

**From:** NCOA Center for Benefits Access <centerforbenefits@ncoa.org>  
**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 5/6/2015 2:37:51 PM  
**Subject:** Click2Mail: A promising practice to reach clients

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***May 6, 2015***

**Click2Mail: A promising tool to reach potential and existing clients**

Despite advances in online communication, regular “snail mail” continues to be a useful tool in conducting outreach and follow-up with many Medicare beneficiaries. Legal Aid of the Bluegrass, a Benefits Enrollment Center in Kentucky, has had success using Click2Mail, a postal delivery service that makes it easy for organizations to do mass mailings. Organizations can select different mail formats and upload documents for Click2Mail to print, stuff, and send, and also obtain mailing lists from the service.

**[Read about their experience](#) | [Discover other promising practices](#)**

**Medicare legislation makes QI permanent, expands MIPPA funding**

Last month, the Medicare Access and CHIP Reauthorization Act of 2015 was enacted into law. As a result, the Qualified Individual (QI) Medicare Savings Program is now permanent, ensuring Medicare beneficiaries with incomes between 120-135% of poverty can continue to get help paying their Part B premiums. The law also extended and increased funding for benefits outreach and enrollment activities under the Medicare Improvements for Patients and Providers Act (MIPPA) through fiscal year 2017.

**[Get more info](#)**

**Enforcement of Part D prescriber enrollment begins Jan. 1**

The Centers for Medicare & Medicaid Services (CMS) requires Medicare Part D prescribers to enroll in Medicare with an approved status or have a valid record of opting out, a result of the 2015 Medicare Advantage and Part D Final Rule. CMS recently delayed the enforcement for six months to allow Medicare Administrative Contractors (MAC) time to process applications and opt out affidavits. Beginning Jan. 1, 2016, plans must reject Part D claims submitted by physicians and eligible professionals who are not enrolled in Medicare in an

approved status with a National Provider Identifier on the claim.

[Read the explanation of the final rule](#)

### **CMS releases first ever hospital compare star ratings**

CMS recently introduced star ratings on its Hospital Compare tool to make it easier for consumers to choose a hospital and understand the quality of care hospitals deliver. Similar star ratings are also used on several other CMS tools, including within the Medicare Plan Finder, Nursing Home Compare tool, and Dialysis Facility Compare.

[Learn more](#) | [Use the Hospital Compare tool](#)

### ***Register...***

*Building Community Partnerships with the VA: Providing Options Counseling to Rural Veterans*, May 19 at 3 p.m. ET—Join this webinar to see how one state is connecting rural veterans to other community resources.

### ***Check this out...***

*Looking Beyond LIHEAP: Alternative Forms of Energy Assistance*—Download the fact sheet to discover programs your clients may be missing.

*Asset Tests in Part D Low-Income Subsidy (LIS)/Extra Help and Medicare Savings Programs (MSP): Differences in Treatment of the Burial Disregard*—Learn the difference in this new fact sheet.

*The State of Senior Hunger in America 2013: An Annual Report*—Get the facts on senior hunger in this report from the National Association for States United for Aging & Disability and the National Foundation to End Senior Hunger.

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NCOA | 251 18th Street South | Suite 500 | Arlington, VA 22202