

## Part D Low Income Subsidy Mapping

Client: U.S. Department of Health and Human Services, Centers for Medicare & Medicaid Services

### Overview

This project was part of an effort by the Centers for Medicare and Medicaid Services (CMS) to improve outreach to beneficiaries who were not enrolled in Part D and/or the Part D Low Income Subsidy. The Low Income Subsidy available under the Medicare Part D prescription drug program to help individuals lower their prescription drug coverage costs.

As a subcontractor to Deloitte, Insight—

- Analyzed administrative data on the number and percentage of the target audience of outreach by county
- Developed more than 100 county-level maps providing demographic data to pinpoint the location of beneficiaries who had not enrolled in Part D and/or the Low Income Subsidy so outreach and education could be conducted
- Developed and implemented an interactive website to present the maps along with part of the Low Income Subsidy Outreach Toolkit to help Medicare beneficiaries learn about and apply for the program



The project helped CMS and its partners continue outreach to find and enroll individuals who may have qualified for the Low Income Subsidy program.

### Products

Developed and programmed interactive web page for placement on CMS web site (2008)