MMA Tool Kit: *Facilitator's Guide*

Medicare Prescription Drug Benefit Training Facilitator's Guide

The success of the new Medicare Prescription Drug Benefit relies on a high level of enrollment and participation by Medicare beneficiaries. Your involvement will be essential in providing the awareness and knowledge that your colleagues and your patients need to encourage beneficiaries to take advantage of this program and avoid delaying their decision.

The following suggested steps are to help guide you through the preparation and delivery of your program, and ensure its ultimate success:

How to Conduct the Medicare Prescription Drug Benefit Training Program

Step 1: Post the Training Program Announcement

- A sample program announcement flyer is available on the **Tool Kit CD-ROM.**
- When customizing your announcement, make sure to include:
  - Date and Time
  - Place
  - Presenter/Presenting Organization
  - Who is encouraged/required to attend
  - Any additional information participants may need
- Post the announcement flyers at least five days before the training.
- Post in highly visible areas around the office or pharmacy (e.g., waiting rooms/areas, exam rooms, window, register, pharmacy counter, etc.), and in local senior centers and senior/disabled housing facilities.
- Consider mailing or e-mailing the program notification to your patients, customers, and colleagues.

Step 2: Preparing for the Training Program

- Think about the purpose of your presentation and create a set of objectives for the audience
- Does this audience have any special interests that require extra consideration?
- Anticipate questions that might arise from the target audience and prepare responses.
- Review the **Medicare Prescription Drug Benefit Introductory Tool Kit.** You may wish to read through the booklet (if available), or review various inserts such as the **MMA QuickView**, **Key Speaking Points**, and **FAQ Sheets.**
- Become proficient with the slide presentation. Read through the speaker's notes out loud and time yourself to pace your presentation.
- For a professional caregiver audience–Ask your sales rep for additional copies of the **Tool Kit**, or you can print copies of the handouts from the CD-ROM for those who might be interested in learning more.
- For your patients and families–Print selected slides as handouts.

Step 3: Conduct the Training Program

- Arrange for a convenient meeting venue in the community (e.g., hospital, senior center, library, social club, church, school, etc.) well in advance.
- Secure equipment for the slide presentation (e.g., laptop, projector, screen, etc.).
- Make sure the meeting room has proper lighting, a comfortable temperature, adequate seating and adequate supplies (pens, pencils, paper, etc.).
- Consider serving refreshments.
- Before the presentation, distribute handouts and any other materials that participants may find useful.
- Introduce yourself and present your qualifications to establish credibility.
- Make sure you allow time for attendees to process the information. Judge the pace of your presentation based on the audience feedback.
- Remember–open-ended questions encourage audience discussion.
- Relating personal anecdotes from your professional experience helps to illustrate important points.
- Use positive feedback when answering questions.
- Before adjourning the session, it is very important to ensure that your audience is made aware of the toll-free numbers and websites for Medicare and Social Security for further assistance.
  - Medicare: **1-800-MEDICARE** (**1-800-633-4227**) and **www.medicare.gov**
  - Social Security Administration: **1-800-772-1213** and **www.ssa.gov**