



# ANNUAL REPORT 2024

CELEBRATING 35 YEARS  
OF GROWTH & IMPACT

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# Advocating for Access, Empowering Communities

For 35 years, our mission has been clear: to ensure access to affordable health care for older adults and people with disabilities through counseling, education, and advocacy.

Over the past fiscal year (July 1, 2023 – June 30, 2024), we strengthened our commitment to empowering individuals, improving health care access, and addressing the growing needs of our communities.



# A Year of Impact: Advancing Health Care Access Together

*Dear Friends,*

This year, we reached new heights in advancing our mission to ensure access to affordable health care for older adults and people with disabilities. Fiscal year 2024 (FY2024) marked a period of growth, innovation, and unwavering commitment to those who rely on Medicare. It was also a year of celebration as we marked the 35th anniversary of the Medicare Rights Center—a milestone that reflects decades of service, advocacy, and impact.

Our helpline answered 36,000 questions—a testament to the trust people place in us. We secured nearly \$11 million in benefits through over 2,200 Medicare Savings Program applications, providing vital assistance to individuals and families nationwide. Our online resource, *Medicare Interactive*, welcomed over 3.1 million visits, equipping beneficiaries, caregivers, and professionals with tools to navigate Medicare.

These accomplishments reflect the dedication of our exceptional staff and volunteers, whose efforts made a difference for nearly 10,000 individuals through personalized counseling. Their work continues to address a growing need for guidance in an ever-changing health care landscape.

I am deeply grateful to our supporters and partners. Your contributions power this work, allowing us to innovate and expand our reach. Together, we are building a Medicare program that is more equitable, accessible, and responsive to the needs of millions.

Looking ahead, we remain steadfast in our commitment to advocacy, education, and service. There is still more to be done, but with your continued support, we are ready to meet tomorrow's challenges with determination and hope.

Thank you for being a vital part of this journey. I invite you to explore the highlights of our work in this report and join us as we continue to champion health care access and equity for all people with Medicare.

With gratitude,



**Fred Riccardi**  
President

# Supporting Beneficiaries Nationwide

**36,000**

Questions answered on  
our national helpline

**67%**

Increase in non-English-  
language questions answered

**\$11 million**

Benefits secured for clients

**2,200+**

Benefit applications submitted

We remain a trusted resource for individuals navigating the complexities of Medicare. In FY2024, **we answered an incredible 36,000 questions**—a 9% increase from the prior year—on our national helpline (800-333-4114).

Whether addressing eligibility concerns, cost-saving options, or enrollment challenges, each question was met with personalized, compassionate guidance. Additionally, **we screened for and submitted over 2,200 Medicare Savings Program applications, securing nearly \$11 million** in essential benefits for our clients.

Our helpline also continued to address the needs of diverse populations, with non-English-language questions increasing by 67%. This milestone reflects our focus on reducing barriers to access and serving communities that are too often overlooked.

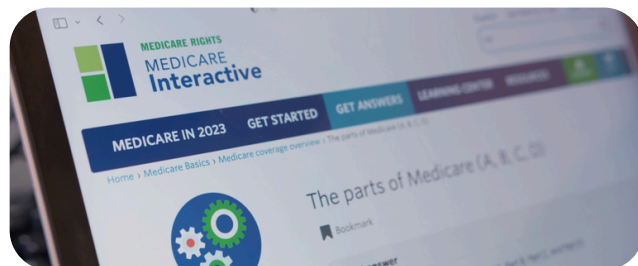
# Innovative Educational Tools

Education remains at the core of our mission. **Medicare Interactive**, our online resource, saw **more than 3.1 million visits in FY2024—a 9% increase—with 2.4 million unique visitors** accessing user-friendly information on Medicare’s rules, benefits, and processes. Registrations for this indispensable tool **grew by 18%, empowering over 96,000 users** to make informed health care decisions.

We also maintained our commitment to professional education through our training platform, **Medicare Interactive Pro (MI Pro)**. This online curriculum enables social workers, doctors, attorneys, and other professionals to improve their knowledge and better serve their clients. With tools like Continuing Education credits and on-demand learning, MI Pro amplifies our reach by equipping professionals nationwide to tackle Medicare’s challenges head-on.



**3.1 million**  
Visits to Medicare Interactive



**96,000**  
Registered users



Medicare Interactive (MI) is a free, independent online resource created to guide older adults, people with disabilities, their families, caregivers, and the professionals who support them through the complexities of health insurance.

# Reaching Communities Through Outreach

Our outreach efforts in FY2024 played a pivotal role in educating and empowering individuals with Medicare and their caregivers. Through our **Medicare Minute** program, delivered via monthly webinars and community presentations, we connected with thousands of participants, fostering informed decision-making and encouraging self-advocacy.

Additionally, we conducted **174 educational presentations, trainings, and webinars, reaching 10,455 participants.**

These sessions provided essential information on Medicare basics, Fall Open Enrollment, and cost-saving programs, equipping beneficiaries and their families with the tools to navigate Medicare confidently.

A major focus this year was raising awareness about income-based assistance programs, such as Medicare Savings Programs (MSPs) and the Extra Help prescription drug subsidy, which provide critical support to low-income individuals.

Through community education and personalized counseling, we reached thousands more individuals eligible for these programs, which can save them an estimated \$8,000 each year on their Medicare costs.

**10,455**

Presentation attendees

**1,171**

Media placements



Our reach was further expanded through **1,171 media placements—a remarkable 151% increase**—which ensured that accurate and timely information reached a national audience. These efforts, combined with grassroots education and personalized support, strengthened our impact, helping individuals with Medicare afford and access the health care they deserve.

# Volunteer Power and Community Impact

Our volunteers are the backbone of the Medicare Rights Center's efforts, driving our mission forward with dedication and compassion. In FY2024, **31 active volunteers contributed an extraordinary 7,632 hours of service, valued at \$255,596**—a 7% increase from the previous year.

Their time and expertise were essential in supporting the individuals and families who rely on us for guidance and advocacy.

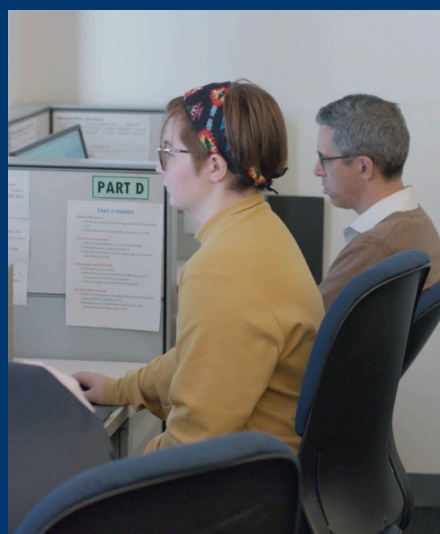
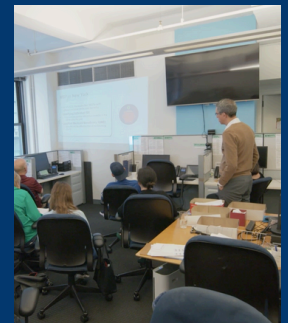
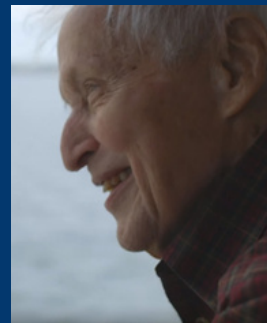
If you are interested in volunteering, please visit [www.medicarerights.org/volunteer](http://www.medicarerights.org/volunteer) to learn how.

## 7,632

Hours of volunteer service

## \$255,596

Value of volunteer service



# Shaping the Future of Medicare: Policy and Advocacy Leadership

We remain steadfast in our dedication to improving the Medicare program and addressing the evolving needs of beneficiaries. Our policy initiatives in Washington, DC, and Albany, NY, ensure that the voices of older adults, people with disabilities, and caregivers are heard at every level of government.

In Washington, DC, we work to protect and strengthen Medicare, ensuring it meets the needs of those it serves today and in the future. A recent success, the BENES Act, streamlined Medicare enrollment processes, setting a strong foundation for reforms that improve access and reduce barriers for beneficiaries. Our federal advocacy also focuses on expanding Medicare benefits, such as coverage for hearing, vision, and dental care, while safeguarding existing benefits from proposed cuts. By leveraging our helpline data and collaborating with other advocates, we provide critical insights that highlight the needs of beneficiaries and influence positive systemic change.

In Albany, NY, we collaborate with state lawmakers and agencies to address the unique health care needs of New Yorkers with Medicare.

Our efforts include advocating for the expansion and accessibility of Medicare Savings Programs (MSPs), which help low-income individuals afford their premiums and out-of-pocket costs. We also prioritize improving care coordination and addressing health disparities, particularly in underserved communities. Through testimony, research, and coalition-building, we work to shape policies that break down barriers and create equitable health care opportunities across the state.

These advocacy efforts are deeply informed by our direct service work. Each call to our helpline and every counseling session provides valuable data that we use to inform our policy priorities. This integrated approach ensures that our policy initiatives are rooted in the real-world experiences of those we serve.

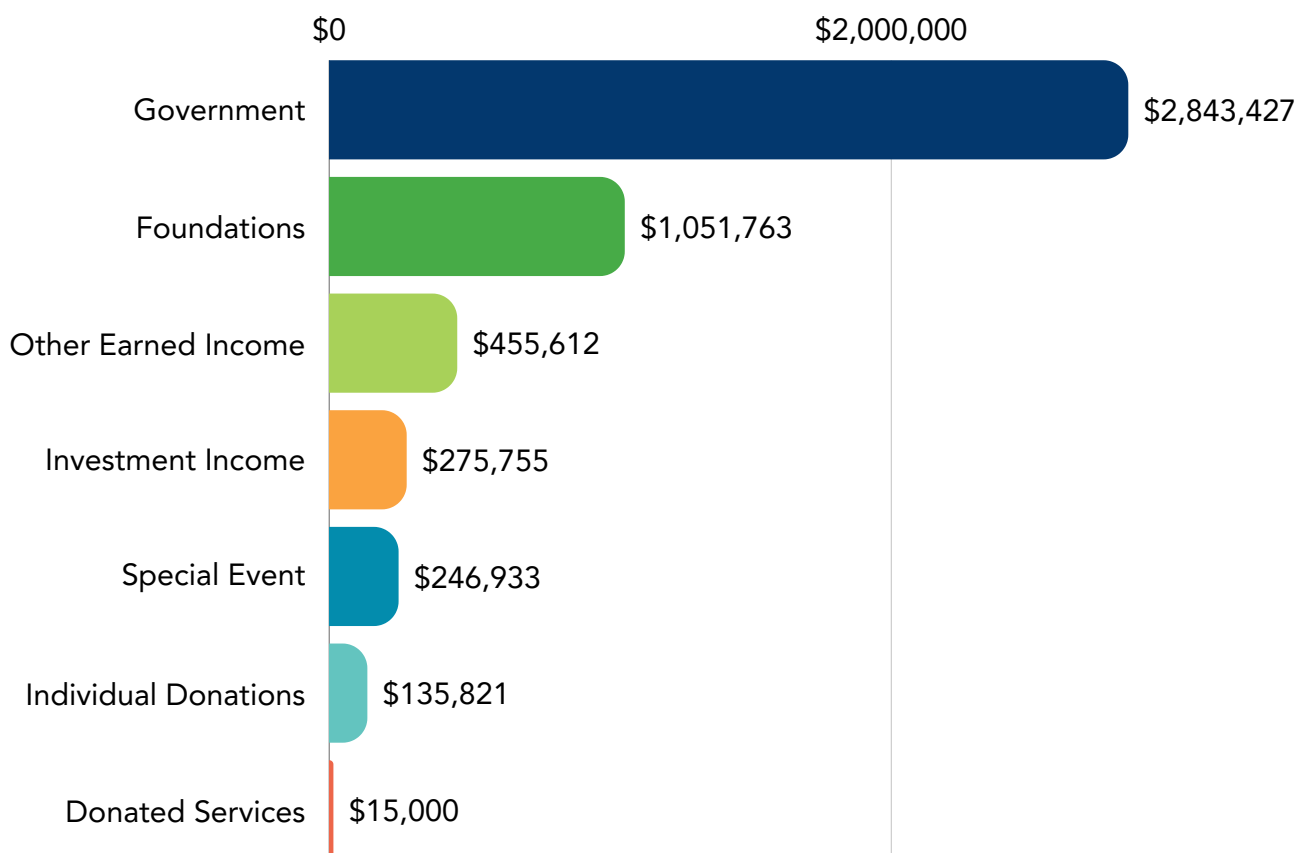
As we look ahead, we remain committed to expanding these efforts and building a Medicare system that works better for everyone. Together with our partners, supporters, and volunteers, we are shaping a future where Medicare is more accessible, equitable, and sustainable for this generation of beneficiaries and the next.

# Our Funding

## Strengthening Our Mission Through Support

The Medicare Rights Center's work is made possible by the generosity and commitment of our diverse network of supporters. Government and foundation grants, individual donations, and corporate purchases and sponsorships all play a vital role in advancing our mission. These funding sources enable us to provide essential services, advocate for systemic change, and empower individuals with Medicare to navigate their health care confidently.

We are deeply grateful to all who share our vision of equitable and accessible Medicare program.

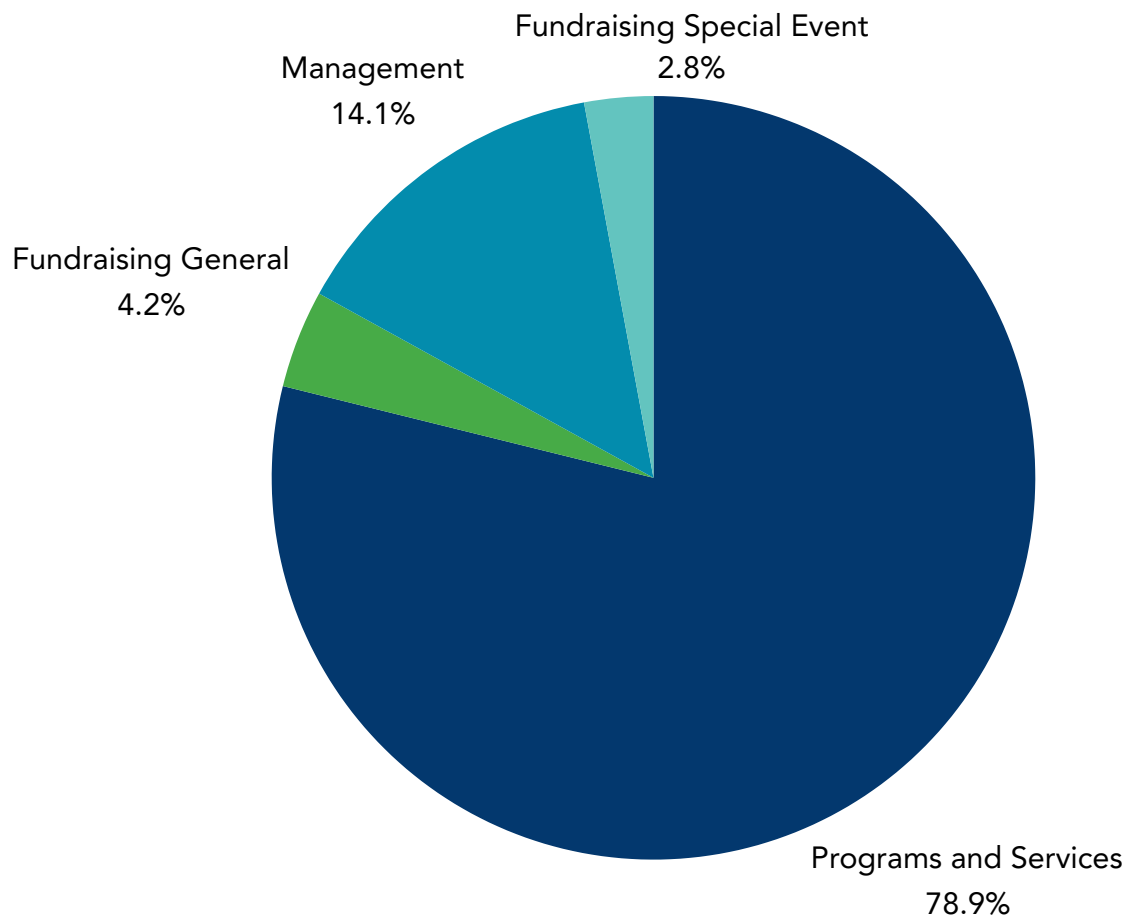


# Our Expenses

## Investing in Our Mission

At the Medicare Rights Center, every dollar spent is an investment in the health and well-being of the millions of people we serve. Our expenditures reflect our commitment to maximizing impact through direct service, education, advocacy, and outreach. By allocating the majority of our resources to programmatic efforts, we ensure that our mission remains at the forefront of everything we do.

Through careful financial stewardship, we continue to expand our reach and improve the lives of people with Medicare, all while maintaining the transparency and accountability our supporters expect.






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