



# Annual Report Highlights Fiscal Year (FY) 2020

(July 1, 2019 – June 30, 2020)

## Mission

The Medicare Rights Center is a national, nonprofit consumer service organization that works to ensure access to affordable health care for older adults and people with disabilities through counseling and advocacy, educational programs, and public policy initiatives.

## National Helpline

The heart of the Medicare Rights Center's work is its national helpline. The helpline answered over 27,000 questions last year for people with Medicare, their families, and the professionals serving them. Each helpline caller receives one-on-one assistance from a trained helpline counselor, and each client's information is entered into Medicare Rights' customized database, where it can be translated into reports and analyzed for education and policy purposes.

## Helping Beneficiaries with Limited Incomes Enroll in Benefits

At the end of each call taken on Medicare Rights' helpline, counselors screen the caller for Medicare-related cost-saving benefits. These benefits, the Medicare Savings Programs (MSP) and the Part D prescription drug benefit's Extra Help subsidy, help Medicare beneficiaries pay for premiums and prescription drugs. Thanks to its screening and enrollment efforts, last year Medicare Rights submitted over 2,100 benefit applications on behalf of callers, securing a value of \$8.8 million for these beneficiaries and helping ensure their access to needed care.

## Medicare Interactive

Medicare Interactive—[www.medicareinteractive.org](http://www.medicareinteractive.org)—is an online resource of Medicare answers, presented in a searchable, consumer-friendly format. The site includes hundreds of pages, and some of the most popular topics include an overview of the parts of Medicare (A, B, C, and D); the differences between Medicare and Medicaid; information about home health care; what to do if a Medicare card is lost, stolen, or damaged. Partners across the country, including Area Agencies on Aging, State Health Insurance Assistance Programs, and other advocates,

turn to Medicare Interactive for answers and refer their clients to the site. Last year, the site received over 3.3 million visits.

## Trainings & Presentations

The Medicare Rights Center offers a variety of in-person and online trainings and presentations to professionals and beneficiaries throughout the country. These sessions cover topics such as Medicare basics, enrollment in low-income benefits, and Fall Open Enrollment. Medicare Rights provides training, technical assistance, and promotional activities in support of the State Health Insurance Assistance Program (SHIP) and 54 SHIP projects nationally. Serving as the Medicare content expert of the SHIP Technical Assistance Center, Medicare Rights develops and implements an integrated training and counseling platform for SHIPs to use in educating their staff and volunteers and helping beneficiaries navigate Medicare and Medicaid questions.

## Medicare Interactive (MI) Pro

Social workers, doctors, nurses, attorneys, and other professionals are frequently asked questions about Medicare that they have difficulty answering. In December 2016, Medicare Rights launched MI Pro, an online Medicare curriculum designed to empower professionals to better help their own clients, patients, employees, retirees, and others navigate a multitude of Medicare questions. Professionals taking MI Pro courses can learn at their own pace using their online login and gain knowledge on Medicare rules, benefits, and plan options. MI Pro also offers Continuing Education credits for human resources professionals, Certified Public Accountants, licensed social workers, Certified Financial Planners, insurance producers, and nurses. With MI Pro, Medicare Rights increases professionals' capacity to serve their own clients, thereby reaching an even greater number of beneficiaries.

## Medicare Minute

The Medicare Rights Center leads a national peer-to-peer educational program called the Medicare Minute. Through the Medicare Minute program, Medicare Rights works with host organizations in all 50 states to provide a steady stream of Medicare education to people with Medicare, their caregivers, and the professionals who serve them. Each month, host organizations receive a new Medicare Minute, which they can then present to their communities. The Medicare Minute builds camaraderie among older adults, strengthens community-based organizations, and encourages participants to become advocates for their own health care.

Last year, to help New Yorkers with Medicare and their caregivers stay connected during the COVID-19

pandemic—and building on the success of the live Medicare Minute program—Medicare Rights began leading monthly virtual Medicare Minute sessions for older New Yorkers and those with disabilities. Each session is organized around three key points, provides take-action steps, and offers time for participants to share their experiences and questions.

## Media

Medicare makes headlines. For journalists seeking up-to-date information on a variety of Medicare topics, the Medicare Rights Center serves as an invaluable resource. Recent media hits of note include placements in Forbes, The New York Times, The Wall Street Journal, The Associated Press, and The Washington Post.

## FY 2020 Highlights

Questions answered for consumers and professionals	27,331
Benefit applications submitted on behalf of helpline callers	2,193
Value of benefits secured for clients	\$8,821,818
Helpline and enrollment volunteer hours	8,233
Visits to Medicare Interactive	3,319,942
Media placements	2,650

## FY 2020 Financial

Support	% Percentage	\$ Amount
Foundations	18.2%	\$783,504
Government	49.8%	\$2,141,148
Individuals	3.0%	\$127,301
Donated Services	1.7%	\$74,870
Special Event	10%	\$430,579
Other Income	17.3%	\$745,451
<b>Total</b>	<b>100%</b>	<b>\$4,302,852</b>

Expenses	% Percentage	\$ Amount
Programs and Services	82.3%	\$3,098,579
Management	6.8%	\$255,010
Fundraising General	7.7%	\$288,251
Fundraising Special Event	3.3%	\$122,667
<b>Total</b>	<b>100%</b>	<b>\$3,764,507</b>