

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

443



**FROM:** Office on Aging

**SUBMITTAL DATE:**  
April 27, 2005

**SUBJECT:** A grant through the Medicare Access to Benefits program has initiated a partnership between San Bernardino Department of Aging & Adult Services (DAAS) and Riverside County Office on Aging (RCOOA).

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Ratify the Purchase Order from San Bernardino DAAS to RCOOA
2. Direct the Auditor-Controller to increase Estimated Revenue and Appropriations by \$41,250.00 as outlined in Attachment A.

**BACKGROUND:** On December 8, 2003, President George W. Bush signed into law the Medicare Prescription Drug, Improvement and Modernization Act (MMA) of 2003. Under this legislation, the Medicare Approved drug Discount Card and Transitional Assistance Credit Program were created. Beginning in the spring of 2004, eligible Medicare beneficiaries were able to enroll in a Medicare-approved discount card program which offers discounts on their prescription drugs. This discount card program is a temporary benefit until Medicare implements a new, comprehensive prescription drug benefit that will begin January 1, 2006. (Background Continued – See Page 2)

*[Signature]*  
Lu Verne Molberg, Director

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 41,250.00	In Current Year Budget:	No
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	Yes
	Annual Net County Cost:	\$ 0	For Fiscal Year:	FY04-05

<b>SOURCE OF FUNDS:</b> State (100%)	<b>Positions To Be Deleted Per A-30</b>	<input type="checkbox"/>
	<b>Requires 4/5 Vote</b>	<input checked="" type="checkbox"/>

**C.E.O. RECOMMENDATION:**

**APPROVE**

**County Executive Office Signature**

*Alex Hann*

Dep't Recomm.:  Consent  Policy   
Per Exec. Ofc.:  Consent  Policy

**Prev. Agn. Ref.:** | **District:** ALL | **Agenda Number:**

**ATTACHMENTS FILED  
WITH THE CLERK OF THE BOARD**

3 . 20

FORM APPROVED COUNTY COUNSEL

FISCAL PROCEDURES APPROVED  
ROBERT E. BYRD, Auditor-Controller

MAY 03 2005

BY *[Signature]*  
Deputy Auditor-Controller

RECEIVED MAY 11 11:55 AM '05  
OFFICE OF THE COUNTY CLERK  
COUNTY OF RIVERSIDE  
MAY 30 - 9 11:30 AM '05

On August 17, 2004 the County of San Bernardino Board of Supervisors ratified two grant applications submitted by the San Bernardino County Department of Aging and Adult Services (DAAS) seeking funds to implement a Medicare Access to Benefits Program through the Riverside/San Bernardino Counties Access to Benefits Coalition (the Coalition). The program targets low-income senior citizens and individuals with disabilities who are beneficiaries of Medicare living in Riverside and San Bernardino Counties, and who do not receive prescription assistance from the Medi-Cal (Medicaid) program.

This grant is particularly important to Riverside County Office on Aging because it will give us the ability to reach our current target population age 65 and older, low income seniors to save money on their prescriptions drugs. The two programs which will be implemented as a result of this grant are the Medicare Approved Drug Discount Card and Transitional Assistance Credit Program. These programs provide the opportunity for low-income elderly and disabled Medicare beneficiaries to save money on their needed prescription drugs. While some elderly and disabled adults receive prescription assistance from Medi-Cal (California's Medicaid program), many others feel there is a stigma attached to going to a welfare office to apply for Medi-Cal.

San Bernardino DAAS is the lead agency of the Coalition, with the Riverside County Office on Aging (RCOOA) serving as a primary partner. San Bernardino DAAS is responsible for administering the Medicare Access to Benefits program and disbursing the grant funds. One grant application in the amount of \$40,000 was submitted to the National Coalition on Aging (NCOA). The other grant application, in the amount of \$50,000, was submitted to the Centers for Medicare and Medicaid Benefits (CMS). Both of the grant applications were selected for funding.

The County of San Bernardino Board of Supervisors ratified the agreements between San Bernardino DAAS and NCOA and Ogilvy Public Relations Worldwide on September 28, 2004 and October 5, 2004 respectively. A total of \$90,000 was awarded to San Bernardino DAAS and of that amount \$41,250 has been awarded to RCOOA through the attached Purchase Order.

Program goals, grant terms, conditions, roles and responsibilities of the two Counties are summarized in Exhibit A.

**OFFICE ON AGING  
ATTACHMENT A**

**INCREASED ESTIMATED REVENUE**

21450-5300100000-78360	Other Miscellaneous Revenue	41,250
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<b>TOTAL INCREASED ESTIMATED REVENUE</b>		<b>\$41,250</b>
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**INCREASED APPROPRIATIONS**

21450-5300100000-520200	Communications	400
21450-5300100000-523700	Office Supplies	3,300
21450-5300100000-523720	Photocopying	2,500
21450-5300100000-525080	Temp Assist Pool Svcs	23,000
21450-5300100000-526420	Advertising	4,000
21450-5300100000-527780	Special Program Expense	2,450
21450-5300100000-527880	Training-Other	500
21450-5300100000-528140	Conference/Registration Fees	400
21450-5300100000-528960	Lodging	500
21450-5300100000-528980	Meals	300
21450-5300100000-529000	Miscellaneous Travel Expenses	500
21450-5300100000-536820	Interfnd Exp-Central Mail	3,400

<b>TOTAL INCREASED APPROPRIATIONS</b>		<b>\$41,250</b>
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Attachment A: Access to Benefits Coalition

Date: 3/9/2005

**OFFICE ON AGING  
EXHIBIT A**

**Access to Medicare Benefits Program**

**Program Goals**

The number people educated about Medicare approved drug discount card and transitional assistance credit programs for San Bernardino and Riverside counties is 25,000 each; a total of 50,000. The number of people who will be assisted in applying for these benefits for each county is 1,000; a total of 2,000. The number of people who will be enrolled in the programs for each county is 300; a total of 600.

**Grant Terms & Conditions**

The term of the grant is from July 2, 2004 through December 31, 2005.

The San Bernardino and Riverside County will convene a community-wide coalition of organizations for the purpose of developing an Implementation Plan for a Medicare Access to Benefits program.

In addition, provide outreach, education, enrollment assistance, and follow-up services to maximize enrollment of the low-income Medicare beneficiaries in the newly enacted Medicare Approved Drug Discount Card and Transitional Assistance Credit Program.

Both counties will work together to provide:

Bi-weekly Progress Reports summarizing activities and number of target objective reached for assisted and enrollments.

Interim Progress Report describing all Work Plan activities completed.

A Final Report summarizing all activities to date and pre and post assessments conducted.

**Roles & Responsibilities for San Bernardino and Riverside County**

**# 1 - Outreach, Education, Screening and Enrollment**

The goals of outreach and education are to:

- Find Medicare beneficiaries who are likely eligible for Rx benefits
- Educate them about opportunities to save money
- Encourage them to seek further assistance
- Help them to collect the information they will need to get assistance with enrollment

**# 2 – Enrollment**

The goals of enrollment are:

- Assist people to determine which benefits they want to apply for
- Help them to complete and send in applications for desired benefits

**# 3 – Mandatory Training**

Mandatory Training for staff conducting outreach, education and enrollments will be provided.

**Outreach Materials**

The Outreach Materials for this grant will include a Media Packet which consists of posters, flyers, brochures, advertisement in local newspapers and public service announcements