	2,375	2,736

*In GY 2021 time tracking improved, resulting in increased Counselor Hours.

PM2: How well did we do it?

2.1	Compliance with Federal Outreach Guidelines
2.2	Effectiveness of Senior Medicare Patrol Trainings

PM3: Is anyone better off?

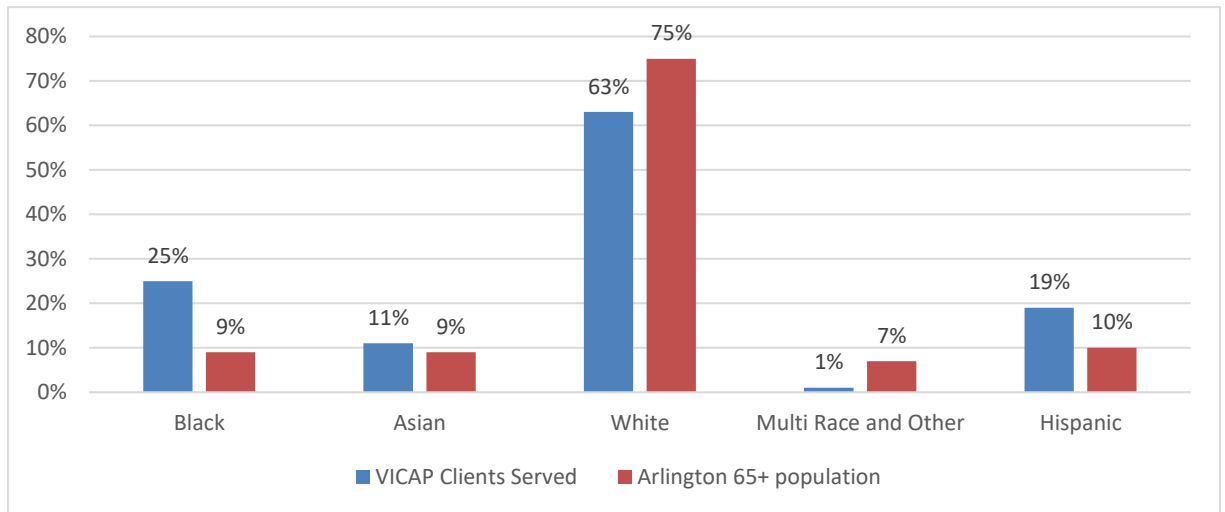
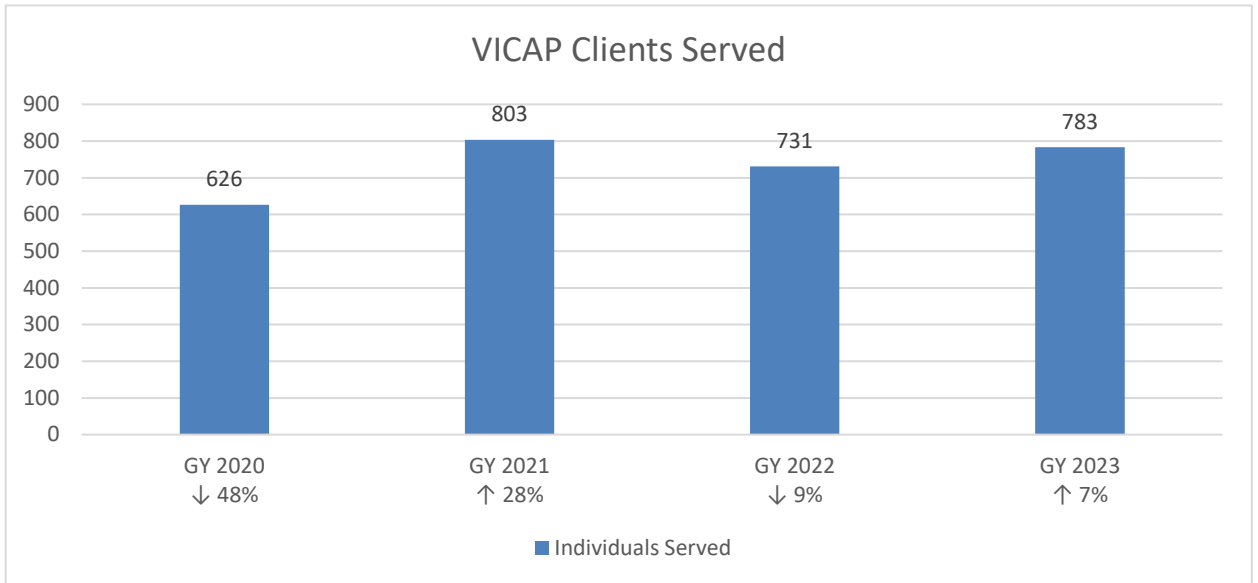
3.1	Cost Savings for Medicare Beneficiaries
3.2	Medicare Education Impact

FY 2023 PERFORMANCE PLAN

VICAP (Medicare Counseling)

Measure 1 Individuals Served

Data



Data Summary

- In GY 2023, the VICAP team served 783 individuals a 7% increase from the prior year.
- VICAP serves a small number of Medicare Beneficiaries under the age of 65. The number served for GY 2023 totaled 44, a 5% increase from the year prior.
- The total number of counselor hours increased by 15% in GY 2023.
- Of the total clients served in GY 2023:
 - 63% identify as White
 - 25% identify as Black or African American
 - 11% identify as Asian
 - 1% identify as some other race or multiple races
 - 19% identify as Hispanic

FY 2023 PERFORMANCE PLAN

What is the story behind the data?

- In GY 2023, the number of individuals served by the VICAP team increased 7%, despite the slight decrease in the overall number of Medicare Beneficiaries in Arlington in 2023. The VICAP Newsletter, expanding the options for counseling during Open Enrollment, and the Medicare training series all contribute to raising awareness of the program, which encourages beneficiaries to connect.
- The hours spent counseling Medicare beneficiaries increased 15% from the year prior. This is attributed to an additional volunteer added in GY 2023, the increase in the number of beneficiaries served and an increase in the amount of time spent with clients. The VICAP coordinator regularly reviews data entry in STARS to ensure consistency and accuracy in reporting.
- The complexity of VICAP contacts remains high this year. The Medicaid Unwinding efforts are resulting in a larger number of individuals needing a prescription drug plan along with a review of eligibility for Medicare Savings Plans. In addition, efforts to coordinate services with local, state and federal partners have continued to be time consuming. VICAP targeted outreach to communities that contain higher concentrations of low-income, non-English speaking Medicare beneficiaries, and communities of color.

Recommendations

Target Dates

- | | |
|--|--|
| <ul style="list-style-type: none"> • Offer ongoing training for data entry and create a checklist for staff and volunteers to ensure compliance with data requirements and timeliness standards. • Select one new community in an underserved area for outreach in the upcoming Open Enrollment Period. • Collaborate with ADSD QA Analyst to perform monthly quality assurance checks to ensure data is being entered accurately and timely. | <ul style="list-style-type: none"> • Q4 GY 2024 • Q3 GY 2024 • Q4 GY 2024 |
|--|--|

Forecast

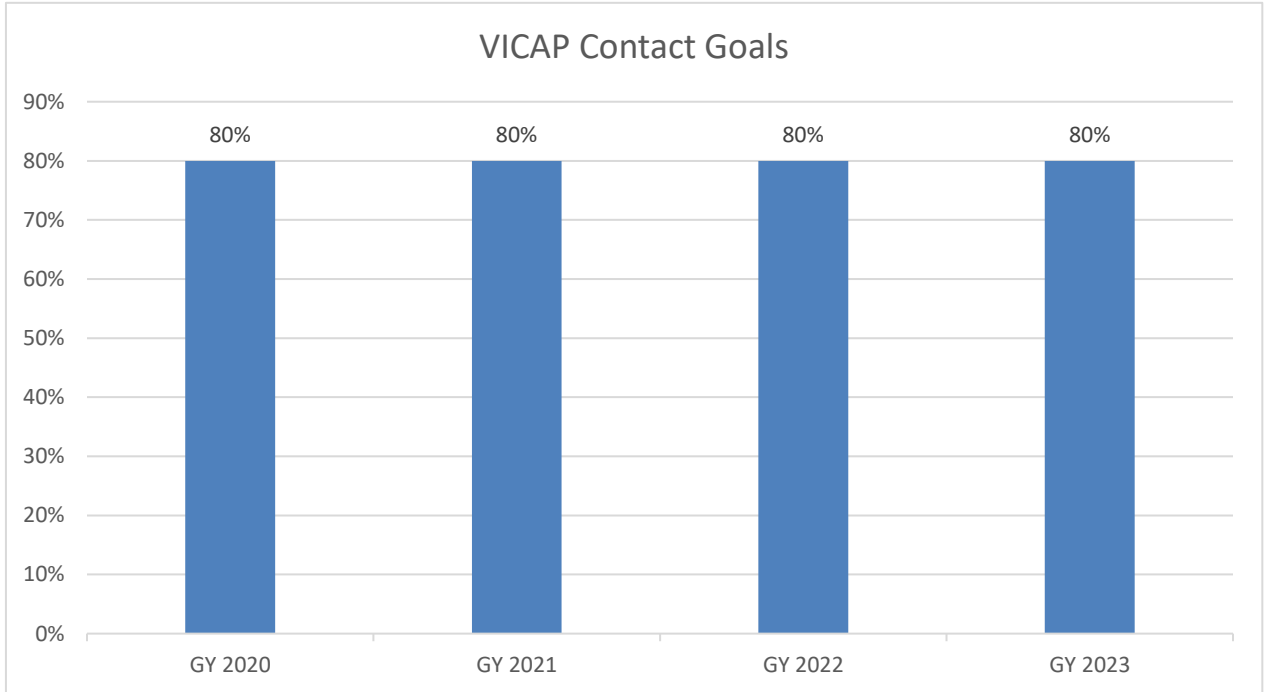
- For GY 2024, the VICAP team expects to spend 3,000 hours serving 800 clients.

FY 2023 PERFORMANCE PLAN

VICAP (Medicare Counseling)

Measure 2.1 Compliance with Federal Outreach Guidelines

Data



Year	Contacts	Outreach	Under 65	Hard to Reach	Enrollment
GY 2020	Met	Met	Met	Met	Not Met
GY 2021	Met	Met	Met	Met	Not Met
GY 2022	Met	Met	Met	Met	Not Met
GY 2023	Met	Met	Met	Met	Not Met

Data Summary

- The federal Administration for Community Living (ACL) defines the five performance measures that must be met during the grant year. Progress reports are tracked monthly and submitted quarterly to the state. These metrics and the definition of each category is listed below.
- **PM1: Total Client Contacts** – Total client contacts (in-person, telephone, email, postal, or fax) per Medicare beneficiaries in Arlington (783 (104%) in GY 2023, an increase of 7% from the prior year).
- **PM2: Outreach Contacts** - Percentage of persons reached through presentations, booths/exhibits at health fairs, and enrollment events per Medicare beneficiaries in Arlington (946 (124%) in GY 2023, an increase of 11% from the prior year).
- **PM3: Medicare Beneficiaries Under 65** - Contacts with Medicare beneficiaries under the age of 65 in Arlington (44 (89%) in GY 2023, an increase of 5% from the prior year).
- **PM4: Special Populations** - Percentage of individuals considered "hard to reach" special populations due to race, cultural background, and ethnicity; limited

FY 2023 PERFORMANCE PLAN

- English proficiency; disability status; and income limitations. (569 (75%) in GY 2023, an increase of 22% from the prior year).
- **PM5 Enrollment Contacts** - Percentage of unduplicated contacts regarding enrollment topic (e.g., initial enrollment, special enrollment period, relocation to area, etc.) per Medicare beneficiaries in Arlington (396 (31%) in GY 2023, an increase of 13% from the prior year).
- For GY 2023, VICAP met 4 out of 5 (80%) federal outreach goals. A target of 80% is required for VICAP contact goals to be considered 'Good' or 'Average.'

What is the story behind the data?

- This measure is directly attributed to the total population of Medicare beneficiaries in Arlington. Each metric has its own target. Outreach to hard-to-reach populations included targeted mailings, phone calls and partnerships with community organizations such as local faith communities, Arlington Housing Corporation (AHC), Arlington Neighborhood Village (ANV), Path Forward, AFAC and Meals on Wheels.
- Open Enrollment events are a big contributor to the success in achieving outreach goals. The VICAP team strategically plans events in locations where higher concentrations of hard-to-reach residents are located.
- The VICAP team partners with programs in ADSD and other DHS programs such as the Community Outreach to educate on the services and resources VICAP provides. This has resulted in an increase in the number of referrals to VICAP.
- The VICAP team also partners with ACG Human Resources to serve as a resource during their scheduled "Medicare in Retirement" or "Healthcare in Retirement" classes, answering questions in real time relating to how Medicare, Medigap, and Social Security work with County benefits. This education resulted in higher levels of visibility for VICAP and shared referrals from HR, primarily for County staff thinking about or preparing for retirement.
- Additional outreach occurred through a partnership with Meals on Wheels. Arlington's VICAP team partnered with MOW to distribute VICAP, Arlington Addiction Recovery (AARI) and Senior Medicare Patrol (SMP) information and resources on a routine basis.
- PM 5 (Enrollment Contacts) was not met which may be attributed to older adults in Arlington choosing to remain in the workforce beyond age 65 and delaying their initial enrollment in Medicare or preferring to self-enroll.
- The VICAP team is working with the DHS Communications team to highlight VICAP resources and services on the new DHS Social Media Platform.

Recommendations

Target Dates

- | Recommendations | Target Dates |
|--|---|
| <ul style="list-style-type: none"> • Continue to develop new and foster existing collaborations with community partners. Target partnerships with organizations that engage dual eligible, non-English speaking, and LGBT populations. | <ul style="list-style-type: none"> • Ongoing |
| <ul style="list-style-type: none"> • Continue to recruit and train diverse and bilingual volunteers to increase outcomes for engaging Hard-to-Reach Contacts and Enrollments. | <ul style="list-style-type: none"> • Ongoing |
| <ul style="list-style-type: none"> • Continue to offer training to all VICAP counselors to ensure comfort in counseling to LEP individuals through bilingual volunteers and Telelanguage tools. | <ul style="list-style-type: none"> • Ongoing |
| <ul style="list-style-type: none"> • Continue to enhance marketing and outreach in the community so that individuals are knowledgeable of service prior to a crisis involving a medication denial or increased cost, change in status, or need for an appeal. | <ul style="list-style-type: none"> • Ongoing |

FY 2023 PERFORMANCE PLAN

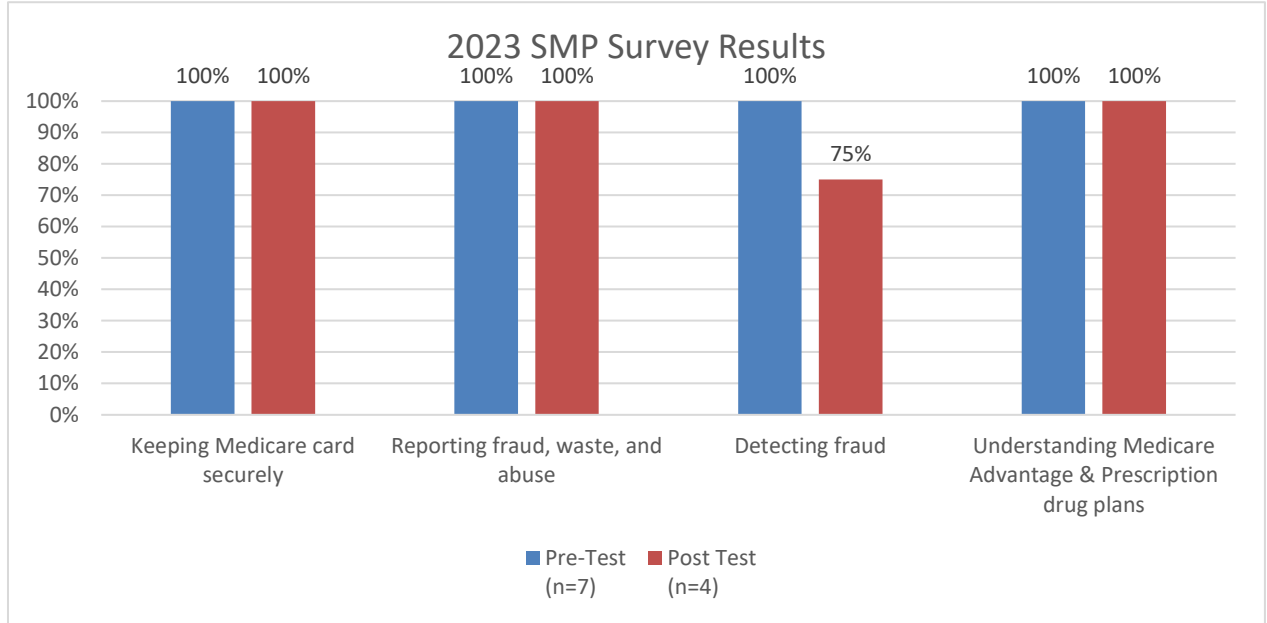
Forecast

- In GY 2024, VICAP anticipates meeting four of the five performance metrics (80%).

VICAP (Medicare Counseling)

Measure 2.2 Effectiveness of Senior Medicare Patrol Trainings

Data



Data Summary

- For GY 2023, a pre and post-test model was piloted to evaluate the impact of the SMP training. For this year, 7 participants completed a pre-test and 4 completed a post-test.
- 100% reported having Knowledge of protecting their Medicare Number, understanding how to report Medicare fraud, waste, and abuse, and understood the responsibilities of Medicare Advantage and Drug plans. 75% understood how to detect fraud.

What is the story behind the data?

- SMP helps empower and assist Medicare beneficiaries and their caregivers to prevent, detect and report health care fraud, errors and abuse.
- SMP training topics include fraud detection; reporting fraud, waste, or abuse; consumer scams targeting Medicare beneficiaries; billing fraud detection; and requirements for Medicare Advantage and prescription plan providers. The majority of VICAP outreach presentations were conducted virtually.
- Arlington’s SMP trainings began administering a pre- and post-test questionnaire on paper in March 2020. The format for collecting pre- and post-test results was updated in Q4 of GY 2021, now using a Microsoft Form. Pre-tests are sent when attendees register for the class. Post-tests are provided at the end of the class and results are compared.
- The questions in the GY 2023 pre- and post-test surveys were changed to be 4 multiple choice questions. For three of the questions, respondents were able to select all of the answers that applied:
 1. I should keep my Medicare card securely as I would a credit/social security card.

FY 2023 PERFORMANCE PLAN

- 2. To report fraud, waste, and abuse, I should:
- 3. To help detect fraud I should:
- 4. Medicare Advantage and Prescription Drug Plans can:
- Pre-test responses indicated 100% of respondents were knowledgeable in each of the 4 questions.
- Collecting post-test results presented a challenge, only 4 participants responded.

Recommendations

Target Dates

- | | |
|---|--|
| <ul style="list-style-type: none"> • Revise this measure to evaluate the number of outreach events and the number of reports made to SMP program. • Launch a series of iSpring trainings that can be accessed on-demand. • Continue to utilize the feedback gathered to target outreach and enhance future events. • Continue to track the number of attendees at all SMP events. | <ul style="list-style-type: none"> • Q3 GY 2024 • Q4 GY 2024 • Ongoing • Ongoing |
|---|--|

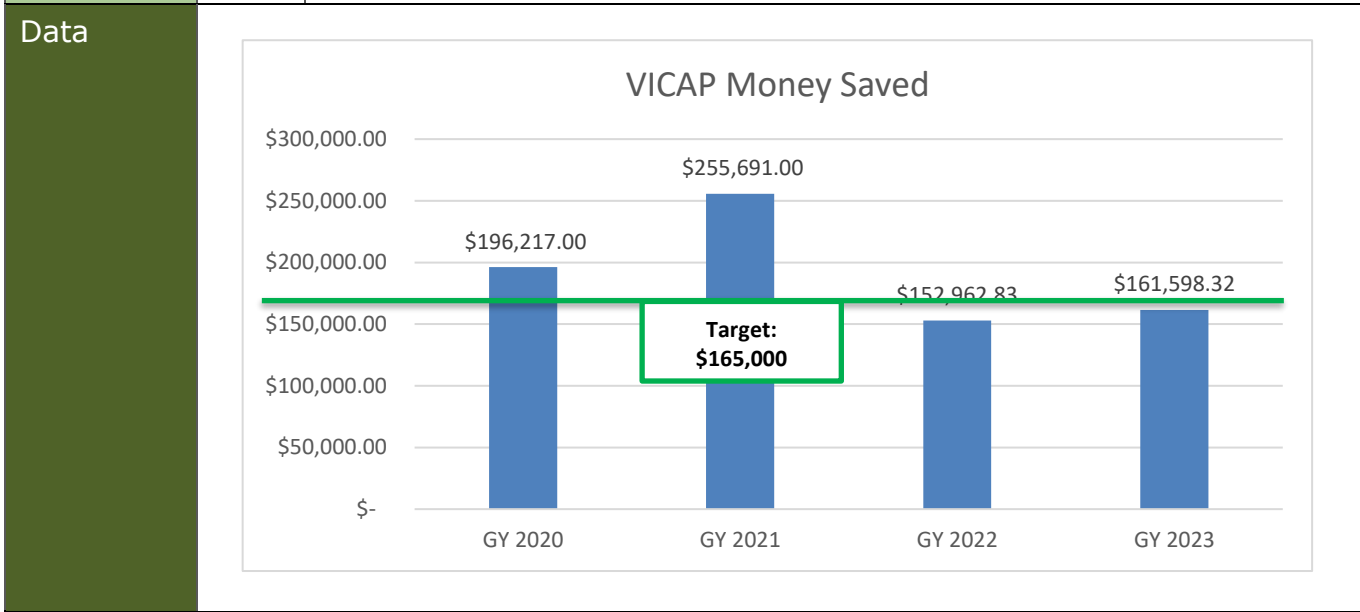
Forecast

- In GY 2024, 95% of attendees will increase their knowledge after the training.

FY 2023 PERFORMANCE PLAN

VICAP (Medicare Counseling)

Measure	3.1	Cost Savings for Medicare Beneficiaries
----------------	-----	---



Data Summary	<ul style="list-style-type: none"> • In GY 2023, the VICAP team recorded \$161,598.32 in annual savings to Medicare beneficiaries, a 6% increase from the prior year. • A total of 42 beneficiaries saved on average \$3,847.58. • The highest recorded savings was \$71,300 realized through Extra Help / LIS enrollments. • Cost savings are calculated based on an individual’s initial and final costs. • This measure includes existing Medicare participants who qualify for additional healthcare savings; new enrollees are not included. • Staff and volunteers track the monies saved and the method of savings recorded supporting documentation in STARS.
---------------------	---

What is the story behind the data?

- VICAP counselors utilize the [Medicare Plan Finder](#) to help individuals save money through counseling about health insurance benefits, updates, and changes to current plans. VICAP counselors assess an individual’s eligibility for various Medicare plans and subsidies then counsel the beneficiary on options that best meet their financial and healthcare needs and preferences.
- Medicaid unwinding is causing many beneficiaries enrolled in extra help programs to lose their coverage.
- Cost savings may include changes to a prescription plan, enrollment in a Medicare Supplemental Plan, applying for Medicaid, filing an appeal, applying for Patient Assistance Programs, and/or receiving Extra Help, a low-income subsidy (LIS).
- Additional savings resulted during open enrollment through Medicare Part D Plan changes and connecting beneficiaries to GoodRx and prescription drug coupons.
- Patient Assistance Programs yielded limited savings in GY 2023 due to a lack of funding. Funding for these programs is determined by not-for-profit and state organizations and varies every year.

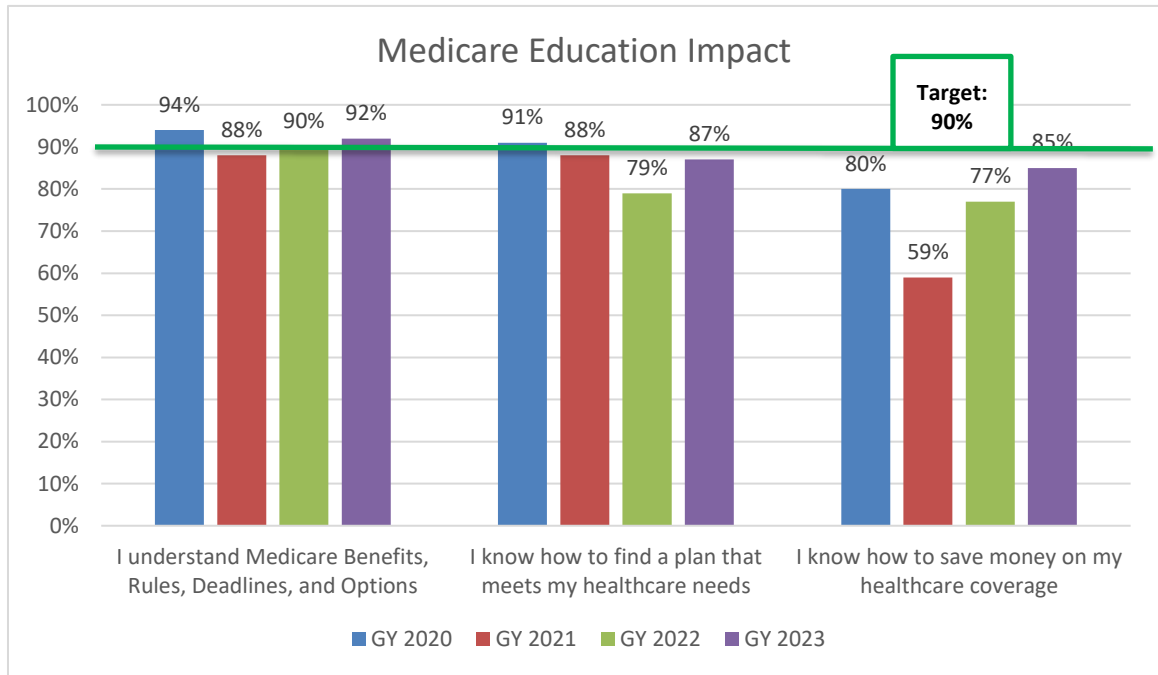
FY 2023 PERFORMANCE PLAN

<ul style="list-style-type: none"> Partnerships with community pharmacies have had limited success and are not a focus of the team at this time. The VICAP Team offers information and resources to local clinics for residents who are not eligible for Medicare. 	
Recommendations	Target Dates
<ul style="list-style-type: none"> Continue to ensure accuracy in data reporting and tracking in STARS and on the cost savings spreadsheet to track money saved. Continue to engage community partners in outreach about VICAP and benefits to help beneficiaries save money and become a more informed consumer of health insurance. 	<ul style="list-style-type: none"> Ongoing Ongoing
Forecast	
<ul style="list-style-type: none"> In GY 2024, we anticipate a cost savings of \$165,000. 	

VICAP (Medicare Counseling)

Measure 3.2 Medicare Education Impact

Data



Data Summary

- All individuals who attended a Medicare Course or one-on-one counseling session are provided the Medicare Course evaluation. In GY 2023, 390 people attended a Medicare Course and 144 completed an evaluation – a 37% response rate.
- Questions evaluate if the Medicare course helped the beneficiary:
 - Better understand Medicare benefits, rules, deadlines, and options.
 - Know how to find a plan that best meets healthcare needs.
 - Know how to save money on healthcare coverage.
- For GY 2023, 92% of individuals served by VICAP report that, as a result of the one-on-one counseling or Medicare training, they understand Medicare benefits, rules, deadlines and options, consistent with GY 2022. 87% of individuals in GY 2023 reported feeling better informed on how to find a plan that meets their healthcare needs, an 8% increase compared to GY 2022 responses and 85% reported knowing how to save money on their healthcare coverage in GY 2023, a 10% increase over GY 2022.

What is the story behind the data?

- VICAP offers offer one-on-one counseling and monthly Medicare Courses for those new to Medicare or those interested in learning more about their benefits. These classes offer attendees information about navigating Medicare and related health insurance benefits.
- A majority of the counseling sessions and trainings are offered remotely. After the end of a virtual Medicare course or 1:1 Medicare counseling session, beneficiaries are emailed a link to the survey.

FY 2023 PERFORMANCE PLAN

- Responses to the Medicare Course Evaluations indicate that attendees gained knowledge in Medicare benefits, rules, deadlines, and options; subsequently, attendees are better equipped with the knowledge to find a plan that best meets their healthcare needs.
- Participants indicate that the classes help to ease their anxiety and provide them with a better understanding of this very complex program.
- In GY 2023, some courses focused on areas related to COVID-19, Medicare Preventive Services and Medicare Advantage. More information was shared around saving money on healthcare expenses which resulted in an increase in the percentage of respondents agreeing with this statement increased to 85%. Only 1% of individuals reported disagreeing that they know how to find a plan that meets their healthcare needs. The remaining 14% reported either feeling neutral or that the question did not apply.
- VICAP services and course offerings are advertised using County social media platforms and a newly implemented monthly newsletter. The VICAP Coordinator promotes program services on the Aging Matters radio program leading up to the Open Enrollment Period.

Recommendations

Target Dates

- Continue to research best practices and other programs to improve evaluation of the course outcomes.
- Continue to utilize technology to offer online webinar format for Medicare Courses.
- Work with DHS Communications team to develop new outreach and marketing materials and promote awareness through the new DHS social media platform, radio, and other social media tools.

- Ongoing
- Ongoing
- Q4 GY 2024

Forecast

- In GY 2024, VICAP anticipates all participants will rate each of the metrics at a target rate of 90% or above.