Medicare Part D Tutorial and Advocacy Event
Creighton University School of Pharmacy

Project Description and Implementation Overview

Creighton University's Student Chapter developed a Medicare and NeedyMeds.org Tutorial presentation to not only better serve our most vulnerable patients, but also promote advocacy amongst our chapter. The Medicare Tutorial began with a background on Medicare and a brief overview of its components. The overview consisted of: the history and background of Medicare, the intricacies of the different parts of Medicare and an in-depth look at Medicare Part D and the Medicare Plan Finder. We then simulated helping a Medicare beneficiary find a Part D plan through the Medicare.gov Plan Finder. We demonstrated walking a patient through all the steps, search filters, inputting their drug list, and searching for a plan. The presentation included a demonstration to navigate the NeedyMeds.org website to help patients access medications they may not be able to afford. We concluded with a brief background on what State Health Insurance Assistance Programs (SHIPs) are and how they help patients. We gave a background on this specific program because SHIP supports and trains people to be SHIP counselors that aid Medicare beneficiaries in picking out Medicare plans. We educated the students on the proposed elimination of funding for FY18, which serves to fund SHIPs. We provided step-by-step directions and a prefabricated letter to urge Congress to invest in FY18. Those that were not able to attend the meeting were also provided all the materials used in the meeting, in addition to the link and directions for submitting the advocacy letter.

Purpose of the Project

The purpose of our Medicare Plan Finder and NeedyMeds.Org Tutorial event was to equip pharmacy students with tools and knowledge to best help our most vulnerable patients. The goal of the project was to empower students to use their new expertise to assist patients in understanding their health insurance coverage and ensure the best Medicare plan selection for each patient. We also wanted to give students an opportunity to advocate legislation that would impact our patients and healthcare system. Our goal was to empower pharmacy students to use their voice and make a difference at a federal, state, and local level.

Project Budget: Expenses and Revenues
We provided lunch for AMCP student members, spending a total of $100.00. Flyers were printed and hung around campus to market our meeting. The cost of flyers was $5.00.

Who and How Many Chapter Members are Involved?
Members of our AMCP executive team put together the tutorial and advocacy letter writing event. We had approximately 30 chapter members attend the meeting and send out SHIP FY18 letters.

Who Should be targeted? Audience or Involvement? How Do You Find Them? How Do you Contact them?
The target audience was Creighton's pharmacy students. We extended the invitation to the entire school of pharmacy, not just AMCP members. We advertised the meeting by sending out email and calendar reminders about the event. Flyers were created to email and post on campus and on our social media accounts. In addition, the P1, P2 and P3 "Professional Development" class advertised the event to students. Our school requires every student to attend four hours of professional meetings per year. Our chapter was able to get this WebEx presentation approved for professional meeting credit. We also enticed attendance and participation by serving lunch to students that attended on campus.
Our event was interactive by allowing students to go through Medicare Plan Finder as we simulated an actual patient case. Students were able to have a hands-on experience with the Plan Finder. We also involved our audience by urging them to use their voice for advocacy. We provided a link with a prefabricated letter for Congress and instructions to advocate for the funding of Aging Services. We promoted advocacy by encouraging them to sign the letter and send it to Congress.

What materials are Needed? Outside Resources, Ordering, etc?
- Medicare Outline, SHIPs Outline
- Medicare Plan Finder
- Medicare.gov and Needymeds.gov
- National Council on Aging prefabricated Letter (ncoa.org)
- Catering service for lunch
- Printer and paper for flyers
- Virtual meeting platform (WebEx/Zoom) to record and live stream the event for remote listeners

Timeline for Implementation and Execution
- 16 weeks prior: Appoint executive members over committees
- 12 weeks prior: Advocacy committee brainstorms event ideas and presents the executive team with pertinent legislation issues. Two advocacy events were chosen and approved
- 6-8 weeks prior: Meeting date for Medicare Tutorial and Advocacy Writing is chosen for February. Reserve room for meeting and contact catering service. Created a WebEx session for to enable our distance cohort and P4's on APPE rotations to attend remotely.

- 4 weeks prior: Advertise the event with flyers and meeting invites. Begin advertising with emails, social media, and professional development class. Executive team creates Tutorial presentation
- 3 weeks prior: Finish Medicare Tutorial Presentation and submit for approval to Creighton's experiential department. Receive approval for providing Professional Meeting Credit for attendees
- 1-2 weeks prior: Finalize catering service. Continue advertising with reminders, flyers and social media posts. Incorporate SHIPs prefabricated letter and finalize presentation
- 1-2 days prior: Provide resources for students who plan to attend so they can familiarize themselves with policy issues and prepare for the interactive presentation. Sent out one final invite/reminder to encourage students to attend and participate.

Follow-up with Faculty Member/Volunteers/Participants
At the conclusion of our presentation, we ensured students were able to find the prefabricated letter and sent it to their Congress member. Creighton University has a unique opportunity to reach multiple state Congressmen because our distance pathway has students who reside in 50 states. We sent a follow-up email to all students, which included the recording of our presentation and the materials used during the tutorial and advocacy letter writing. Our goal was to enable those who were not available to attend live to watch the recording and still have the opportunity to participate. Our executive team then wrote a short summary of the event to thank the experiential office for their approval and report the success of our presentation.

Project Evaluation:
What Went Well? What Didn't? How Would You Improve for the Next Year?
What went well:
- Creating and approving the Medicare and needymeds.org Tutorial
- SHIP's legislation to support and coincide with our presentation
- Membership involvement and attendance at the event
- Step-by-step instructions and interactive participation for advocacy letter
- Providing live virtual attendance and recording the meeting for those unable to attend

What didn't work/could be improved:
- Develop a presentation or workshop on advocacy and why it is important
- Create summaries of pertinent pharmacy legislation so we can replicate this event and tailor presentations to educate our students
- Expand our event with a dinner and a State Advocacy Coordinator

Timeline/Checklist for Project

Date	Activity	Members
September	Create Advocacy Committee	Executive Team
December	Review current legislation and choose a focus	Advocacy Committee
	Choose date for event and begin planning process: reserve room, contact catering service	Chapter President
January	Develop Medicare Tutorial Presentation and submit materials for approval	Advocacy Committee Chapter President
	Implement SHIPs presentation and legislation advocacy letter	Advocacy Committee
	Advertise event with flyers, social media posts, Professional Development announcement, email invites	Executive Team
February	Finalize Presentation and catering services	Advocacy Committee
	Ensure students understand the Medicare Plan Finder and give step-by-step instructions on submitting FY18 letter	Advocacy Committee Chapter President
	Sent out follow up email with recording of the meeting and urged participation to those who were unable to attend	Advocacy Committee Executive Team