



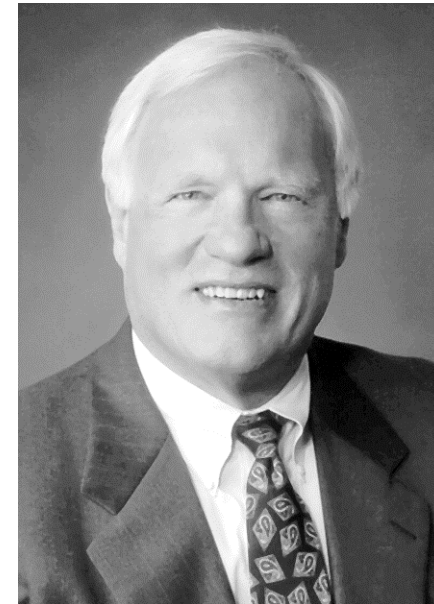
## Medicare Part D Prescription Drug Plan



[healthandwelfare.idaho.gov](http://healthandwelfare.idaho.gov)

### Challenges for States

***"Determining Eligibility  
And Enrollment for  
Low-Income Beneficiaries"***



**Karl B. Kurtz, Director  
Idaho Department of  
Health and Welfare**

November 1, 2005



## Medicare Part D Prescription Drug Plan



# The Department Vision

**Provide leadership for development and implementation of a sustainable, integrated health and human services system.**





## Medicare Part D Prescription Drug Plan



# The Department Mission

**To promote and protect the health and safety of Idahoans.**

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## Medicare Part D Prescription Drug Plan



# The Department Values

**Integrity, customer service and quality are the foundation for all Department activities. A focus on these values will make us successful.**





## Medicare Part D Prescription Drug Plan



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### IMPACT ON IDAHO

- **194,000 Medicare Enrollees (14% of population)**
  - **23,000 “Dual Eligibles” who will receive direct assistance from the state**
  - **23,000 Low Income Subsidy (LIS) candidates who may ask for assistance from the state**
  - **What about the remaining 148,000 general Medicare population?**
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# CHALLENGES TO SERVING THE MEDICARE POPULATION

- **Communication Issues:**
    - **How to reach the target population?**
    - **Complex program**
    - **Many messages**
    - **Best way to help not easy to pin down**
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# WHAT IDAHO HAS DONE

- **Established coalition of agencies and advocacy groups to coordinate outreach including:**
    - **Senior Health Insurance Benefits Administration (SHIBA)**
    - **Commission on Aging**
    - **Representative of Congressional Offices**
    - **Representative of State Legislature**
    - **Various health care provider organizations like pharmacy association**
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### WHAT IDAHO HAS DONE

- **Added full time staff and temps to handle additional workload**
  - **Contracted with Medicaid fiscal agent as a call center on Medicare pharmacy questions**
  - **Developed communication plan**
    - **Developed outreach materials in addition to those available from Medicare. Materials to key players like pharmacies**
    - **Media outreach underway**
    - **2-1-1 State Referral Hotline**
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# CHALLENGES

- **Reaching affected population**
- **Training staff**
- **Assisting people with PDP enrollment**
- **Budgeting for impact**
- **The Great Unknown**