



Department
of Health

Office of
Health Insurance
Programs



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FIDA:
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more
flexible
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information,
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Fully Integrated Duals Advantage (FIDA) Advertising and Outreach Update

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Department of Health (DOH),
Office of Health Insurance Programs (OHIP)

Program Background

- New York State Department of Health has partnered with Centers for Medicare and Medicaid Services (CMS) to create FIDA for people who have both Medicare and Medicaid and need long-term care services
- Many potential FIDA participants are currently enrolled in Medicaid managed long term care (MLTC) plans
- **Benefits include:**
 - Medicare Part A, including hospital care and home health services; Medicare Part B, including emergency room visits, doctor visits, and wheelchairs;
 - Medicare Part D prescription medicines; and
 - Medicaid, including home or nursing home care, behavioral health services and some prescription medicines.

Advertising Campaign Overview

- Currently in progress through January 2017
- Increase provider and public awareness of FIDA
- Increase the number of eligible New Yorkers enrolling in FIDA
- Decrease the number of providers encouraging patients to opt out of FIDA
- Decrease the number of eligible FIDA members opting out of the program

Demographics

- **Primary Audience:**

- Health care providers: primary care providers, nurses, discharge planners, home health aides, therapists at social day care and assisted living and adult day health care facilities; housing and retirement communities; and, nursing and rehab homes

- **Secondary Audience:**

- Potential participants: Male and female, FIDA eligible, 21 and older with a disability or 65 and older, their family members and caregivers

- **Locations:**

- Brooklyn, Queens, Manhattan, Bronx, Staten Island, and Nassau County

Campaign Overview

- **September 2016 – January 2017**
- Multi-media campaign, consisting of the following components:
 - Audio
 - Digital
 - Out-of-home
 - Print advertising
 - Promotional materials and giveaways

Audio

- 60-second spot radio advertisement
- Spot will focus on the weekday morning and midday commute, as well as all through the weekend
- Runs from September 2016 through January 2017 on the following stations:

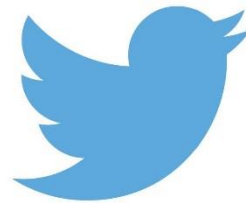
○ WKYJ-FM (N/S)	98.3	○ WINS-AM	1010WINS
○ WBLS-FM	107.5	○ WLTW-FM	106.7
○ WCBS-AM	880AM	○ WNMG-FM	103.9
○ WCBS-FM	101.1		

Digital

- **Banner ads on websites:** Medicx, AARP, AAFP, Social Reality, etc.
- **Targeted ads on Social Media websites:** Facebook, LinkedIn, & Sermo
- **Targeted ads on Search Engine websites:** Google, Bing, Yahoo, etc.
- **Pop-up ads on cell phone aps**
- Will run from September 2016 through January 2017




AMERICAN ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA






CLEVELAND
CLINIC
JOURNAL OF
MEDICINE

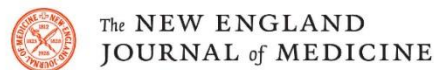


THE JOURNAL OF
FAMILY
PRACTICE

MEDICX
MEDIA SOLUTIONS




SERMO



The NEW ENGLAND
JOURNAL of MEDICINE



SOCIAL REALITY



Clinician
Reviews



LinkedIn



JAMA The Journal of the
American Medical Association



NEW YORK STATE
Department of Health

Digital Ads



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All the health care you need in one place.

**FIDA: Medicare and Medicaid together –
for better health, and a better life.**



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Out-of-Home

- **Posters:**
 - Displayed in bus shelters (shown right), newsstands and phone kiosks that are strategically placed less than 0.3 miles from hospitals in target zip codes
 - Runs September 2016 through November 2016
- **Promotional materials:** brochure and rack card to be displayed in provider's offices, agencies and other related locations
- **Promotional giveaways:** notepads, pens, and magnifying glasses



Out-of-Home Promotional Materials

- The FIDA rack card will also be posted online: www.health.ny.gov/fida



FIDA :
 Medicaid 和 Medicare 共同改善您的健康和 生活。

Fully Integrated Duals Advantage (FIDA) es un plan de salud que une a Medicare y Medicaid. Se centra en usted y proporciona toda la atención médica que necesita en un solo lugar.

在 FIDA, 您将成为护理团队的成员之一。团队包括您的医生、家庭护理助手、您信任的任何您信任的人。护理团队将帮助您做出有关健康问题的决定, 并确保您能获得 Medicare 和 Medicaid 服务。他们会与您的医疗护理网络和支持服务建立联系, 帮助您预约医生。

若要加入 FIDA 计划, 您必须满足以下条件:

- 年满 21 周岁或以上
- 拥有 Medicare 和 Medicaid
- 居住在 Bronx, Kings, New York, Queens, Richmond, 或 Nassau
- 需要长期护理

成为 FIDA 计划成员无需支付月费、共付额或自付额。



FIDA:
 Medicaid and Medicare together – for better health, and a better life.

Fully Integrated Duals Advantage (FIDA) is a health plan that brings together Medicare and Medicaid. It is centered on you, and it provides all the care you need in one place.

In FIDA, you will be a part of a care team. It may include your doctors, home care aid, your relative, or anyone you trust. The care team will be there to help you make decisions about your health and to make sure you can get all the Medicare and Medicaid services you need. They will connect you to a network of health care and supportive services and help you schedule your doctor appointments.

To join a FIDA plan, you must:

- Be 21 or older;
- Have Medicare & Medicaid
- Reside in Bronx, Kings, New York, Queens, Richmond, or Nassau
- Need long-term care

You will not have to pay extra to be a FIDA plan member. There are no monthly plan premiums, co-payments or deductibles.



FIDA:
 Medicaid y Medicare juntos – para mejorar la salud y la vida.

Integrated Duals Advantage (FIDA) es un plan de salud que une a Medicare y Medicaid. Se centra en usted y proporciona toda la atención médica que necesita en un solo lugar.

En FIDA, usted será parte del equipo de atención en el hogar, sus familiares o cualquier persona en quien confíe. El equipo estará allí para ayudarle a tomar decisiones acerca de su salud y asegurarse de obtener todos los servicios de Medicare y Medicaid que necesita. Ellos le ayudarán a obtener todos los servicios de apoyo, y le ayudarán a programar sus citas con el médico.

Para unirse a un plan FIDA, debe cumplir con los siguientes requisitos:

- Tener 21 años o más;
- Tener Medicare y Medicaid;
- Residir en Bronx, Kings, New York, Queens, Richmond, o Nassau;
- Necesitar atención de larga duración.

No hay primas mensuales ni copagos ni deducibles.

Out-of-Home Promotional Materials

The FIDA brochure will also be posted online: www.health.ny.gov/fida

FIDA:

Fully Integrated Duals Advantage (FIDA) is a person-centered, integrated health care plan option for people who have both Medicare and Medicaid. FIDA members have a higher level of integrated care and better support to stay independent.

What will FIDA do for you as a provider?

- Offers you the opportunity to work collaboratively with other providers as part of a care team to develop a single care plan to address your patient's needs.
- Provides extra support coordinating care for your patients through a Care Team who documents any changes to the patients care plan, and notify you of any other services your patient receives.
- Helps you ensure your patients get the care and support needed to live safely at home (including appropriate number of home health aide hours), and help avoid hospitalization and nursing home stays.



- Simplifies the claims process as you bill FIDA plans for both Medicare and Medicaid services.
- Offers FIDA training, if requested.

FIDA at a Glance

The FIDA Program is comprised of four key components:

- Fully integrated delivery of Medicaid and Medicare services
- Person centered care that promotes independence
- Improved care coordination
- High quality health care



Your patients enrolled in FIDA:

- Receive...

- Have an individual care plan and Care Team that is comprised of members chosen by your patient.
- Have one process for all Medicare and Medicaid appeals (except for Part D appeals).
- Access specialists directly, no need for referrals.
- Have help navigating the long-term care system or the appeals process through the Ombudsman Program, called the Independent Consumer Advocacy Network (ICAN).
- Disenroll from FIDA at any time. Medicaid long-term care benefits will continue through a Managed Long-Term Care plan. Medicare benefits will continue through original Medicare or a Medicare Advantage plan, and a Part D plan.

Who is eligible?

To be eligible for FIDA, a person must:

- Reside in any of the New York City boroughs or Nassau County;
- Be 21 years or older;
- Be entitled to Medicare Part A, enrolled in Medicare Part B, and eligible to enroll in Part D, and receiving full Medicaid benefits; and,
- Be expected to need of long-term care services for more than 120 days.

To become a participating provider in a FIDA plan network, call **New York Medicaid Choice** at **1-855-600-3432**

If your patients have questions about benefits or how to enroll into FIDA, they can call **New York Medicaid Choice** at **1-855-600-3432**

(TTY users: **1-888-329-1541**; for a free interpreter: **1-855-600-3432**).



For the list of FIDA plans, go to: nymedicaidchoice.com



FIDA:

Medicaid and Medicare together – for better health, and a better life.



nymedicaidchoice.com



14079

876

Out-of-Home Giveaways

Promotional
giveaways include
pens, notepads
and magnifying
glasses



Not shown: Notepads



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Take another look at FIDA:

Now with more flexible provider requirements.
So you can offer higher levels of integrated
care for your patients.

*FIDA: Medicare and Medicaid together –
for better health, and a better life.*

For more information, call
1 (855) 600-3432; TTY: 1 (888) 329-1541
or go to www.health.ny.gov/fida



Print Advertisements

To appear in the following professional journals:

- Obstetrics & Gynecology (O&G)
- American Family Physician (AFP)
- The Journal of Family Practice (JFP)
- Clinician Reviews
- The Nurse Practitioner (TNP)
- Journal of American Academy of Physician Assistants (JAAPA)
- Journal of American Medical Association (JAMA)
- New England Journal of Medicine (NEJM)



Print Advertisements

To appear in the following Hispanic publications:

- *La VozHispana*
- *El Especialito-Bronx Edition*
- *El Especialito-Brooklyn Edition*
- *El Especialito-El Barrio Edition*
- *El Especialito-Jackson Heights Edition*
- *El Especialito-Lower East Side Edition*
- *El Especialito-Washington Heights Edition*
- *El Especialito-West Side Edition*
- *Resumen*
- *Queens Latino*



Toda la atención médica que necesita en un solo lugar.

Forme un equipo de proveedores que le ayudará a tomar decisiones acerca de su atención médica. Trabajar con este equipo le permitirá conectarse con una red de servicios de FIDA disponibles. ¡Incluso pueden ayudarle a programar sus citas!

FIDA: Medicare y Medicaid juntos para mejorar la salud y la vida.

Para obtener más información, llame al
1 (855) 600-3432
o diríjase a www.health.ny.gov/fida





Все необходимые медицинские услуги в одном месте.

Создайте команду поставщиков, которые будут помогать Вам принимать решения, касающиеся медицинского обслуживания. Сотрудничество с такой командой позволит Вам пользоваться сетью услуг FIDA. Вам даже могут оказать помощь в планировании визитов к врачу!

FIDA: Medicare и Medicaid вместе — для крепкого здоровья и полноценной жизни.

Для получения дополнительной информации позвоните
1 (855) 600-3432
 или посетите веб-сайт www.health.ny.gov/fida



Print Advertisements

To appear in the following ethnic publications:

Chinese Publications:

- *Sing Tao*
- *China Press*
- *The World Journal*
- *The Epoch Times*

Russian Publications:

- *RusskayaReklama*
- *Russian Bazaar*
- *Russian Advertiser*
- *V NovomSvete*
- *Russian-American Daily Reporter*

Resources:

FIDA email: fida@health.ny.gov

FIDA website: <http://www.health.ny.gov/health/fida/>

