

**FY 2022 PERFORMANCE PLAN**

<b>VICAP (Medicare Counseling)</b>		<b>ADSD/CSCB/ AAA</b>	<b>Helen King x1734 Michelle Thomas x1711</b>
Program Purpose	Empower, educate and assist Medicare-eligible individuals through free, objective outreach, counseling and training.		
Program Information	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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).</li> <li>• MIPPA (September 30 – September 29) provides subsidies to low-income beneficiaries to help connect them to Extra Help to offset premiums and reduce prescription costs.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• In addition to counseling beneficiaries, VICAP conducts outreach and education on Medicare updates, coverage rules, appeal rights, and more.</li> <li>• STARS is the online Tracking and Reporting System that all SHIP programs are required to use to record information and track reports.</li> <li>• As of July 2022, the total number of Medicare beneficiaries living in Arlington is 25,910 (HHS EmPower data)). The total number of Medicare beneficiaries under 65 is 1,591.</li> <li>• Grant funding is allocated based on the number of beneficiaries per community. For Grant Year 2022 (April 1, 2021 – March 31, 2022), Arlington received \$24,282 for VICAP, \$4,473 for SMP and \$9,138 for MIPPA. VICAP also receives local funding.</li> </ul>		
Service Delivery Model	<ul style="list-style-type: none"> <li>• As a result of the COVID-19 pandemic, VICAP transitioned to a primarily remote service delivery model. Clients receive services via phone, email or secure virtual sessions. Training was offered virtually, and participation increased. During open enrollment (October 15 – December 7), hybrid counseling sessions were provided at specific locations around the county.</li> <li>• For GY 2023, staff will continue to deliver services in a hybrid model, offering more opportunities for in-person counseling and training while continuing to leverage the remote service delivery model to meet clients where they are most comfortable.</li> </ul>		

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**PM1: How much did we do?**

Staff	Total 1.75 Staff FTEs: <ul style="list-style-type: none"> <li>• 0.25 FTE Supervisor, AAA Director</li> <li>• 1 FTE Staff VICAP Coordinator</li> <li>• 0.5 FTE Staff VICAP Counselor</li> </ul> Total 7.0 Volunteers <ul style="list-style-type: none"> <li>• 5.0 Certified Volunteer Counselors</li> <li>• 2.0 Administrative Volunteers</li> </ul>				
Customers and Service Data		<b>GY 2019</b>	<b>GY 2020</b>	<b>GY 2021</b>	<b>GY 2022</b>
	Unduplicated individuals receiving VICAP counseling (65+)	1,225	626	803	731
	Unduplicated low-income individuals served	615	472	520	466
	Unduplicated LEP individuals served	397	176	108	161
	Total attendees at Outreach Events	1,283	719	679	916
	Total attendees at Medicare courses	201	134	646	978
	Total Counselor Hours	770	576	2,929*	2,375
	*In GY 2021 additional staff and volunteers were added to the program and 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?**

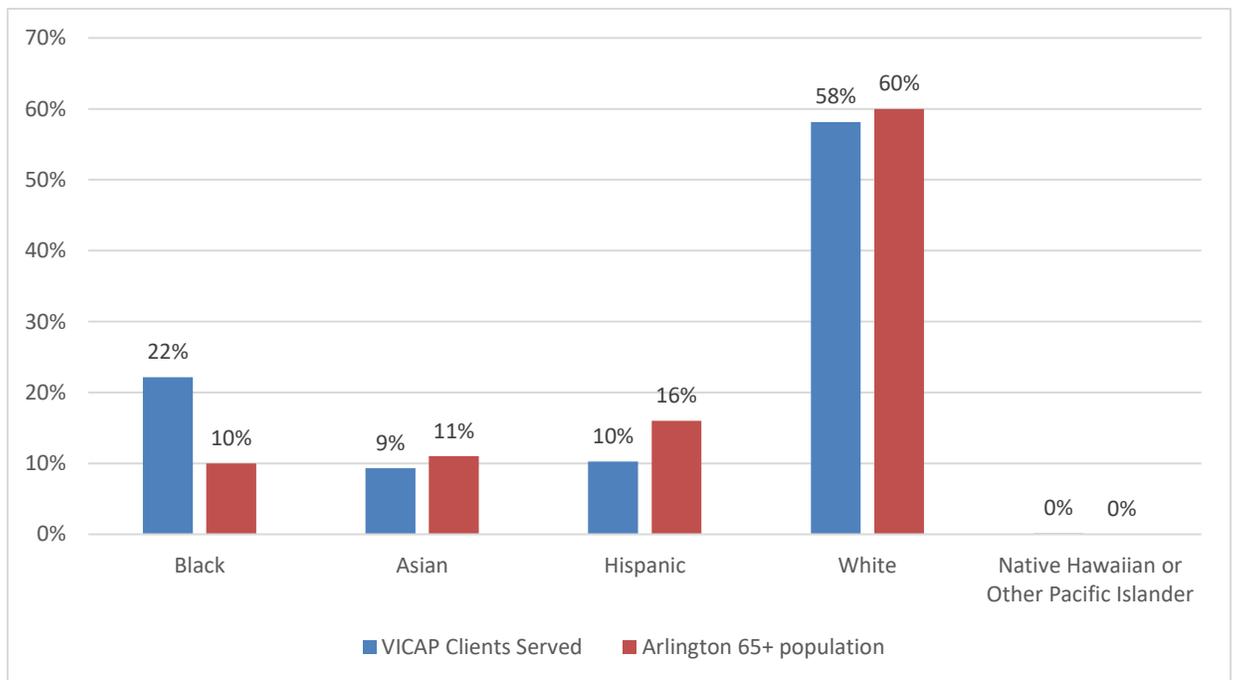
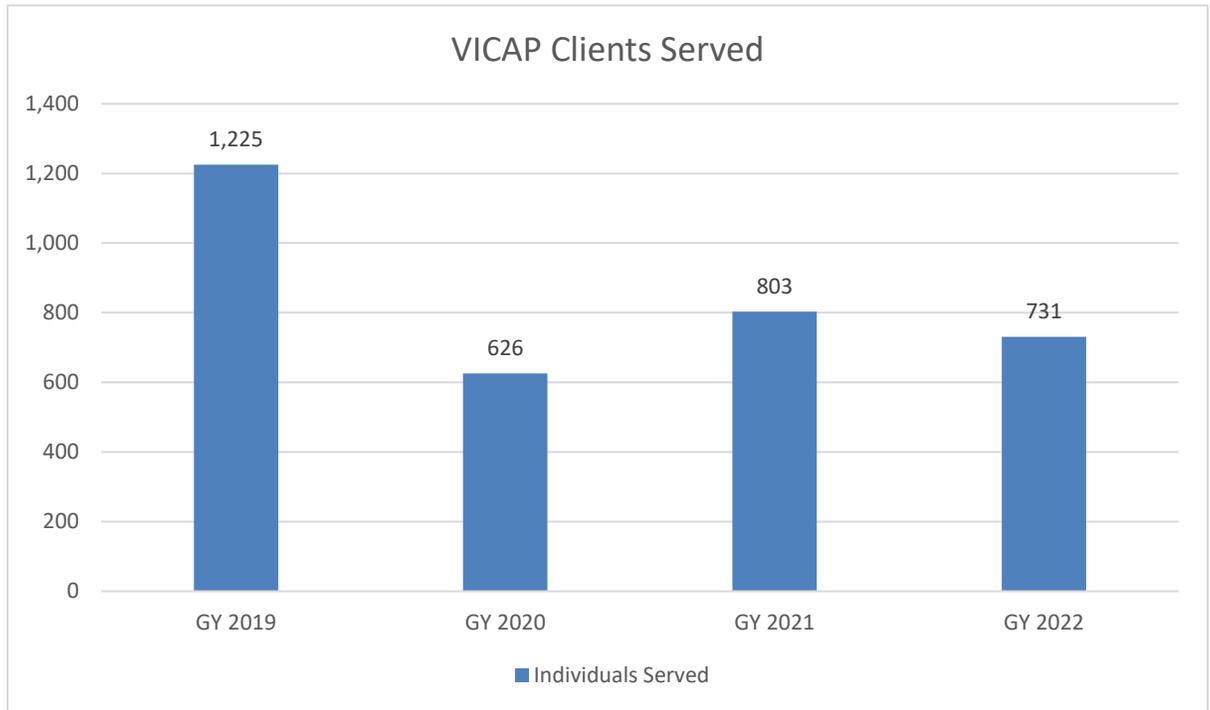
3.1	Cost Savings for Medicare Beneficiaries
3.2	Medicare Education Impact

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VICAP (Medicare Counseling)

Measure 1 Individuals Served

Data



Data Summary

- In GY 2022, the VICAP team was able to serve 731 individuals aged 65 and older, a decrease of 9% from the previous year.

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- VICAP also serves a small number of Medicare Beneficiaries under the age of 65. The number for GY 2022 was 42. These individuals are not included in the charts above.
- The number of counselor hours decreased by 19% in GY 2022.
- Of the total clients served, 58% identify as White, 22% Black, 9% Asian and 10% Hispanic. There was 1 person served who identifies as Native Hawaiian or Other Pacific Islander. About 22% of the participants served speak a primary language other than English.
- For FY 2022, a higher percentage of Black residents are served by the program than the overall population. The population of White and Asian residents served is slightly less than the total population in Arlington.
- For the Arlington 65+ population, Hispanic ethnicity data is captured separately from race. In VICAP’s STARS data system, Hispanic is captured as a race option.

**What is the story behind the data?**

- In GY 2022, the VICAP team attributes the decreased number of individuals served to three main factors: an increase in the amount of time spent with clients to address their complex needs; reduction in the number of beneficiaries enrolling due to the automatic enrollment in Medicaid as part of the nationwide public health emergency; and changes and inconsistencies in data entry into STARS.
- The VICAP Coordinator implemented training for staff and volunteers on data entry standards and expectations and offers refresher courses twice a year and is developing quality assurance to ensure data is entered accurately and in a timely manner.
- The number of counselor hours in GY 2022 decreased due to a reduction in volunteer availability. Two new volunteers were added to the ranks during the GY. New volunteers require at least 6 months of training before being fully independent as counselors. Although there was a 19% decrease in volunteer support, there was only a 9% decrease in clients served compared to the 2021 GY (several programs across the state saw up to a 50% decrease in client contacts served).
- The complexity of VICAP contacts has increased this year. The team reports spending more time with each client than in previous years
- VICAP targeted outreach to areas that contain higher concentrations of low-income, non-English speaking Medicare beneficiaries, and communities of color.

**Recommendations**

- Offer ongoing training for data entry and create a checklist for staff and volunteers to ensure compliance with data requirements and timeliness standards.
- Document data entry standards to ensure all staff and volunteers are entering data consistently.
- Perform monthly quality assurance to ensure data is being entered accurately and timely.

**Target Dates**

- Q3 GY 2023
- Q3 GY 2023
- Ongoing

**Forecast**

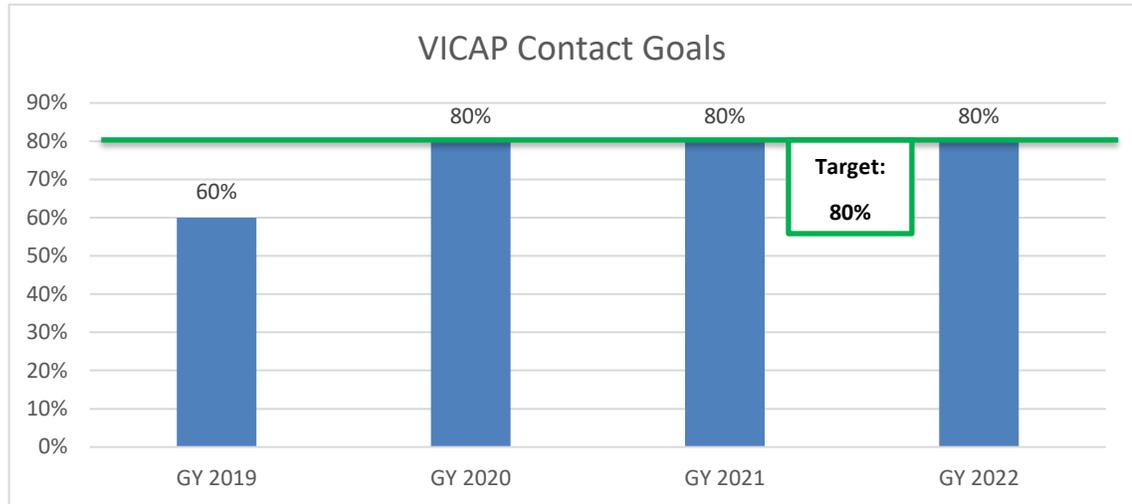
- For GY 2023, the VICAP team expects to spend 3,000 hours serving 800 clients.

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VICAP (Medicare Counseling)

Measure 2.1 Compliance with Federal Outreach Guidelines

Data



Year	Contacts	Outreach	Under 65	Hard to Reach	Enrollment
GY 2019	Met	Met	Met	Not Met	Not Met
GY 2020	Met	Met	Met	Met	Not Met
GY 2021	Met	Met	Met	Met	Not Met
GY 2022	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 (97%, 731 in GY 2022).
- **PM2: Outreach Contacts** - Percentage of persons reached through presentations, booths/exhibits at health fairs, and enrollment events per Medicare beneficiaries in Arlington (122%, 916 in GY 2022).
- **PM3: Medicare Beneficiaries Under 65** - Contacts with Medicare beneficiaries under the age of 65 in Arlington (89%, 42 in GY 2022).
- **PM4: Special Populations** - Percentage of individuals considered "hard to reach" special populations due to race, cultural background, and ethnicity; limited English proficiency; disability status; and income limitations. (69%, 520 in GY 2022).
- **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 (23%, 294 in GY 2022).
- For GY 2022, VICAP met 4 out of 5 (80%) federal outreach goals, which remains consistent with GY 2021. Goals are met if they are considered 'Good' or 'Average' based on the numbers recorded.

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**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, Path Forward, AFAC and Meals on Wheels.
- Due to COVID, VICAP program performance numbers statewide were significantly impacted and exemptions from outreach targets were granted to VICAP programs across the state. Arlington stood out compared to other programs throughout Virginia, often serving the highest number of individuals compared to any other program statewide.
- Additional outreach occurred through a partnership with Meals on Wheels. Arlington’s VICAP team partnered with MOW to distribute VICAP and Senior Medicare Patrol (SMP) information and resources quarterly.
- 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.

**Recommendations**

**Target Dates**

- |   |  |
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| <ul style="list-style-type: none"> <li>• 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.</li> <li>• Educate other Department stakeholders, such as EID’s Community Outreach Program.</li> <li>• Partner with HR and EAP to promote resources.</li> <li>• Continue to recruit new volunteers to assist with outreach, counseling and educating the community about VICAP and Medicare. Recruit and train diverse and bilingual volunteers to increase outcomes for engaging Hard-to-Reach Contacts and Enrollments.</li> <li>• Continue to offer training to all VICAP counselors to ensure comfort in counseling to LEP individuals through bilingual volunteers and Telelanguage tools.</li> <li>• 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.</li> </ul> | <ul style="list-style-type: none"> <li>• Ongoing</li> <li>• GY 2023 Q4</li> <li>• GY 2023 Q4</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> </ul> |
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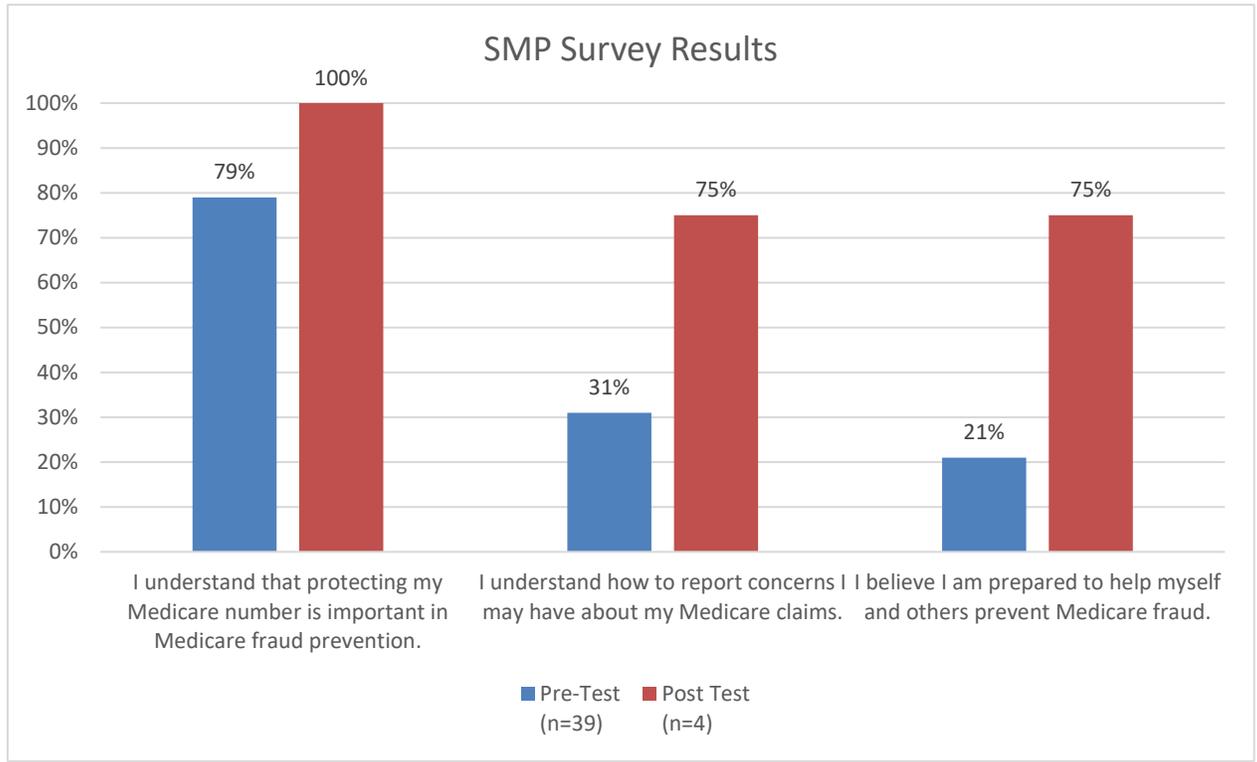
**Forecast**

- In GY 2023, 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 2022, a pre and post-test model was piloted to evaluate the impact of the SMP training. For this year, 39 participants completed a pre-test, and 4 completed a post-test..
- Knowledge of protecting the Medicare Number increased 27% among the respondents, understanding how to report concerns about Medicare claims increased 141% and belief in being prepared to prevent Medicare fraud increased 257%.

**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. Due to COVID, 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.
- Collecting post-test results presented a challenge, only 4 participants responded.

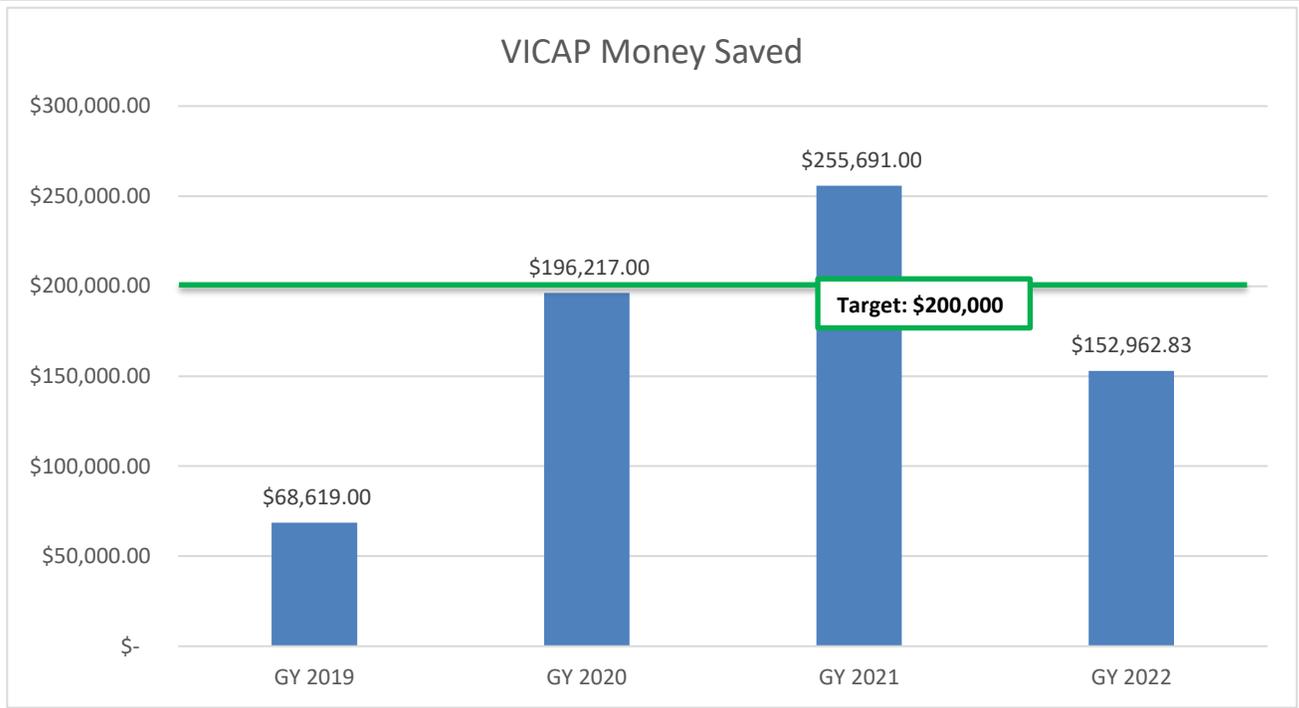
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<b>Recommendations</b>	<b>Target Dates</b>
<ul style="list-style-type: none"><li>• Revamp the format for collecting pre- and post-survey results through the use of iSpring training. Once launched, participants will complete both surveys, as they progress through the course.</li><li>• Continue to utilize the feedback gathered to target outreach and enhance future events.</li><li>• Revamp the pre- and post-test and collection plan for in-person trainings at Independent Living residences.</li><li>• Continue to track the number of attendees at all SMP events.</li></ul>	<ul style="list-style-type: none"><li>• Q1 GY 2024</li><li>• Ongoing</li><li>• Q4 GY 2023</li><li>• Ongoing</li></ul>
<b>Forecast</b>	
<ul style="list-style-type: none"><li>• In GY 2023, 95% of attendees will increase their knowledge after the training.</li></ul>	

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**Measure 3.1 Cost Savings for Medicare Beneficiaries**



**Data Summary**

- In GY 2022, the VICAP team recorded \$152,963 in annual savings to Medicare beneficiaries, a decrease of 40%.
- A total of 34 beneficiaries saved on average \$4,499. The highest recorded savings was \$54,024, realized through Medicare Advantage Plan changes.
- 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.
- 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).
- In GY 2022, the highest percentage of cost savings were yielded by helping eligible beneficiaries change their Medicare Advantage Plans. Additional savings resulted during open enrollment through Part D Plan changes and connecting beneficiaries to GoodRx and prescription drug coupons. Patient Assistance Programs yielded limited savings in GY 2022 due to a lack of funding.

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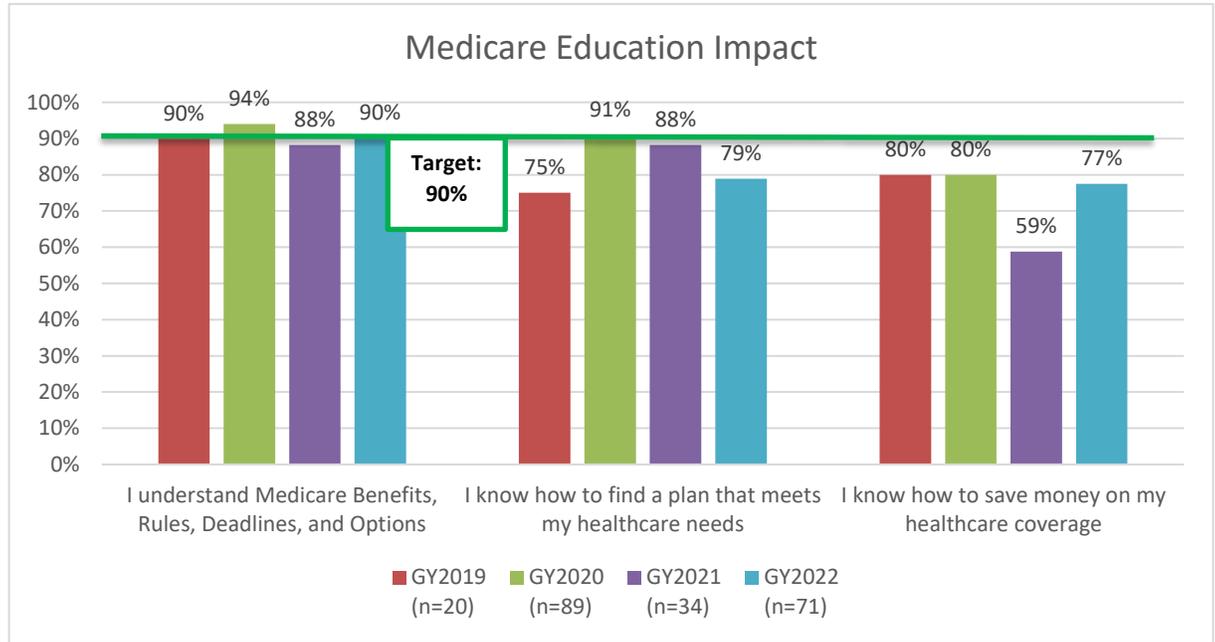
- Additionally, due to the nationwide PHE, Medicare beneficiaries who may not have been eligible for Medicaid prior, were approved. Their Medicaid approval automatically enrolled them into Extra Help / LIS, which significantly reduced the hands-on assistance provided by VICAP team members to get them enrolled in the LIS benefit. Enrollment into an extra help program saves beneficiaries up to \$5k/per year.
- The VICAP Team offers information and resources for residents who are not eligible for Medicare. A partnership with Neighborhood Health was initiated in GY 2022 as a referral source for VICAP clients.

<b>Recommendations</b>	<b>Target Dates</b>
<ul style="list-style-type: none"> <li>• Continue to ensure accuracy in data reporting and tracking in STARS and on the cost savings spreadsheet to track money saved.</li> <li>• Continue to ensure all staff and volunteers are trained and comfortable using STARS as well as the tracking measure for money saved.</li> <li>• 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.</li> <li>• Build new relationships with community pharmacy providers as a resource to help our residents reduce health insurance costs.</li> <li>• Continue to offer resources like discount drug coupons and Part D plans that may be less expensive.</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• FY 2023 Q4</li> <li>• Ongoing</li> </ul>
<b>Forecast</b>	
<ul style="list-style-type: none"> <li>• In GY 2023, anticipate a cost savings of \$200,000.</li> </ul>	

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 2022, 265 people attended a Medicare Course and 71 completed an evaluation – a 27% 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 2022, 90% 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 2021. 79% of individuals in GY 2022 reported feeling better informed on how to find a plan that meets their healthcare needs, a 9 percentage point decrease compared to 2021 responses. 77% reported knowing how to save money on their healthcare coverage in GY 2022, which is an 18 percentage point increase from the previous year.

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.
- The COVID-19 pandemic prompted transition to remote service delivery and virtual Medicare courses. After the end of a virtual Medicare course or 1:1 Medicare counseling session, beneficiaries are emailed a link to the survey.

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- 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.
- Survey responses indicated concerns surrounding the breadth of the course, the increasing cost of Medicare annually, and the complexity of the topic.
- In GY 2022, 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. Therefore, the percentage of respondents agreeing with this statement increased to 77%. Only 4% of individuals reported disagreeing that they know how to find a plan that meets their healthcare needs. The remaining 17% 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.

<b>Recommendations</b>	<b>Target Dates</b>
<ul style="list-style-type: none"> <li>• Continue to track the total number of attendees for all Medicare courses and utilize the assessment tool to track results.</li> <li>• Continue to research best practices and other programs to improve evaluation of the course outcomes.</li> <li>• Continue to utilize technology to offer online webinar format for Medicare Courses.</li> <li>• Continue to develop outreach and marketing materials on how to save money on healthcare coverage and promote awareness through radio and other social media tools.</li> <li>• Evaluate course content and consider alternatives to focus on cost saving and address the feedback from the surveys.</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• GY 2023 Q4</li> </ul>

<b>Forecast</b>
<ul style="list-style-type: none"> <li>• In GY 2023, anticipate all participants will rate each of the metrics at a target rate of 90% or above.</li> </ul>