

**FY 2024 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 1 – August 31) 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 2024, the total number of Medicare beneficiaries living in Arlington is 25,945 (up 2% from GY 2023) (HHS EmPower data). The total number of Medicare beneficiaries under age 65 is 1,484 (down 3% from GY 2023).</li> <li>• Grant funding is allocated based on the number of beneficiaries per community. For Grant Year 2024 (April 1, 2023 – March 31, 2024), Arlington received \$25,173 plus \$25,000 of State General Funds for VICAP, \$12,000 for SMP, and \$10,710 for MIPPA. VICAP also receives local funding.</li> </ul>		
Service Delivery Model	<ul style="list-style-type: none"> <li>• 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.</li> </ul>		

**FY 2024 PERFORMANCE PLAN**

- For GY 2025, 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.

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

Staff	<p>Total 2 Staff FTEs:</p> <ul style="list-style-type: none"> <li>• 0.25 FTE Supervisor, AAA Director</li> <li>• 1.00 FTE Staff VICAP Coordinator</li> <li>• 0.75 FTE Staff VICAP Counselor</li> </ul> <p>Total 8.0 Volunteers</p> <ul style="list-style-type: none"> <li>• 7.0 Certified Volunteer Counselors</li> <li>• 1.0 Administrative Volunteer</li> </ul>
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Customers and Service Data		<b>GY 2021</b>	<b>GY 2022</b>	<b>GY 2023</b>	<b>GY 2024</b>
	Unduplicated individuals receiving VICAP counseling (65+)	803	731	783	784
	Unduplicated low-income individuals served	520	466	338	498
	Unduplicated LEP individuals served	108	161	198	174
	Total attendees at Outreach Events	679	916	946	1,177
	Total attendees at Medicare courses	646	978	636	661
	Total Counselor Hours	2,929	2,375	2,736	2,768

**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?**

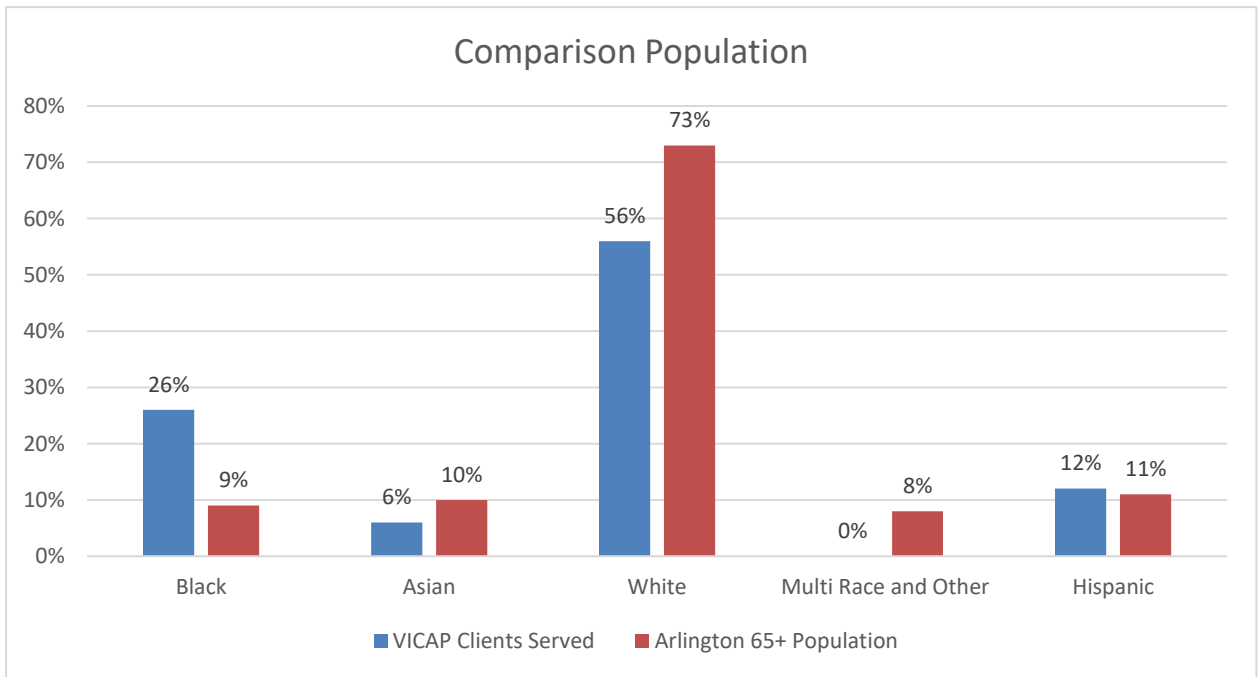
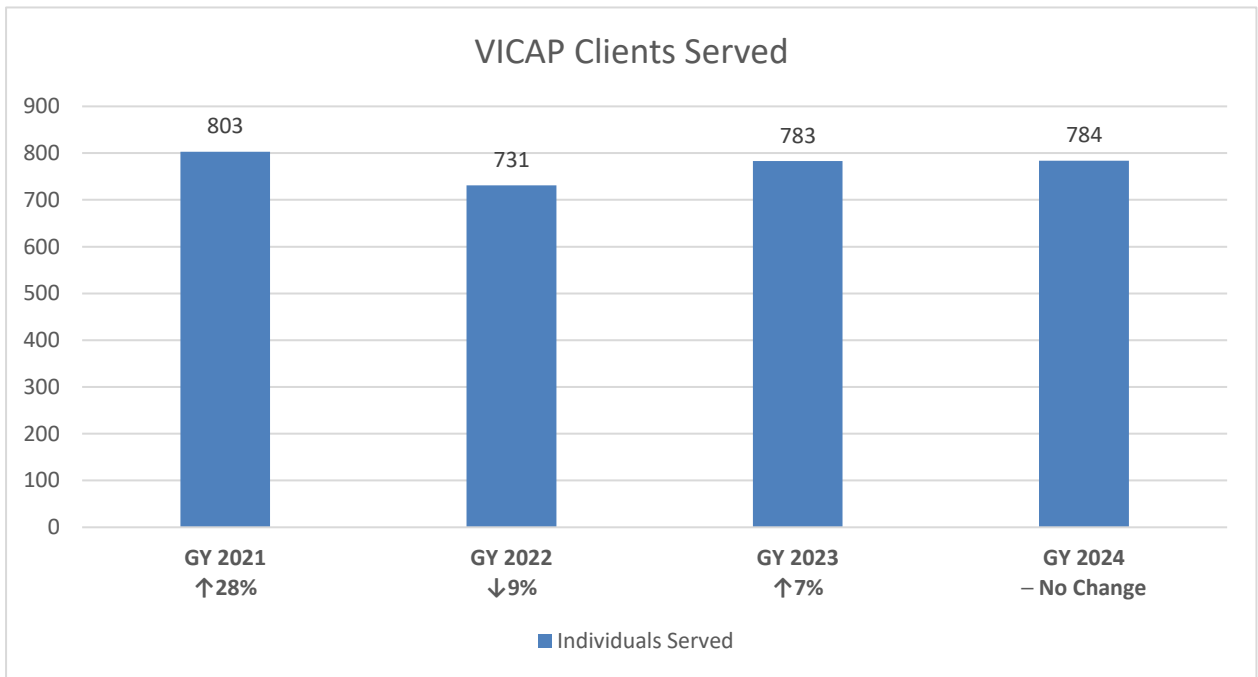
3.1	Cost Savings for Medicare Beneficiaries
3.2	Medicare Education Impact

FY 2024 PERFORMANCE PLAN

VICAP (Medicare Counseling)

Measure 1 Individuals Served

Data



Data Summary

- In GY 2024, the VICAP team served 784 individuals. There was no increase from the prior year.
- VICAP serves a small number of Medicare Beneficiaries under the age of 65. The number served for GY 2024 totaled 87, a 98% increase from the year prior.
- The total number of counselor hours increased by 1% in GY 2024.

**FY 2024 PERFORMANCE PLAN**

- Of the total clients served in GY 2024:
  - 56% identify as White
  - 26% identify as Black or African American
  - 6% identify as Asian
  - 0% identify as some other race or multiple races
  - 12% identify as Hispanic
- 7% of clients did not have race or ethnicity recorded. They are excluded from the race and ethnicity disaggregation above.
- Hispanic client counts are unduplicated for program clients and duplicated for the comparison population of Arlington residents aged 65+.

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

- In GY 2024, the number of individuals served by the VICAP team remained consistent with the previous year, despite the slight increase in the overall number of Medicare Beneficiaries in Arlington in 2024. 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 number of low-income individuals served increased by 47% due in part to the outreach efforts. Attendees at outreach courses increased by 24% while the number of LEP individuals served decreased by 12%.
- The hours spent counseling Medicare beneficiaries increased 1% from the year prior. VICAP Volunteers are spending additional time with beneficiaries to ensure they are meeting the complex needs. 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.
- In FY 2024, three new sites were targeted for Open Enrollment sessions to expand the reach in underserved communities. The new sites served this year were Sequoia Plaza, Lomax AME and the Terraces at Arlington View.

<b>Recommendations</b>	<b>Target Dates</b>
<ul style="list-style-type: none"> <li>• Offer ongoing training for data entry and create a checklist for staff and volunteers to ensure compliance with data requirements and timeliness standards.</li> <li>• Select one new community in an underserved area for outreach in the upcoming Open Enrollment Period.</li> <li>• Collaborate with ADSD QA Analyst to perform monthly quality assurance checks to ensure data is entered accurately and timely.</li> </ul>	<ul style="list-style-type: none"> <li>• Q4 GY 2025</li> <li>• Q3 GY 2025</li> <li>• Q4 GY 2025</li> </ul>

**Forecast**

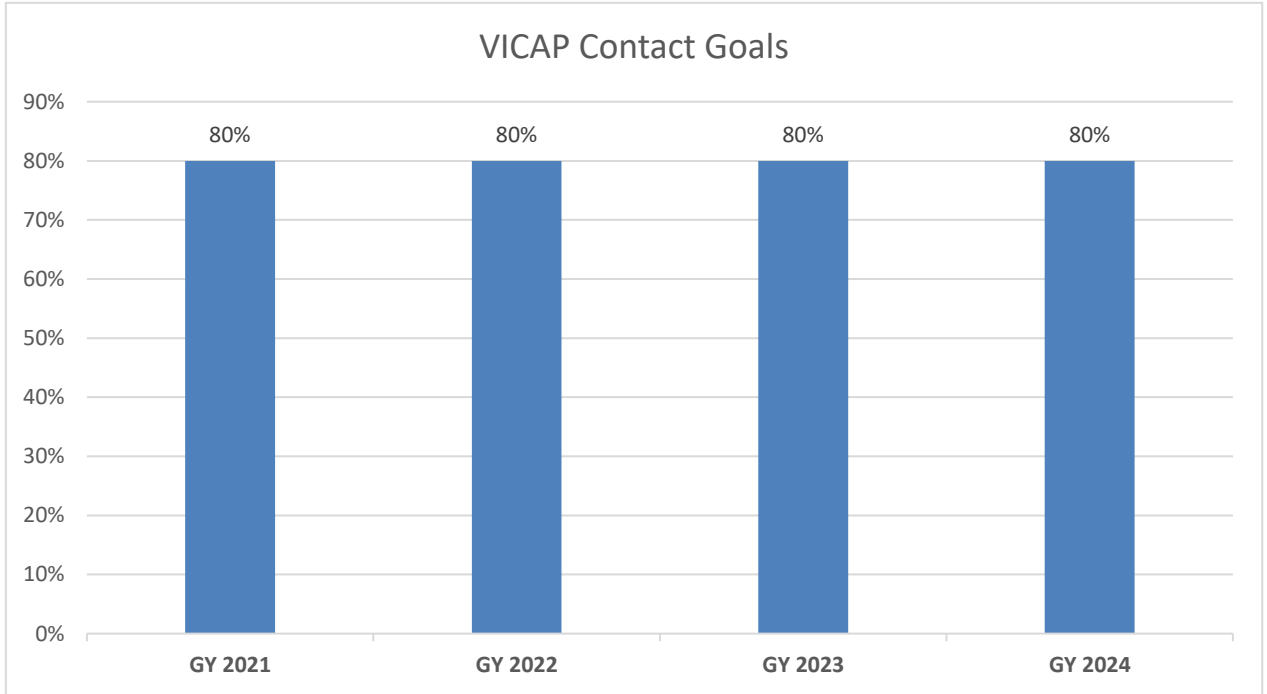
- For GY 2025, the VICAP team expects to spend 3,000 hours serving 800 clients.

**FY 2024 PERFORMANCE PLAN**

**VICAP (Medicare Counseling)**

**Measure**      2.1      Compliance with Federal Outreach Guidelines

**Data**



Year	Contacts	Outreach	Under 65	Hard to Reach	Enrollment
<b>GY 2021</b>	Met	Met	Met	Met	Not Met
<b>GY 2022</b>	Met	Met	Met	Met	Not Met
<b>GY 2023</b>	Met	Met	Met	Met	Not Met
<b>GY 2024</b>	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 (784 (102%) in GY 2024, the same as 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 (1,177 (153%) in GY 2024, an increase of 24% from the prior year).
- **PM3: Medicare Beneficiaries Under 65** - Contacts with Medicare beneficiaries under the age of 65 in Arlington (87 (197%) in GY 2024, an increase of 98% from the prior year).
- **PM4: Special Populations** - Percentage of individuals considered "hard to reach" special populations due to race, cultural background, and ethnicity;

**FY 2024 PERFORMANCE PLAN**

- limited English proficiency; disability status; and income limitations. (498 (65%) in GY 2024, a decrease of 12% 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 (377 (29%) in GY 2024, a decrease of 5% from the prior year).
- For GY 2024, 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.
- With the adherence to a state mandate, during the Medicare Open Enrollment Period which spans annually between October 15 – Dec. 7<sup>th</sup>, VICAP conducted equity tours, targeting zip codes with higher concentrations of underserved minorities, low-income older adults, persons with disabilities, and individuals whose primary language was not English to discuss benefit programs. Team members conducted health insurance assessments and enrollments into Medicare Part C and D Plans, Extra Help, Medicaid, and Medicare Savings Programs.
- Within Senior Centers, Independent Living Facilities, Affordable Living Residences, a Local Food Bank and within Faith Communities, team members signed beneficiaries up for benefit programs that reduced their out-of-pocket prescription drug and healthcare costs.
- 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.

<b>Recommendations</b>	<b>Target Dates</b>
<ul style="list-style-type: none"> <li>• Build partnerships with diversity focused organizations.</li> <li>• Facilitate one hybrid program in a language other than English.</li> <li>• Partner with a culturally diverse radio show or newspaper.</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Q2 GY 2025</li> <li>• Q4 GY 2025</li> </ul>

**Forecast**

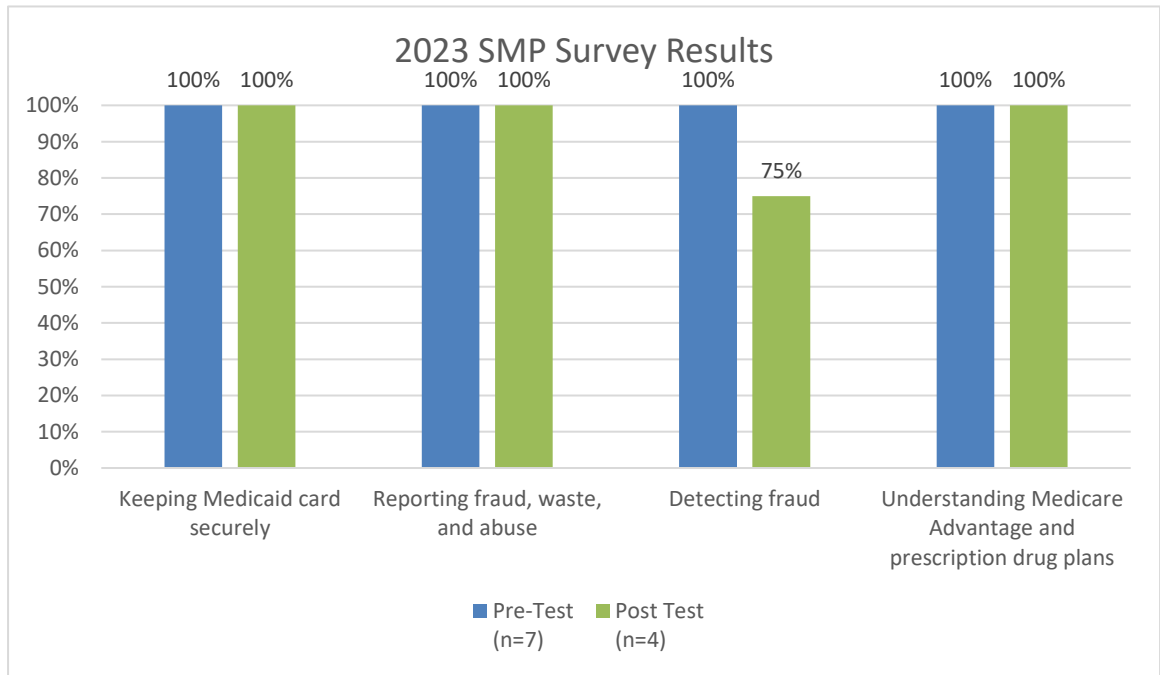
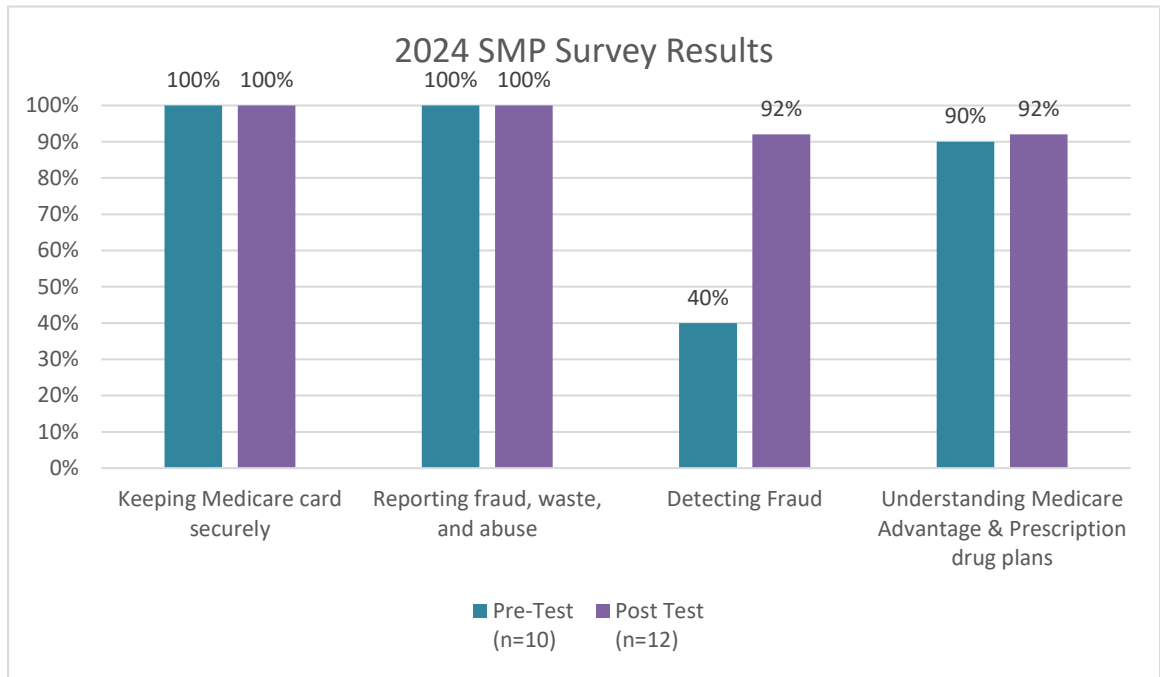
- In GY 2025, VICAP anticipates meeting four of the five performance metrics (80%).

FY 2024 PERFORMANCE PLAN

VICAP (Medicare Counseling)

Measure 2.2 Effectiveness of Senior Medicare Patrol Trainings

Data



Data Summary

- For GY 2024, a pre and post-test model was piloted to evaluate the impact of the SMP training. For this year, 10 participants completed a pre-test and 12 completed a post-test.

## FY 2024 PERFORMANCE PLAN

- 100% reported having Knowledge of protecting their Medicare Number, understanding how to report Medicare fraud, waste, and abuse; 92% understood how to detect fraud; and 92% understood the responsibilities of Medicare Advantage and Drug plans.

### 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.
- To measure the impact of the information and knowledge shared around fraud, errors and abuse, VICAP began a new collaboration with partners that include Arlington County's Commission on Aging, Arlington County's Police Department, the U.S. Securities and Exchange Commission, and a continued collaboration with Virginia's Senior Medicare Patrol. The training series focused on imposter scams, healthcare fraud, artificial intelligence, and financial scams.
- In Q3 GY 2024, VICAP launched its first iSpring training on Medicare fraud, waste, and abuse. This training, housed on the VICAP Training Academy website integrates the pre- and post-test assessment, and aligns with SMP's contract goals of:
  - Increasing public awareness of the SMP Program
  - Conducting outreach
  - Offering training that empowers individuals to prevent, detect, and report fraud, errors, and abuse in the Medicare system
- To collect data before and after the presentation, the SMP survey was disseminated via Microsoft Forms and in person. Due to the outcome of survey responses, VICAP revamped the format for collecting pre and post survey results and developed an self-guided online training which includes mandatory surveys. The self-guided online training will be launched in Q4, prior to VICAP's Fall fraud training.
- The questions in the GY 2024 pre- and post-test consist of 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.
  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 reporting Medicare Fraud, Waste, and abuse, and protecting their Medicare card. 90% were knowledgeable in Medicare Advantage and Prescription drug plans, and 40% indicated having knowledge on how to help and detect fraud.
- The increase in knowledge about detecting fraud demonstrates the need to continue offering trainings and seminars to raise awareness about the ever-changing landscape of Medicare Fraud and scams that target older adults.
- VICAP's performance against the contract goals has resulted in additional funds to the program to continue education and communication efforts on SMP topics.
- Two more respondents completed the post-test than the pre-test, likely due to joining the course presentation after the pre-test had already been administered.

### Recommendations

### Target Dates



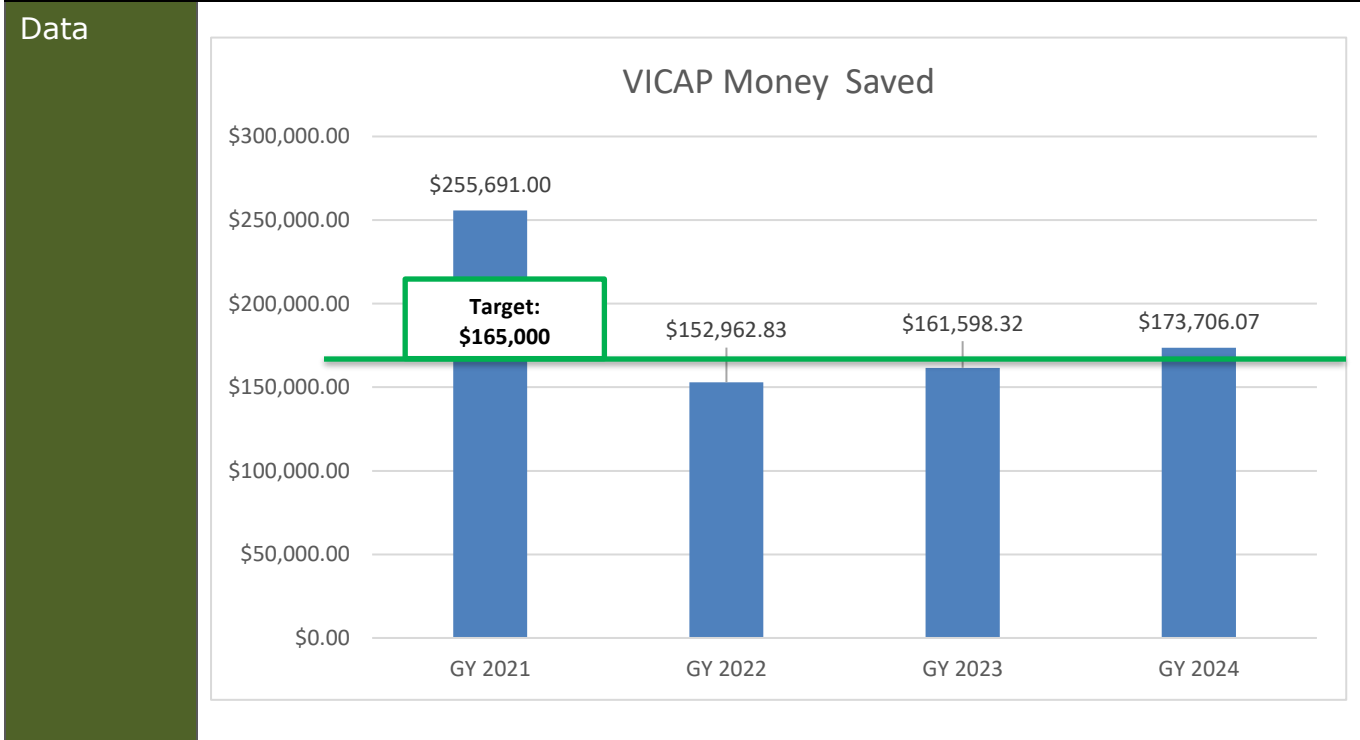
**FY 2024 PERFORMANCE PLAN**

<ul style="list-style-type: none"><li>• Launch a series of online trainings that can be accessed on-demand.</li><li>• Continue to utilize the feedback gathered to target outreach and enhance future events.</li><li>• Continue to track the number of attendees at all SMP events.</li></ul>	<ul style="list-style-type: none"><li>• Q4 GY 2025</li><li>• Ongoing</li><li>• Ongoing</li></ul>
<b>Forecast</b>	
<ul style="list-style-type: none"><li>• In GY 2025, 95% of attendees will increase their knowledge after the training.</li></ul>	

**FY 2024 PERFORMANCE PLAN**

**VICAP (Medicare Counseling)**

<b>Measure</b>	3.1	Cost Savings for Medicare Beneficiaries
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<b>Data Summary</b>	<ul style="list-style-type: none"> <li>• In GY 2024, the VICAP team recorded \$173,706.07 in annual savings to Medicare beneficiaries, a 7% increase from the prior year.</li> <li>• A total of 53 beneficiaries saved on average \$3,277.47.</li> <li>• The highest recorded savings was \$14,182 realized through Medicaid and Part D prescription coverage.</li> <li>• Cost savings are calculated based on an individual’s initial and final costs.</li> <li>• This measure includes existing Medicare participants who qualify for additional healthcare savings; new enrollees are not included.</li> <li>• Staff and volunteers track the monies saved and the method of savings recorded supporting documentation in STARS.</li> </ul>
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**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.

**FY 2024 PERFORMANCE PLAN**

- VICAP yielded a 7% increase from the year prior in cost savings. Attributing factors included:
  1. The reinstatement of beneficiaries Medicaid coverage
  2. The dissemination of Prescription Drug Coupons
  3. Changes to Prescription Drug and Medicare Advantage Plans
  4. Funding streams for external resources like Patient Assistance Programs (PAP) was limited and did not lend to significant VICAP referrals. These programs led to a significant percentage of the cost savings before GY 2022.
- 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.

<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 foster partnerships with Neighborhood Health, Genoa Pharmacy, and Needy Meds to ensure constituents are aware and informed of resources to lower their health insurance costs.</li> <li>• Continue to educate beneficiaries on the benefits of generic drugs and lower-cost prescription drugs.</li> <li>• During Medicare’s Open Enrollment Period, facilitate clinics and spearhead programs that educate beneficiaries on Medicare’s Part D improvements and cost sharing benefits.</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Q4 GY 2025</li> </ul>

**Forecast**

- In GY 2025, we anticipate a cost savings of \$175,000.

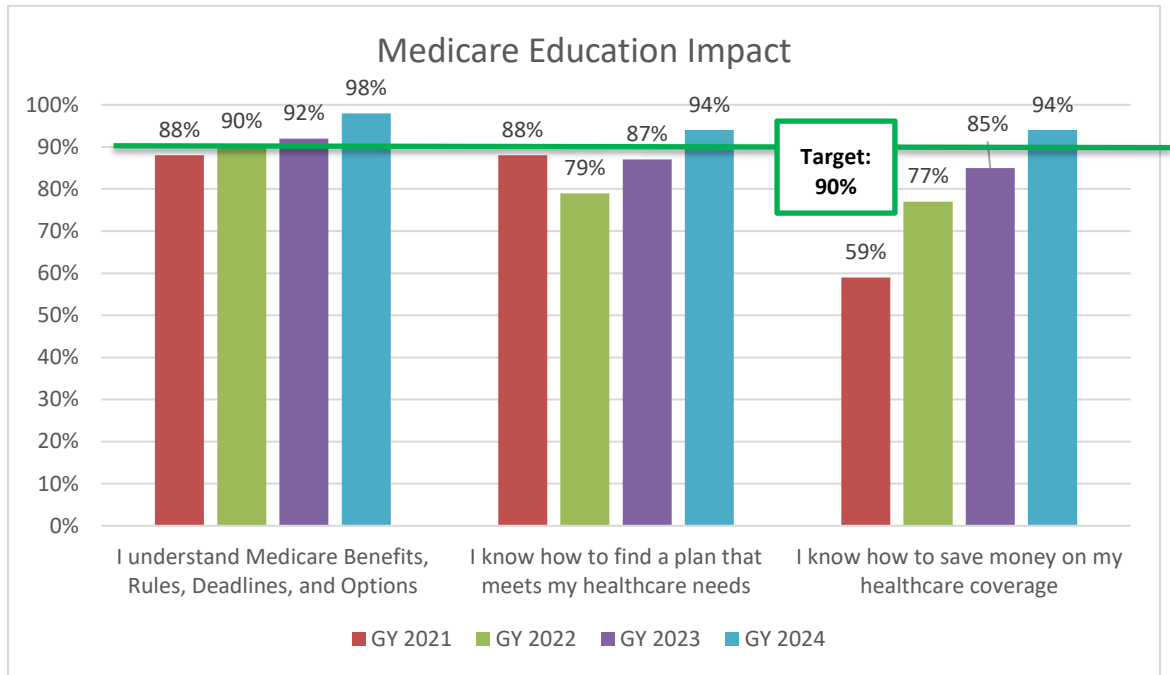
**VICAP (Medicare Counseling)**

Measure

3.2

Medicare Education Impact

Data



Data Summary

- All individuals who attended a Medicare Course or one-on-one counseling session are provided with the Medicare Course evaluation. In GY 2024, 661 people attended a Medicare Course and 148 completed an evaluation – a 22% 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 2024, 98% 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, a 6% increase compared to GY 2023. Ninety-four percent of individuals in GY 2024 reported feeling better informed on how to find a plan that meets their healthcare needs, a 7% increase compared to GY 2023 responses. Ninety-four percent reported knowing how to save money on their healthcare coverage in GY 2024, a 9% increase over GY 2023.

**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.
- Most 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 2024 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.
- Throughout GY 2024 the team facilitated presentations on Medicare and Caregivers, Medicare Appeals, Medicare Preventive Services and Medicare, Job-Based Health Insurance and Retirement.
- 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 ninety-four%. Less than 1% of individuals reported disagreeing that they know how to find a plan that meets their healthcare needs. The remaining 5% reported either feeling neutral or that the question did not apply.
- VICAP’s Program Coordinator worked with the DHS Communications team to promote awareness through the DHS Instagram, Twitter Page, DHS Newsletter, and other social media tools.
- In collaboration with the DHS Communications team, the program launched a new VICAP Training Academy in Q3 GY 2024, that provides on demand webinars used to inform, educate, and empower individuals on Medicare.
- VICAP services and course offerings are advertised using County social media platforms and the continued use of the VICAP 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 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> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> </ul>

<b>Forecast</b>
<ul style="list-style-type: none"> <li>• In GY 2025, VICAP anticipates all participants will rate each of the metrics at a target rate of 90% or above.</li> </ul>