

**Performance Measures FY 2023-24**  
**Council on Aging – Southern California**  
**MIPPA Services**  
**September 1, 2023 – April 30, 2024 (8 Months)**

<b>Goal 1:</b> Expand outreach services, both in-person and virtual, to reach Medicare beneficiaries with limited income and assets who may qualify for the Low-Income Subsidy (LIS) and/or the Medicare Savings Program (MSP)	
Objective	Results
Increase outreach events in locations with higher concentrations of low-income older adults	Conducted or participated in 248 community education and outreach events. Conducted 60 community education and outreach events across six cities with higher populations of low-income older adults
Educate community-based organizations to create awareness of programs available to assist beneficiaries with their Medicare related costs	Conducted community education and outreach events with over 5 new organizations/businesses
Update 100% of brochures describing LIS, MSP, and Part D savings options with 2024 rates.	Updates to English publications have been completed. Translation into the four remaining threshold languages is in progress
<b>Goal 2:</b> Provide one-on-one application and/or enrollment assistance for Medicare beneficiaries, focusing on those eligible for LIS and MSP	
Enhance counselor competency by a) conducting at least two (2) training sessions for all HICAP counselors focused on LIS and MSP eligibility requirements; b) conducting at least one (1) refresher training session	Completed
Increase enrollment in LIS and MSP for Medicare beneficiaries with limited to no English proficiency	Increased the number of people reached at outreach events targeting populations with language preferences other than English by 80%. Over 40% of participants assisted with LIS and MSP enrollment applications did not speak English as their primary language
<b>Goal 3:</b> Provide outreach to the community about Medicare Preventive Benefits and Supplemental Benefits.	
Ensure relevant and current publicity materials for Preventive Services by updating 100% of program brochures describing Preventive Services and Yearly Wellness Visit	Completed

<b>Goal 4: Develop new and/or innovative partnerships, or enhance existing partnerships</b>	
Broaden partnership base to include hard-to-reach populations comprised of people with limited-to-no English ability; people with disabilities; and LGBTQ populations	Broadened partnership base to include LGBTQ Center, several mobile home parks with primarily Spanish-speaking residents, Persian community-based clubs, and one religious organization with primarily Mandarin-speaking members
Add new partnerships to include faith-based organizations serving large populations of people	In progress.