

Hello NABIP!



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SENIOR MARKET
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Come Join Us
for an
OPEN HOUSE

Wednesday 8/21 9am to 4pm
1453 Rio Rancho Dr SE Suite 3
Rio Rancho NM 87124

COMING SOON

*New Health Insurance HUB opening
winter 2024 at Wyoming and
Constitution*



CONTINUING YOUR EDUCATION

Senior Sensitivity

The following CE Course has been approved by the State of New Mexico and will qualify for 2.0 credit hours towards your Health Insurance license

Objectives

- Identify the current and upcoming Medicare population
- Recognize the financial, psychological and physiological considerations of the senior population
- Identify ways we can use the knowledge gained in order to better serve our senior members

Talking About My Generation

Traditionalist/Silent Generation

1925 - 1945

Great Depression
World War II
Vaccines

Baby Boomer

1946 - 1964

Vietnam War/Civil/Women's Rights
Moon Landing
Beginning of the Computer

Generation X

1965 - 1981

Latchkey Kids
Personal Computers/Internet
Economic Decline

Millennial

1982 - 2000

9/11 Attacks
Social Everything
Immediacy

Facts about the Medicare Population

26

Percent of the US population
are Baby Boomers.

71

Age at which the typical Boomer
thinks old age BEGINS!

2030

By the end of this year, all Baby
Boomers will reach the
minimum Medicare qualifying
age of 65.

Courtesy of: Pew Research Center



According to the 2010 Census

Over 50% of the 55+ population have
access to the internet at home.

Over 46% of the 65+ population stated
they use the internet to research
healthcare.



What is Ageism?

- Ageism is defined as a negative attitude toward aging and the aged accompanied by systematic stereotyping and discrimination against people because they are old.
- There are many factors that contribute to Ageism in our society, among them fear of death, youth culture and American emphasis on productivity defined in terms of economic potential.

Act Your Age



Financial Considerations

Financial Considerations

- Many seniors rely solely upon Social Security benefits to maintain their household, health and personal expenses. These benefits are referred to as a “fixed income” and unfortunately do not increase as cost-of-living increases.



Financial Considerations Activity



- Average Rent/Mortgage
- Average Prescription Costs
- Average Grocery/Food Bill

Average Rent/Mortgage \$1,300/mo.

Average Prescription Costs: \$140

Average Grocery/Food Bill \$450/mo.

Average monthly Social Security \$1,400

How can we use this knowledge to be more sensitive towards our Medicare members?

Psychological Considerations

Psychological Considerations - Depression

Depression

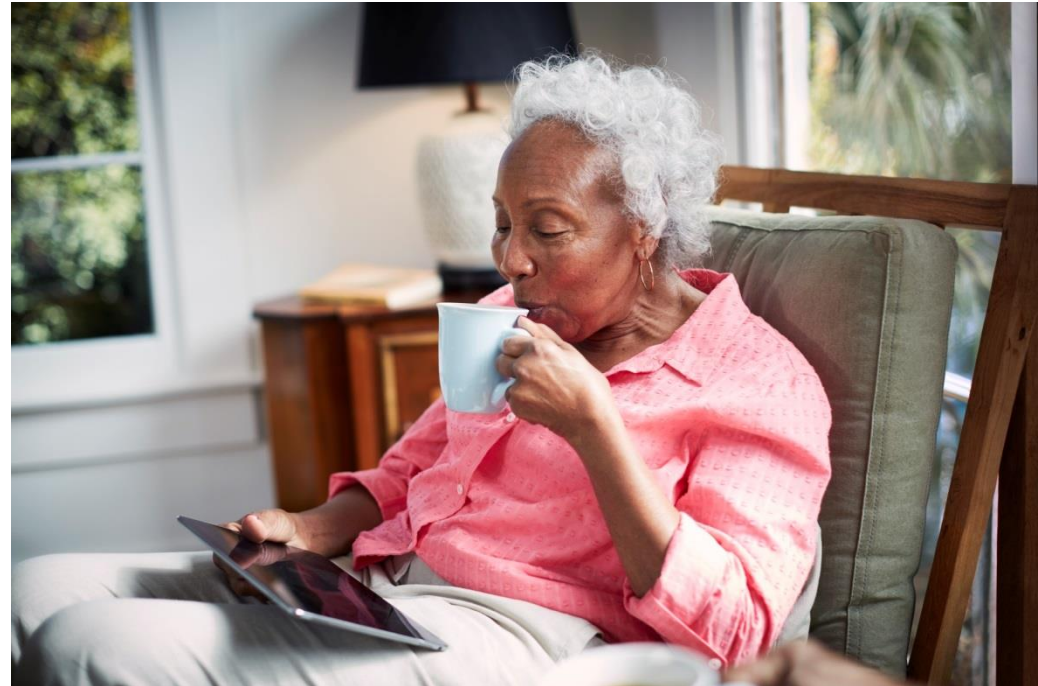
A common and serious medical illness that negatively affects the way an individual thinks and acts.

Courtesy American Psychiatric Association

6.5 million +

of the 35 million Americans age 65 and older suffer from some form of depression

Courtesy of Mental Health America



How can we use this knowledge to be more sensitive towards our Medicare members?

Psychological Considerations - Memory Loss

Alzheimer's Disease makes up for approximately 70% of dementia cases. *Dementia* is a general term for loss of memory and other mental abilities severe enough to interfere with daily life. It is caused by physical changes in the brain.

- Difficulty remembering recent conversations, names or events
 - Impaired communication
 - Disorientation
 - Confusion
-
- When you think of memory loss, what disease comes to mind?



Physiological Considerations

Physiological Considerations – Hearing Loss



Physiological Considerations – Hearing Loss

- | | |
|-----------------|-----------------|
| 1. Tips | 6. Pick |
| 2. Pit | 7. Hits |
| 3. Stiff | 8. Sift |
| 4. Fits | 9. Ticks |
| 5. Cease | 10. Hips |

Physiological Considerations - Mobility

- What are some conditions that may affect mobility?



Physiological Considerations - Vision



Physiological Considerations - Vision

Read the following paragraph right out of the Medicare Handbook

Your provider may suggest that you fill out a short questionnaire, called a Health Risk Assessment, as part of this visit. Answering these questions can help you figure out what to work on to stay healthy. The questions are based on years of medical research and advice from the Centers for Disease Control and Prevention (CDC). For more information about the Health Risk Assessment, visit www.medicare.gov.

Physiological Considerations - Vision

Would you feel the same if your vision was blurred?

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Physiological Considerations - Vision

Here's what it looks like when you're far-sighted.

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Physiological Considerations - Vision

If you get a Medicare-covered service, you will get a Medicare Summary Notice (MSN) in the mail every 3 months. The notice shows all your services or supplies that providers and suppliers billed to Medicare during the 3-month period, what Medicare paid, and what you may owe the provider. **This notice isn't a bill.** Read it carefully and do the following:

Video Simulation



What Do You See?



Wrap-up

- How can we use the information learned in this session while speaking with our members?



Thank You