



## GeorgiaCares and the Power of Partnership

### The “Why” behind Cooperative Resource Development

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As aging advocates, we’ve all done the math. Georgia’s aging population is booming, and the demand is outpacing resources. Our network needs smart solutions, creativity, and – most importantly – teamwork to meet the needs of older Georgians. That’s the concept behind GeorgiaCares, a high-energy private-public partnership designed to help state residents navigate Medicare and plan for the future.

What makes GeorgiaCares a success? Area Agencies on Aging like yours, dedicated volunteers, businesses, nonprofits, and public agencies strategically share strengths to meet one common goal – to help older Georgians successfully meet their financing and insurance needs related to healthcare and future long-term care services.

#### GeorgiaCares Components

- The GeorgiaCares State Health Insurance Assistance Program (SHIP) helps individuals understand their Medicare benefits.
- GeorgiaCares helps Medicare beneficiaries choose and enroll in prescription plans.
- The GeorgiaCares Senior Medicare Patrol helps people review their Medicare Summary Notices to identify fraud, error, and abuse.
- The GeorgiaCares Lifelong Planning Program helps individuals explore long-term care services, costs, and ways to prepare early.

#### Teamwork in Action: GeorgiaCares’ Achievements

- Since the program’s 2002 inception, GeorgiaCares’ paid and volunteer SHIP educators have counseled over **56,000** people about Medicare-related issues and have given Georgians the opportunity to save more than **\$87** million in prescription costs.
- GeorgiaCares teams have organized and participated in a phenomenal **6,777** community education and media events since 2002.
- July through November 2005, GeorgiaCares staff and volunteers educated over **12 million** individuals about Medicare prescription drug benefits through counseling sessions, public information events, and media coverage statewide.
- GeorgiaCares launched “Service 2 Seniors” (formerly “Medicare 2 Seniors”) in December 2003 with WSB-TV, Area Agencies on Aging, and energetic partners. During May 2005, more than **16,000** individuals learned about aging services and resources at **44** branded events statewide. In addition, Area Agencies on Aging received **10,000** free message products and mobilized **400** volunteers, many of whom were new to the GeorgiaCares network.

#### The GeorgiaCares Timeline: How It All Began

##### 1992

The Georgia DHR Division of Aging Services received a Health Information, Counseling and Assistance Grant from the Health Care Financing Administration (now known as the Centers for Medicare and Medicaid Services, or CMS). In the early years the program was named HICARE (Health Insurance Counseling, Assistance and Referral for the Elderly) and operated in only six regional Planning and Service Areas.

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### **1997-8**

HICARE expanded to statewide coverage.

### **1999**

From HICARE's beginning, Certified Coordinators and volunteers conducted community education to prevent Medicare and Medicaid fraud, waste and abuse. A grant in 1999 from the U.S. Administration on Aging expanded program efforts in this area and launched the Senior Medicare Patrol.

### **2002**

The HICARE program was expanded again and renamed GeorgiaCares. With additional state funds and in collaboration with many partners (including pharmaceutical companies, pharmacies, hospitals, Schools of Pharmacy, and other organizations), GeorgiaCares set out to enroll every eligible Medicare beneficiary in Georgia in all available low-cost prescription assistance programs.

### **2005**

GeorgiaCares expanded under a Governor's Lifelong Planning Initiative to educate Georgians in the use of personal planning tools and private funding options to meet future long-term care needs.

### **Did you know?**

Funds and in-kind support from private partnerships help fuel innovation in the GeorgiaCares program. Statewide cooperation and smart resource development are the keys to our success.

### **What the GeorgiaCares Standards Say about Partnerships**

From GeorgiaCares Standards, issued by the Georgia DHR Division of Aging Services, April 2005

“The DAS GeorgiaCares program will develop partnerships with organizations that will enhance the GeorgiaCares program. Program updates and activities will be disseminated to local Coordinators and Area Agencies on Aging. Each local program will maintain regular contact with the DAS GeorgiaCares program, support its partnership efforts and develop cooperative relationships within their region with GeorgiaCares' partner agencies. The Coordinator will report any issues and concerns that arise in working with partners immediately and directly to the DAS GeorgiaCares program director. The Coordinator will advise the DAS GeorgiaCares program director of all significant local partnership activities or local coalition-building activities.”

### **Let's boost the impact of GeorgiaCares. Here's how ...**

The GeorgiaCares state office takes the lead in developing and managing statewide partnerships. By coordinating GeorgiaCares partnership efforts to benefit the entire coalition, we can dramatically increase the value of GeorgiaCares as a sponsorship property and attract larger corporate gifts with broader geographic impact. This value enhancement strategy will enable the GeorgiaCares program to provide higher-quality services to a greater number and variety of Georgians.

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### Advantages of Coordinated Efforts:

- Gifts that benefit all AAAs and encompass both rural and urban areas
- More value to offer to potential partners (geographic breadth and population totals)
- Larger total partnership contributions to the GeorgiaCares program
- More efficient use of staff time invested in partnership development
- More opportunities to leverage corporate gifts against existing resources

### Reap the Power of Partnerships through GeorgiaCares.

Together, we've helped millions of people understand Medicare, lower prescription drug costs, protect themselves as healthcare consumers, and plan for the future. Our team has fought hard to make a difference in Georgians' lives, and we're ready to meet any challenge with ingenuity and cooperation.

#### Area Agencies on Aging: What can you do?

Contact the GeorgiaCares state program office, describe your special needs and aspirations, and tell us how we can best work together to build additional statewide partnerships.

Thanks to you, GeorgiaCares is a national pacesetter, but we won't rest on our laurels. Too many people need our help, and it takes smart, savvy resource development to get the job done. Share your ideas for increasing statewide cooperation and help the GeorgiaCares network unleash the power of partnerships. Won't you call today?



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