

AUGUST 2025

# Newsletter Insert

## Help the People You Serve Understand Their Medicare Rights

**Instructions:** Feel free to copy and paste the content below into your organization's internal newsletters, partner updates, or other publications targeted **to your staff, team members, volunteers, or community stakeholders**. The goal is to raise awareness of a new resource from Acentra Health that your staff and colleagues can share with the Medicare beneficiaries they serve.

This insert includes three versions of the message, so you can choose the one that best fits the space or tone of your publication. Please use one version in full and avoid mixing versions. If you'd like a tailored version, send your request to [qiocommunications@acentra.com](mailto:qiocommunications@acentra.com).

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## OPTION 1: For Internal Staff or Partner Newsletters

### Support the People You Serve When Their Medicare-Covered Care May Be Ending Too Soon

Do your staff or volunteers know how to support a client or patient who feels their Medicare-covered care is ending too soon?

Acentra Health, Medicare's Beneficiary and Family Centered Care Quality Improvement Organization (BFCC-QIO) for 29 states, created a 2-minute video that explains what Medicare beneficiaries can do if they believe they're being discharged before they feel ready or have concerns about their care.

**Watch the video and access the toolkit:**

<http://www.acentraqio.com/medicarerightsvideo>

**The toolkit includes:**

- Talking points for staff and volunteers
- Handouts for Medicare beneficiaries
- A one-pager, flyer, and sample newsletter and social media content

These materials are ideal for use in:

- Counseling sessions
- Care transitions
- Community education
- Staff training

These are real moments when patients feel rushed, uncertain, or unheard. The video and toolkit can help staff and partners support beneficiaries with clear guidance and ready-to-use tools.

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## **OPTION 2: For Network Outreach or Training Spotlights**

### **A 2-Minute Video Every Medicare Partner Should Know About.**

Acentra Health, Medicare's Beneficiary and Family Centered Care Quality Improvement Organization (BFCC-QIO) for 29 states, developed a short video and outreach toolkit to help Medicare beneficiaries understand their rights. The video is especially helpful when care is ending and someone doesn't feel ready to be discharged.

The video explains how to speak up, what to do if a discharge feels too soon, and how to get help fast through Immediate Advocacy. The accompanying toolkit includes handouts, talking points, a flyer, and content you can drop into your outreach or education materials.

**Watch the video and access the toolkit:**

<http://www.acentraqio.com/medicarerightsvideo>

Please consider sharing this with frontline staff, counseling teams, and community educators. It's a practical, ready-to-use resource for discharge planning, SHIP counseling, and care transitions.

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## **OPTION 3: For Peer Organizations or Care Coordination Teams**

### **Empower Your Team to Help Medicare Beneficiaries Speak Up.**

Your staff or volunteers may have heard this before:

"You're ready to go home."

But the patient still feels sick, unsteady, or unsure. What now?

Acentra Health, Medicare's Beneficiary and Family Centered Care Quality Improvement Organization (BFCC-QIO) for 29 states, created a 2-minute video and outreach toolkit that walks Medicare beneficiaries and their caregivers through what to do if they believe their care is ending too soon.

The video explains their rights and introduces Immediate Advocacy, a free, fast service that helps resolve concerns with the care team, sometimes while the person is still receiving care. The toolkit includes print-ready handouts, talking points, and more to support outreach and education.

This is a resource your team can use during:

- One-on-one counseling
- Care transitions
- Post-discharge follow-ups
- Caregiver training

**Watch the video and access the toolkit:**

<http://www.acentraqio.com/medicarerightsvideo>

Encourage your staff and partners to keep this resource on hand. It's a simple, effective way to help someone feel supported and informed at a critical time.