

FraudAlert!

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Wisconsin SMP

December 2010 • Volume 14, No. 5

• Coalition of Wisconsin Aging Groups Elder Law Center

From the Project Director. Elizabeth Conrad

Let's Get Acquainted

Natalie Cogswell, a busy wife, mother of two, and ancillary services manager of a family practice clinic in Black River Falls, is featured as our SMP volunteer of the month.

Natalie joined the SMP team in the fall of 2008 after reading about the project online. She had taken an active role in assisting her grandmother with financial and health care matters, and she determined that it is difficult to locate resources. Natalie shared, "I volunteer for CWAG/ SMP because seniors and those who love them aren't always aware of the resources locally and at the state level." CWAG has a reputation of advocating and assisting seniors, their families, and the professionals who serve them.

Since joining the project, Natalie has worked numerous Community Education Events by setting up booths at the Jackson County Fair and also an annual Diabetes Fair. This fall, she even enlisted the assistance of her 11-year-old son, Bobby, for the Diabetes Fair. Bobby will go on record as the youngest volunteer of the Wisconsin SMP.

Natalie also volunteers for several of Bobby's after school activities. Her hobbies include playing the cello and running.

Thank you, Natalie, for being a part of the SMP team! We are so fortunate that your online research brought you to the Wisconsin SMP.



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Email Address To Report
Medicare Part D Scams
medfraud@cwag.org
www.wisconsinsmp.org

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EDITOR AND PROJECT DIRECTOR
Elizabeth Conrad

PRODUCTION ASSISTANT
Patti Wiersma

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Coalition of Wisconsin Aging Groups
Advocacy ■ Membership ■ Elder Law

2850 Dairy Drive
Madison, WI 53718-6742
608-224-0606

www.cwag.org • econrad@cwag.org

Wisconsin SMP Awarded Additional Funding to Expand its Message – Empowering Seniors to Prevent Health Care Fraud

In October, 2010, a grant from The Centers for Medicare and Medicaid Services was awarded to the Coalition of Wisconsin Aging Groups to help its Wisconsin SMP (Senior Medicare Patrol) project to expand the program's capacity statewide. "Recruiting, training, supporting and retaining volunteers forms the backbone of the program," according to Elizabeth Conrad, Wisconsin SMP Program Director. "Our staff trains volunteers and others statewide to educate beneficiaries, caregivers, and the professionals who serve them, how to protect, detect, and report fraud, waste, and abuse in Medicare and other Health Care programs. This increased funding will allow us to enhance our efforts to reach more non-English speaking populations." Ms. Conrad will be working closely in collaboration with the Project's partners - the La Crosse County Aging Unit and the La Crosse Hmong Mutual Assistance Association.

Since 1997, the federal Administration on Aging has provided funds to Senior Medicare Patrol (SMP) program grantees to support their efforts in training and mobilizing senior volunteers to educate their peers about fraud, waste, and abuse in Medicare and other federal Health Care programs.

"This grant is one of more than 50 awarded throughout the country to put more feet on the ground in the fight against Medicare fraud," said CMS Administrator Donald Berwick, M.D. "We are concerned about Medicare fraud and activity by criminals seeking to defraud seniors - and we want to ramp up our local community resources to educate seniors and people with Medicare about how they can help us stop it."

Wisconsin SMP Capacity Building Grant Welcomes New Staff

It is with pleasure that Elizabeth Conrad, Wisconsin SMP Project Director, and Judy Steinke, Wisconsin SMP Volunteer Coordinator, announce two new additions to the Wisconsin SMP (Senior Medicare Patrol) project.

Kevin Brown is the SMP Capacity Building Grant Manager/Trainer of the Coalition of Wisconsin Aging Groups (CWAG). He manages (in partnership with the Wisconsin SMP Project Director) the day-to-day activities of the CWAG Elder Law Center's Senior Medicare Patrol (SMP) Capacity Building grant.

Mr. Brown has extensive experience in the nonprofit field, including a record of success in several program management positions. From August 2009 until September 2010, he served as Manager of CSBG-ARRA Initiatives for Community Action Coalition for South Central Wisconsin (CAC), a nonprofit organization that provides services to reduce poverty in Dane, Jefferson, and Waukesha Counties. He developed and implemented seven new CAC programs funded by Community Services Block Grant-American Recovery and Reinvestment Act (CSBG-ARRA), a federal initiative to reduce poverty and stimulate economic recovery.

Mr. Brown served as Program Manager of Prevent Child Abuse Wisconsin from January 2007 to August 2008. During his tenure, he helped secure additional funds for the program and initiate and implement the Fatherhood Project, a new public/private partnership to increase fatherhood involvement in social service programs in Wisconsin.

From July 1998 until December 2006, Mr. Brown worked for the National Children's Advocacy Center in Huntsville, Alabama. He provided technical assistance to communities in 17 southern states that were interested in developing new Children's Advocacy Centers or strengthening existing ones. From July 2002 until December 2004, he managed the day-to-day and ongoing activities of *One by One: A Safe Kids/Safe Streets Initiative*, a multi-agency federal demonstration project to prevent and respond to child abuse and neglect in Madison County, Alabama. Prior to that, Mr. Brown served as *One by One* Resource Coordinator for four years. He was responsible for locating and securing funds to initiate new *One by One* programs and to sustain the project's twenty programs beyond the end of the federal grant period.

Mr. Brown has also worked for the Sierra Club, California Public Interest Research Group, Ralph Nader's Center for Study of Responsive Law, and Wisconsin's Environmental Decade (now known as Clean Wisconsin). He was born in Madison and graduated from the University of Wisconsin-Madison.

Elena Satut Duncan is working part-time for the Coalition of Wisconsin Aging Groups (CWAG) as its Wisconsin SMP Capacity Building Administrative Assistant. She supports the Wisconsin SMP team with the day-to-day operations involved with the three-year Senior Medicare Patrol grant and the one-year SMP Capacity Building grant. Prior to joining CWAG, Elena worked in San Francisco, California, as Program Coordinator and Assistant to the President at Hispanics in Philanthropy, a nonprofit that works to strengthen Latino communities through philanthropy.

Elena received a B.A. from the University of Michigan in English and Spanish and she is fluent in Spanish. Having grown up in Michigan, Elena is very happy to be back in the Midwest. She currently resides in Madison with her husband. She holds a second part-time job working as a preschool Assistant Teacher at the Montessori Children's House in Madison. Outside of work, she enjoys running, cooking, sewing and spending time with her family.

What is the Eldercare Locator?

The **Eldercare Locator** is a public service of the U.S. Administration on Aging connecting individuals to services for older adults and their families. You can also reach them at 1-800-677-1116.

Check out the newly enhanced, person-centered Eldercare Locator (1-800-677-1116) call center at the National Association of Area Agencies on Aging (n4a).

As part of the new call center, callers will speak with an Information Specialist (from 9 a.m. to 8 p.m. Mon. – Fri.) who will help connect them to a local agency in their area for information and assistance. Additional information will also be available for callers who have questions about long-term care alternatives, transportation options, caregiver issues and government benefits eligibility. Information is available in Spanish and other languages.

As part of the new Eldercare Locator Call Center, partner organizations have teamed up with n4a to provide the most pertinent and up-to-date information on aging to consumers. The National Center on Senior Transportation (NCST), Family Caregiver Alliance (FCA) and National Council on Aging (NCOA) have contributed information and expertise on senior transportation issues, caregiving and government benefits counseling.

In addition to the new call center the Eldercare Locator website, www.eldercare.gov , has been redesigned and enhanced to make it easier for consumers to access an extensive database of agencies, links, publications and other resources for older adults and caregivers. Consumers will also soon be able to chat online with an information specialist.

You can find help in your community by starting your search by selecting the zip code OR city/state Or by topic. Topics include: Alzheimer’s Disease, Caregiver, Elder Abuse Prevention, Financial Assistance, Food & Nutrition, Health Insurance, Healthy Aging, Home Repair & Modification, Housing Options, In-Home Services, Legal Assistance, Long Term Care, Nursing Home & Long Term Care (LTC) Facilities, Transportation, and Volunteerism.

What is the National Association of Area Agencies on Aging (n4a)?

The **National Association of Area Agencies on Aging (n4a)** is the leading voice on aging issues for Area Agencies on Aging and a champion for Title VI Native American aging programs. Through advocacy, training and technical assistance, it supports the national network of 629 AAAs and 246 Title VI programs.

As n4a’s website states, “We **advocate** on behalf of our member agencies for services and resources for older adults and persons with disabilities. **Action** characterizes how we move our agenda forward, and when there is a question about aging, we have the **Answers on Aging**. We work with our members in achieving our collective mission of building a society that values and supports people as they age.”

About Area Agencies on Aging (AAAs)

AAAs were established under the Older Americans Act (OAA) in 1973 to respond to the needs of Americans 60 and over in every local community. By providing a range of options that allow older adults to choose the home and community-based services and living arrangements that suit them best, AAAs make it possible for older adults to remain in their homes and communities as long as possible.

Mark Your Calendars SMP & CWAG Activities

Date	Activity	County
December 7	Lincoln Center Presentation-Stevens Point	Portage
January 20	Ozaukee County Aging Consortium Presentation-Port Washington	Ozaukee
March 22	UW Eau Claire Senior Americans Day-Eau Claire	Eau Claire
March 22-25	CWAG Senior Statesmanship Class-Madison	Dane
April 9-10	CWAG Annual Convention-Madison	Dane
April 19	Oakwood Villa Health Fair & Presentation-Eau Claire	Eau Claire
May 3	River Falls Hospital Auxiliary Luncheon-River Falls	Pierce
May 11	2 nd Annual Wisconsin Women’s Health Policy Summit-Madison	Dane
July 12-14	Wisconsin Farm Technology Days-Marshfield	Wood

We are always looking for opportunities to support our colleagues in the aging network. Please contact Wisconsin SMP and let us know about your upcoming 2011 activities.

FTC Makes Recommendations on Protecting Online User Privacy

Early this month, the Federal Trade Commission (FTC) proposed a “Do Not Track” option that would let consumers choose whether they want their Internet browsing and purchasing habits monitored. The “Do Not Track” proposal is modeled off of the FTC’s national “Do Not Call” registry, which allows people to limit the amount of telemarketing calls they receive.

“Consumers live in a world where information about their purchasing behavior, online browsing habits, and other online and offline activity is collected, analyzed, combined, used, and shared, often instantaneously and invisibly,” a new FTC report states. The FTC is trying to address privacy issues, including third parties that use technology to follow a user around the Web, collect data and then sell it, typically without the user’s knowledge. “The FTC wants to help ensure that the growing, changing, thriving information marketplace is built on a framework that promotes privacy, transparency, business innovation and consumer choice,” said FTC Chairman Jon Leibowitz.

The “Do Not Track” proposal is among other recommendations outlined in a 79-page report titled “Protecting Consumer Privacy in an Era of Rapid Change,” released on December 1, 2010. The report aims to offer online privacy framework for consumers, businesses and policymakers.

A “Do Not Track” option could dramatically affect the business of online advertising companies and web browser companies like Google and Mozilla that track and collect information about consumers that can be used to deliver targeted advertising. Google and Mozilla said that they supported consumer privacy and already had made efforts to protect it as part of their products.

“Despite some good actors, self-regulation of privacy has not worked adequately and is not working adequately for American consumers,” said Leibowitz. “We’d like to see companies work a lot faster to make consumer choice easier.” The report states that self-regulation industry efforts to address privacy issues such as data tracking “have been too slow, and up to now have failed to provide adequate and meaningful protection.”

Mr. Leibowitz said the commission’s report was not a call for legislation but a guide to lawmakers and regulators. The FTC report asks for the public and industry to comment on its recommendations and will welcome suggestions over the next two months.

To view the privacy report, visit www.ftc.gov.

To register for the Do Not Call list, call 1-888-382-1222 or visit www.donotcall.gov/
Sources: Milwaukee Journal Sentinel, nytimes.com, and www.ftc.gov.

New Mortgage Assistance Relief Services Rule Protects Homeowners

“Recently the Federal Trade Commission (FTC) announced the final version of Mortgage Assistance Relief Services (MARS) Rule. This rule will protect distressed homeowners from mortgage relief scams that have sprung up during the mortgage crisis.

“The most significant consumer protection under the FTC’s new rule is the advance-fee ban. The Rule also requires mortgage relief companies to disclose key information to consumers and prohibits specific misrepresentations about what the companies will accomplish for consumers, their alleged affiliation with government agencies, advising consumers that working directly with their lenders will not help them, and other deceptive statements. All provisions of the rule except the advance-fee ban will become effective December 29, 2010. The advance-fee ban provisions will become effective January 31, 2011.

“To learn more about the MARS Rule, please go to <http://www.ftc.gov/opa/2010/11/middleclass.shtm>.”

Source: December 2010 U.S. Administration on Aging (AoA) e-News

News from Social Security & Medicaid

Did you know that people who receive Supplemental Security Income (people 65 years and older and people with disabilities who meet Social Security’s financial requirements) are automatically covered under Wisconsin Medicaid?

These people may apply for Supplemental Security Income at the nearest federal Social Security office. To set up an appointment, they may call the toll-free number 1-800-772-1213 between 7 a.m. and 7 p.m. (TDD: 1-800-325-0778) or contact one of the offices below.

<i>City</i>	<i>Address</i>	<i>Telephone Number</i>	<i>Email</i>
Appleton	607 W. Northland Ave Appleton, WI 54911	(920) 739-7744	WI.FO.Appleton@ssa.gov
Eau Claire	4120 Oakwood Hills Parkway Eau Claire, WI 54701	1-866-815-2924	WI.FO.Eau.Claire@ssa.gov
Fond du Lac	16 Guindon Blvd Fond du Lac, WI 54935	1-888-717-1526	WI.FO.Fond.Du.Lac@ssa.gov
Green Bay	1561 Dousman St Green Bay, WI 54303	(920) 433-3904	WI.FO.Green.Bay@ssa.gov
Ironwood	1401 East Cloverland Dr Ironwood, MI 49938	(906) 932-1321	MI.FO.Ironwood@ssa.gov
Janesville	222 N Academy St Janesville, WI 53548	(608) 752-1399	WI.FO.Janesville@ssa.gov
Kenosha	5624 6th Ave Kenosha, WI 53140	1-866-334-4997	WI.FO.Kenosha@ssa.gov
LaCrosse	210 S 7th St LaCrosse WI 54601	1-866-770-2345	WI.FO.LaCrosse@ssa.gov

Lancaster	175 W Alona Ln Lancaster, WI 53813	(608) 723-4125	WI.FO.Lancaster@ssa.gov
Madison	6011 Odana Road Madison, WI 53719	1-866-770-2262	WI.FO.Madison@ssa.gov
Manitowoc	1603 Mirro Dr Manitowoc, WI 54221	1-877-409-8430	WI.FO.Manitowoc@ssa.gov
Marinette	2023 Lake Park Dr Marinette, WI 54143	1-888-329-5722	WI.FO.Marinette@ssa.gov
Milwaukee (North)	6300 W Fond du Lac Ave Milwaukee, WI 53218	1-800-772-1213	WI.FO.Milwaukee.North@ssa.gov
Milwaukee (Greenfield)	8455 W Layton Ave Greenfield, WI 53228	1-800-772-1213	WI.FO.Greenfield@ssa.gov
Milwaukee (Mitchell Street)	1710 S 7th St., Suite 200 Milwaukee, WI 53204	1-800-772-1213	WI.FO.Milwaukee.Mitchell@ssa.gov
Milwaukee (Downtown)	310 W Wisconsin Ave #260 Milwaukee, WI 53203	1-800-772-1213	WI.FO.Milwaukee.Downtown@ssa.gov
Milwaukee (West)	5020 West North Ave Milwaukee, WI 53208	1-800-772-1213	WI.FO.Milwaukee.West@ssa.gov
Oshkosh	400 City Ctr, Ste B Oshkosh, WI 54901	(920) 232-2355	WI.FO.Oshkosh@ssa.gov
Portage	2875 Village Rd, Suite 100 Portage, WI 53901	(608) 742-8817	WI.FO.Portage@ssa.gov
Racine	4020 Durand Ave Racine, WI 53405	(262) 554-4089	WI.FO.Racine@ssa.gov
Rhineland	2023 Navajo St Rhineland, WI 54501	(715) 369-4545	WI.FO.Rhineland@ssa.gov
Rice Lake	1703 W Knapp St Rice Lake, WI 54868	(715) 234-7586	WI.FO.Rice.Lake@ssa.gov
Sheboygan	606 N 9th St Sheboygan, WI 53081	(920) 458-2133	WI.FO.Sheboygan@ssa.gov
Superior	4221 Tower Ave Superior, WI 54880	1-877-628-6578	WI.FO.Superior@ssa.gov
Waukesha	707 N Grand Ave Waukesha, WI 53186	1-800-772-1213	WI.FO.Waukesha@ssa.gov
Wausau	352 Grand Ave Wausau, WI 54403	(715) 845-1321	WI.FO.Wausau@ssa.gov
West Bend	712 Park Ave West Bend, WI 53090	1-888-655-0843	WI.FO.West.Bend@ssa.gov
Wisconsin Rapids	2213 8th Street South Wisconsin Rapids, WI 54494	(715) 423-3749	WI.FO.Wisconsin.Rapids@ssa.gov

Source: <http://www.dhs.wisconsin.gov/medicaid/contacts/medcontact8.htm>

Wisconsin SMP to Expand its Volunteer Trainings in 2011

My name is Kevin Brown, and I am the Wisconsin SMP Grant Manager/Trainer. I was hired in November to help expand the Wisconsin SMP program. I am very excited to join the dedicated team of staff and volunteers who are working hard to prevent healthcare fraud, waste, and abuse in our state.

In October, 2010, the Centers for Medicare and Medicaid Services awarded the CWAG Elder Law Center a Senior Medicare Patrol (SMP) Capacity Building grant. One of the goals of this new grant is to expand the presence of our program across the state. In 2011, Wisconsin SMP will intensify our efforts to recruit and train new SMP volunteers, especially in areas of Wisconsin that are traditionally underserved.

SMP volunteers are concerned citizens who empower seniors to prevent healthcare fraud through outreach and education. These volunteers, many of whom are retired professionals, make presentations to groups and/or distribute materials at community events to educate Medicare beneficiaries, caregivers, and professionals how to prevent, detect, and report healthcare fraud, waste, and abuse.

Wisconsin SMP volunteers are critically important to the success of our program. We have limited staff and rely on volunteers to get our important message out. Wisconsin SMP is fortunate to have many committed volunteers working on our behalf throughout the state. However, we need additional volunteers, particularly in rural areas of Wisconsin, so we can educate more seniors about healthcare fraud. We also need volunteers who are bilingual.

I am pleased to announce that Wisconsin SMP will be offering an expanded series of trainings for new volunteers in the coming year. Wisconsin SMP Volunteer Training sessions will be held in Milwaukee in January and in the Rhinelander area in February. We are also planning to conduct several other volunteer trainings in 2011. If you are interested in becoming an SMP volunteer, please call me at (608) 224-0606, ext. 315 or (800) 488-2596, ext. 315 or e-mail me at kbrown@cwag.org. You can also download our volunteer application form and learn more about Wisconsin SMP at our website: www.wisconsinssmp.org.

Please resolve to join our effort to fight healthcare fraud, waste, and abuse in Wisconsin. Together we can make a difference in 2011.

FRAUD ALERT – ELECTRONIC VERSION

In previous issues, we told you that Wisconsin SMP *Fraud Alert* will be sent electronically unless we receive a “request for a paper copy” from you.

Contact Patti Wiersma at pwiersma@cwag.org,
giving her your e-mail address,
to add to our list.

Your cooperation is greatly appreciated.

Check out the new Wisconsin SMP web site
www.wisconsinsmp.org

You Can also Access Our Publication by visiting our new web site www.wisconsinsmp.org
Or you can visit the Coalition of Wisconsin Aging Groups web site www.cwag.org
Click on Legal Rights and Benefits then click on Wisconsin SMP
and scroll down to Fraud Alert Archives.

ATTENTION: All of you with E-mail...

In an effort to save paper, postage and be “volunteer friendly,” we will E-mail issues of the *Fraud Alert* to those who have E-mail. Please contact Patti Wiersma at pwiersma@cwag.org, giving her your e-mail address to add to our list. **WE DO SUGGEST THAT YOU PRINT EACH ISSUE AND SAVE IT IN YOUR MEDICARE BINDER FOR FUTURE USE. Thank you!**

For more information, contact:

Elizabeth Conrad, SMP Project Director
Coalition of Wisconsin Aging Groups Elder Law Center
2850 Dairy Drive – Suite 100
Madison, WI 53718-6742
Phone: 800/488-2596 608/224-0606
E-mail: econrad@cwag.org

