



**REACHING OUT TO
MEDICARE
BENEFICIARIES WITH
SPECIAL NEEDS**

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P.D.Mendelsohn/CMS/CBC

WHAT IS OUR OBJECTIVE?

- * Access to information
- * Access to participation
- * Access to services

ACCESS

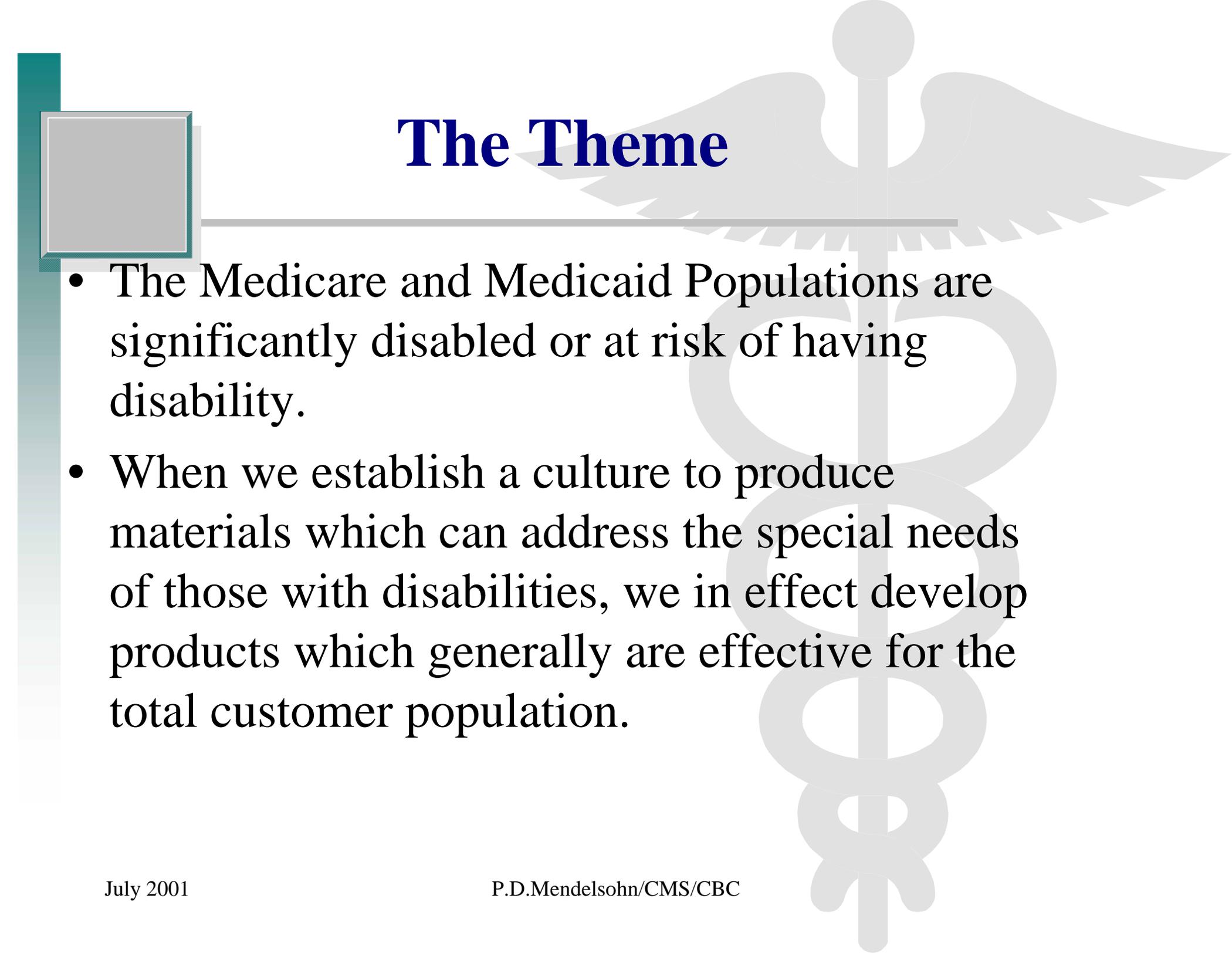
- * Quality care
- * Appropriate care

QUALITY

- * Cognizance of the situation
- * Sensitivity to the needs

AWARENESS

The Theme



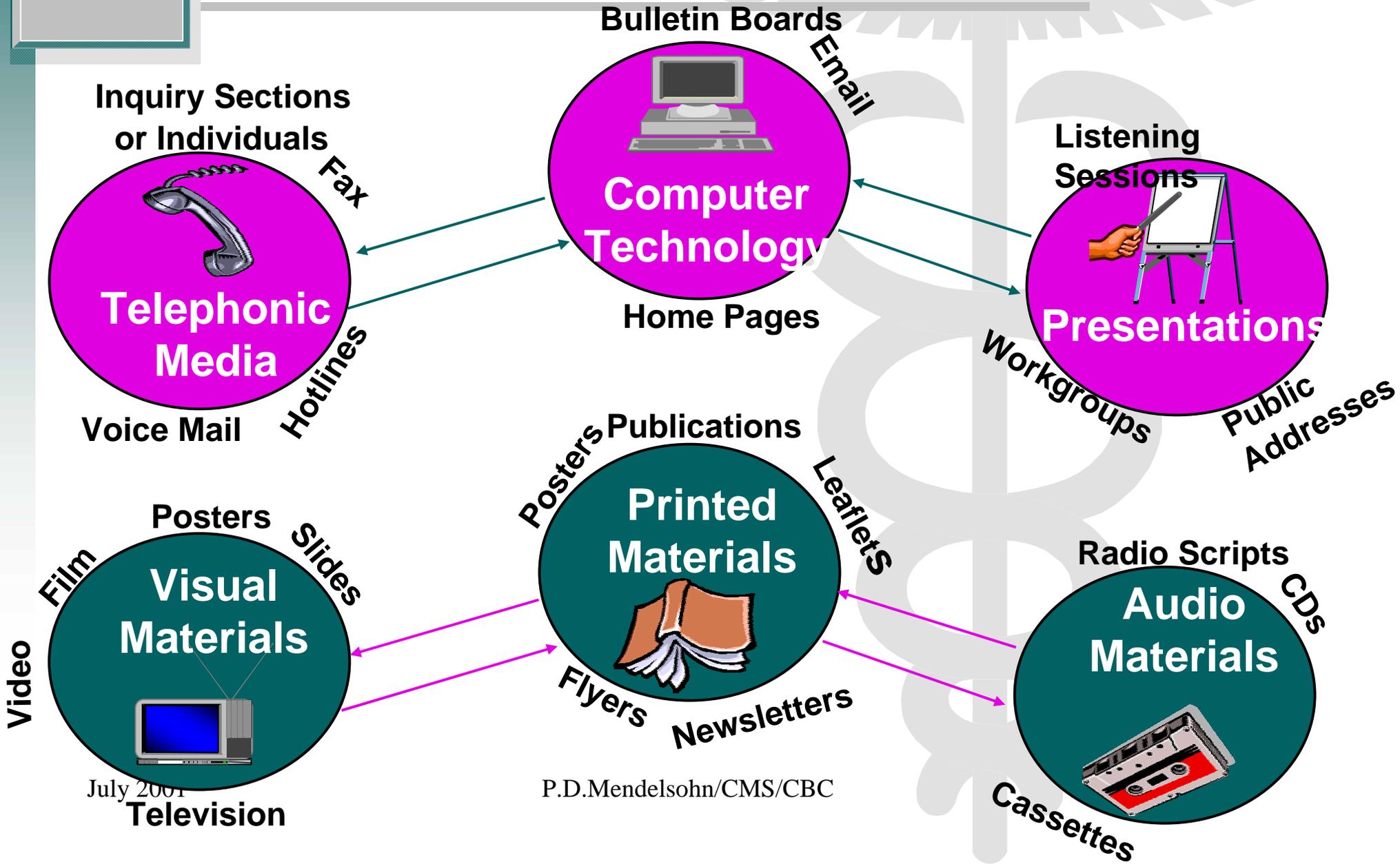
- The Medicare and Medicaid Populations are significantly disabled or at risk of having disability.
- When we establish a culture to produce materials which can address the special needs of those with disabilities, we in effect develop products which generally are effective for the total customer population.

SPECIAL POPULATIONS

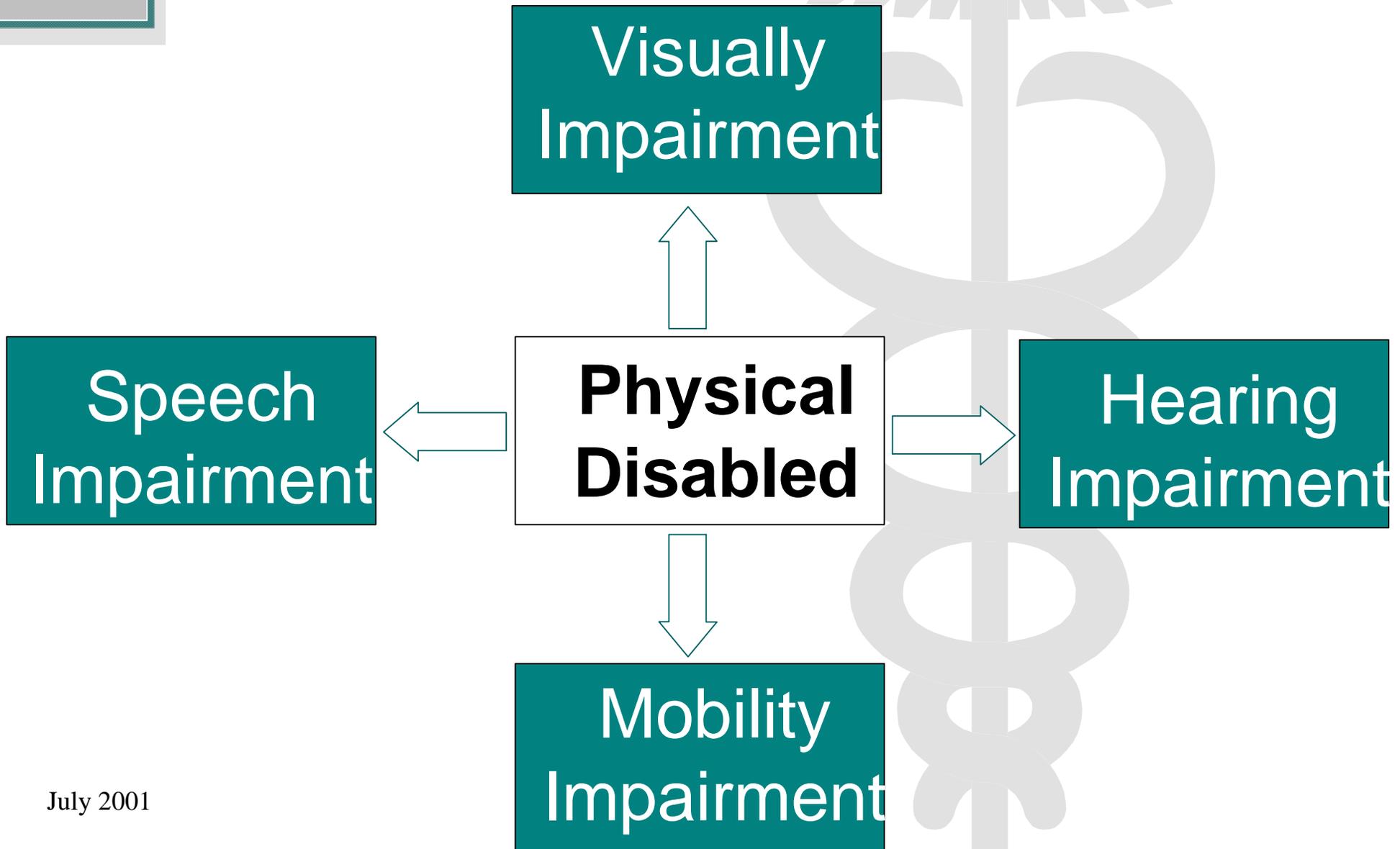
- ➔ Ethnic and Cultural
- ➔ Physically Disabled
- ➔ Cognitively or Emotionally Disabled
- ➔ Low Literacy



AFFECTED OUTREACH ACTIVITIES



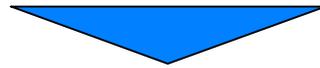
TYPES OF PHYSICAL DISABILITIES





VISUAL IMPAIRMENT

- * **Totally Blind**
- * **Blind with Light Perception**
- * **Legally Blind >20/200 in best eye or extremely limited field**



- * **Obscured Vision**



- * **Blinded**



- * **Colorblindness**
- * **Limited Depth/Distance Perception**

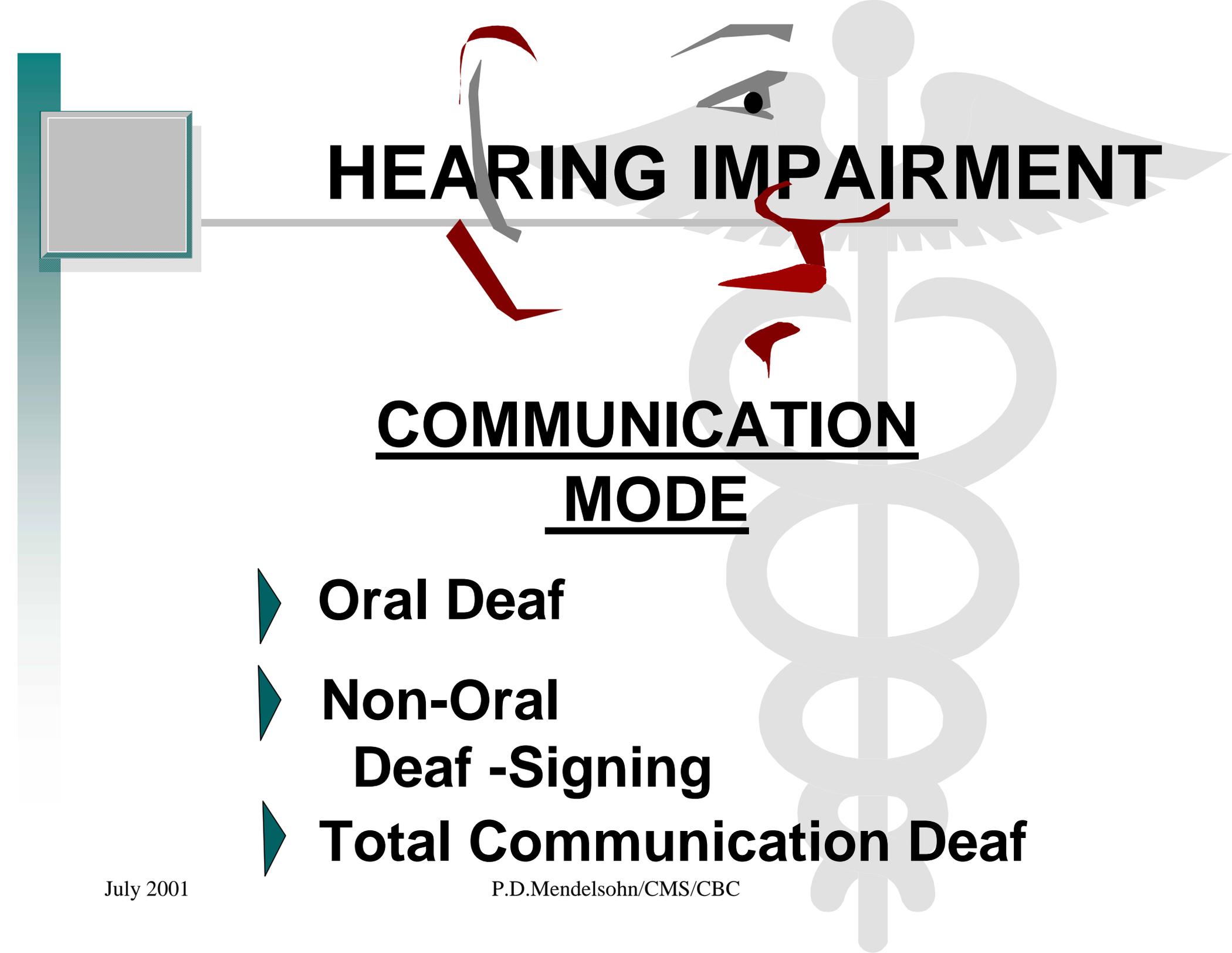
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HEARING IMPAIRMENT

POPULATIONS

- ▶ **Totally Deaf**
- ▶ **Culturally Deaf**
- ▶ **Deafened**
- ▶ **Post- Lingually**

- ▶ **Partially Deaf**
(Hard of Hearing)
word discrimination
sound discrimination

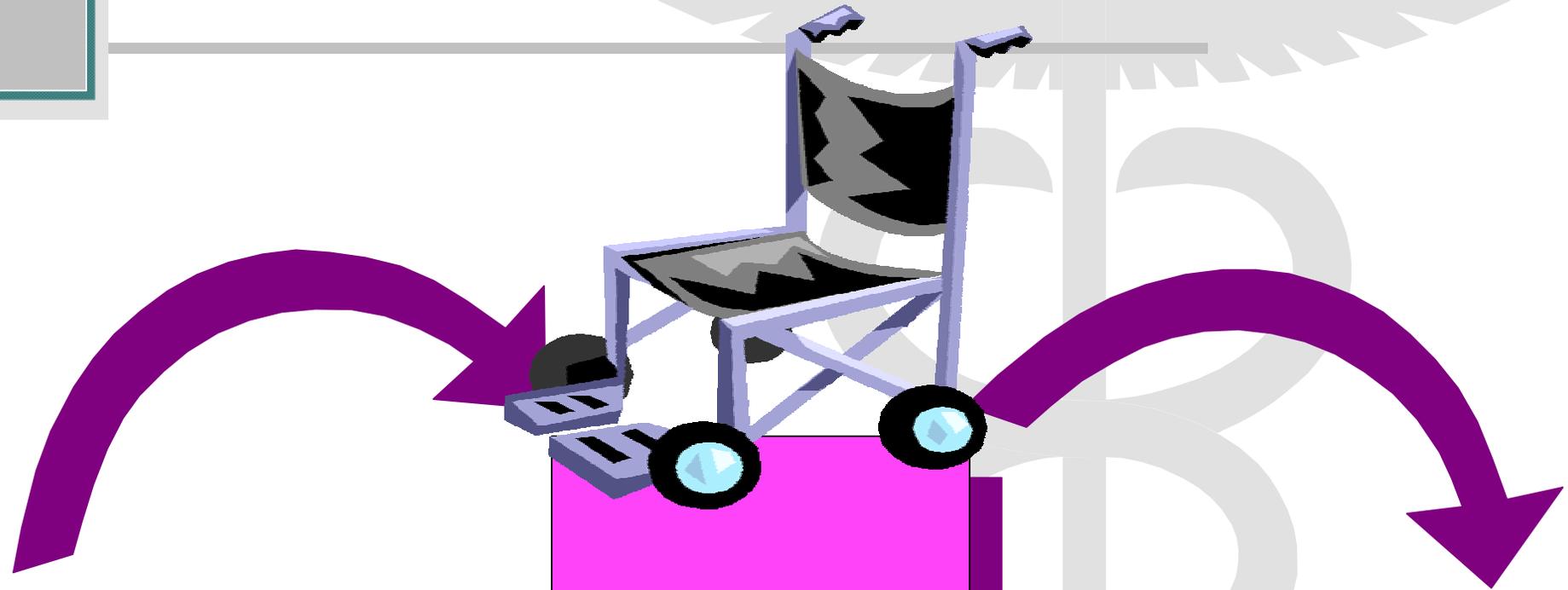


HEARING IMPAIRMENT

COMMUNICATION MODE

- ▶ **Oral Deaf**
- ▶ **Non-Oral
Deaf -Signing**
- ▶ **Total Communication Deaf**

MOBILITY IMPAIRED



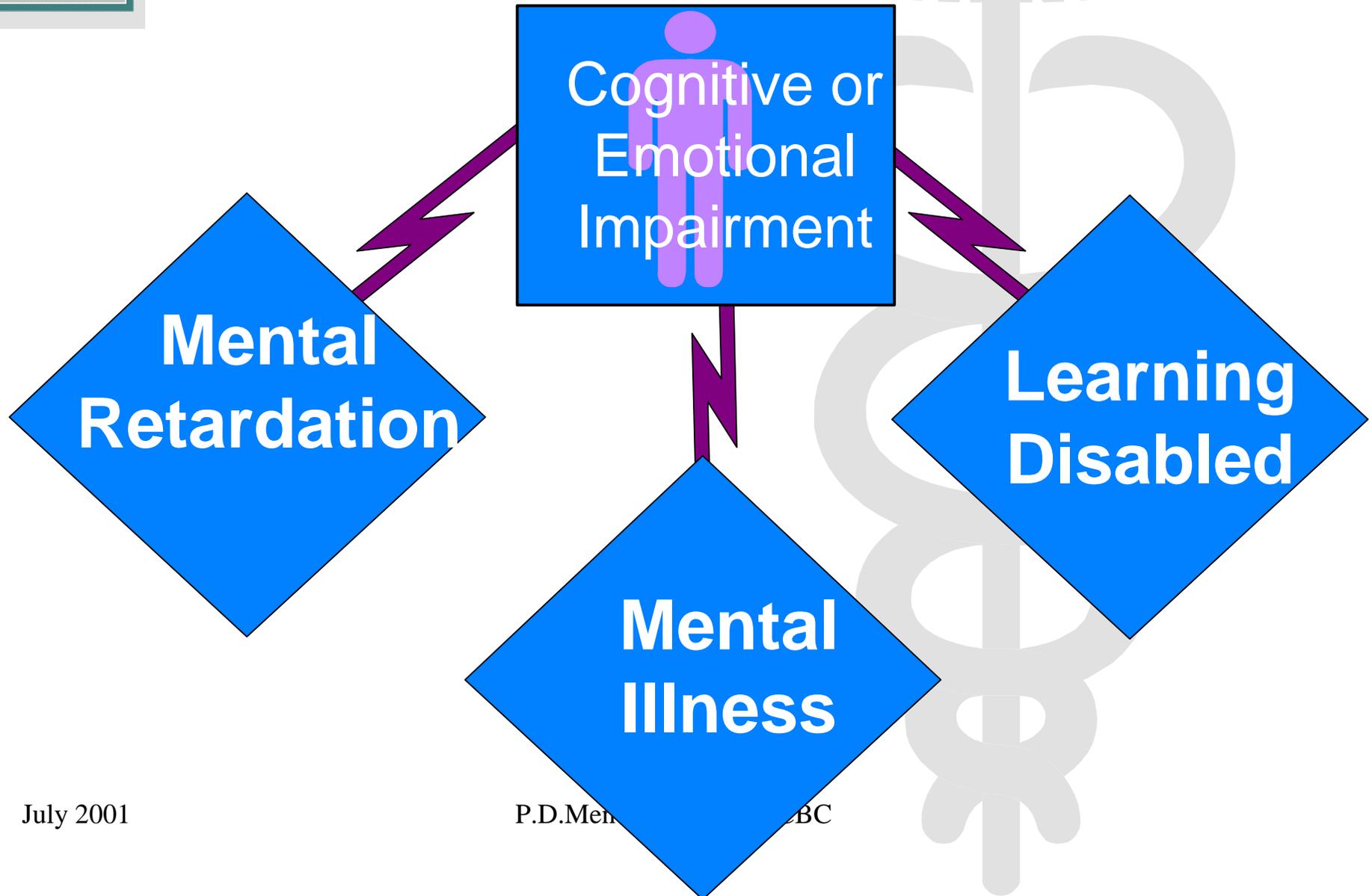
**Spinal Cord
Injury**

- * Paraplegic**
- * Quadraplegic**

Arthritic

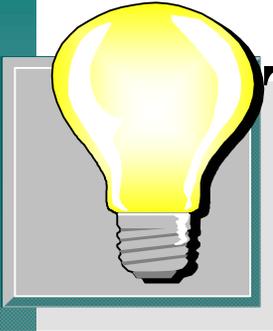
**Other
Extremity
Limitation**

COGNITIVE OR EMOTIONAL IMPAIRMENT



LOW LITERACY

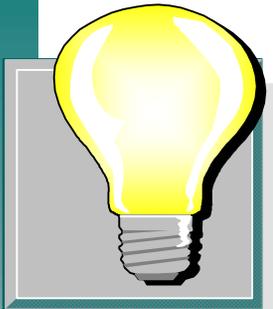
- ➔ Poorly Educated
- ➔ English as a Second Language
- ➔ Learning Disabled
- ➔ Physical and/or Mental Impairment Affecting Reading Ability



Be Familiar With Accommodations And Technology Which Can Assist Persons with Disabilities

For the Visually Impaired

- * Human Readers
- * Mechanical and
Computerized Readers
- * Computers with Appropriate Software
- * Large Print
- * Audio Cassettes
- * Braille Materials
- * Descriptive Narration
- * Magnification
- * Good Lighting

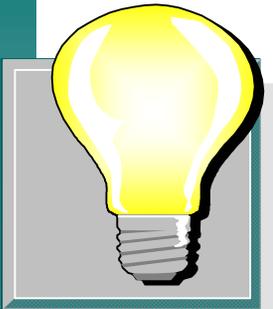


BE FAMILIAR WITH ACCOMMODATIONS AND TECHNOLOGY WHICH CAN ASSIST PERSONS WITH DISABILITIES

For the Hearing Impaired

- * **Appropriate Sign Language Interpreters**
- * **Real-time Captioning**
- * **Written Materials Including Scripts of Presentations**
- * **Captioned Film and Video - (both open and closed captioned)**
- * **Text Telephones, i.e., TTY/TDD**
- * **Amplification and Voice Carryover Telephones**
- * **Hearing Aides**
- * **Cochlear Implants**

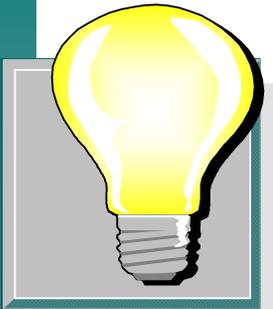
- * **Computers with Appropriate Software**
- * **Relay Services**
- * **Captioned Television**
- * **Pen and Paper**
- * **Acoustic Brainstem Implants**
- * **Audio Loops**



BE FAMILIAR WITH ACCOMMODATIONS AND TECHNOLOGY WHICH CAN ASSIST PERSONS WITH DISABILITIES

For the Speech Impaired

- * Appropriate Interpreters
- * Voice Synthesizers
- * Speech Boards
- * Computers with Appropriate Software
- * Text Telephones
- * Relay Services
- * Pen and Paper



BE FAMILIAR WITH ACCOMMODATIONS AND TECHNOLOGY WHICH CAN ASSIST PERSONS WITH DISABILITIES

For the Mobility Impaired

* Accessible Areas

Ramps

Wide/Uncluttered Hallways and Aisles

* Easily Traversed Walkways

Smooth Surfaces (no gravel walkways)

Short Distances

Weather Protected

Covered From Rain

Cleared of Snow and Ice

* Equipment

Walkers, Canes and Crutches
Wheelchairs, Both Manual and
Electric

Electric Scooters

Braces

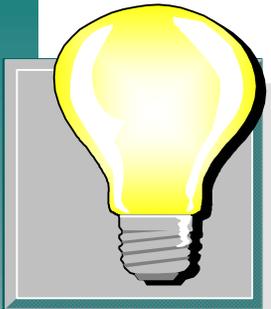
Grab Bars

Lifts

Orthopedic Prostheses

Grabbers and Reachers

Page Turners



BE FAMILIAR WITH ACCOMMODATIONS AND TECHNOLOGY WHICH CAN ASSIST PERSONS WITH DISABILITIES

For All Disabilities

- * Accessible, Comfortable and Inclusive Seating
(With Consideration of Where the Interpreter Will Be)
- * Adjustment to Daily Living Equipment
- * Personal Assistants
- * Take Time in Advance to Understand the Nature and Needs of Your Audience

Multiple Disabilities

It Is Not Unusual for People to Have Multiple Disabilities.

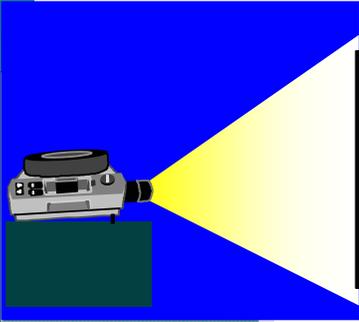
Among the Frequent Causes for Multiple Disabilities Are:

- * **Trauma and Head Injury**
- * **Strokes**
- * **Neurological Disorders**
- * **Birth Defects Including Genetic Disorders**

Some Specific Multiply Disabled Populations:

- * **Deaf-Blind (Usher's Syndrome, Neurofibromatosis Type 2)**
- * **Cerebral Palsy**
- * **Multiple Sclerosis**

Frequently Deafness is also Complicated by Speech Impairment.

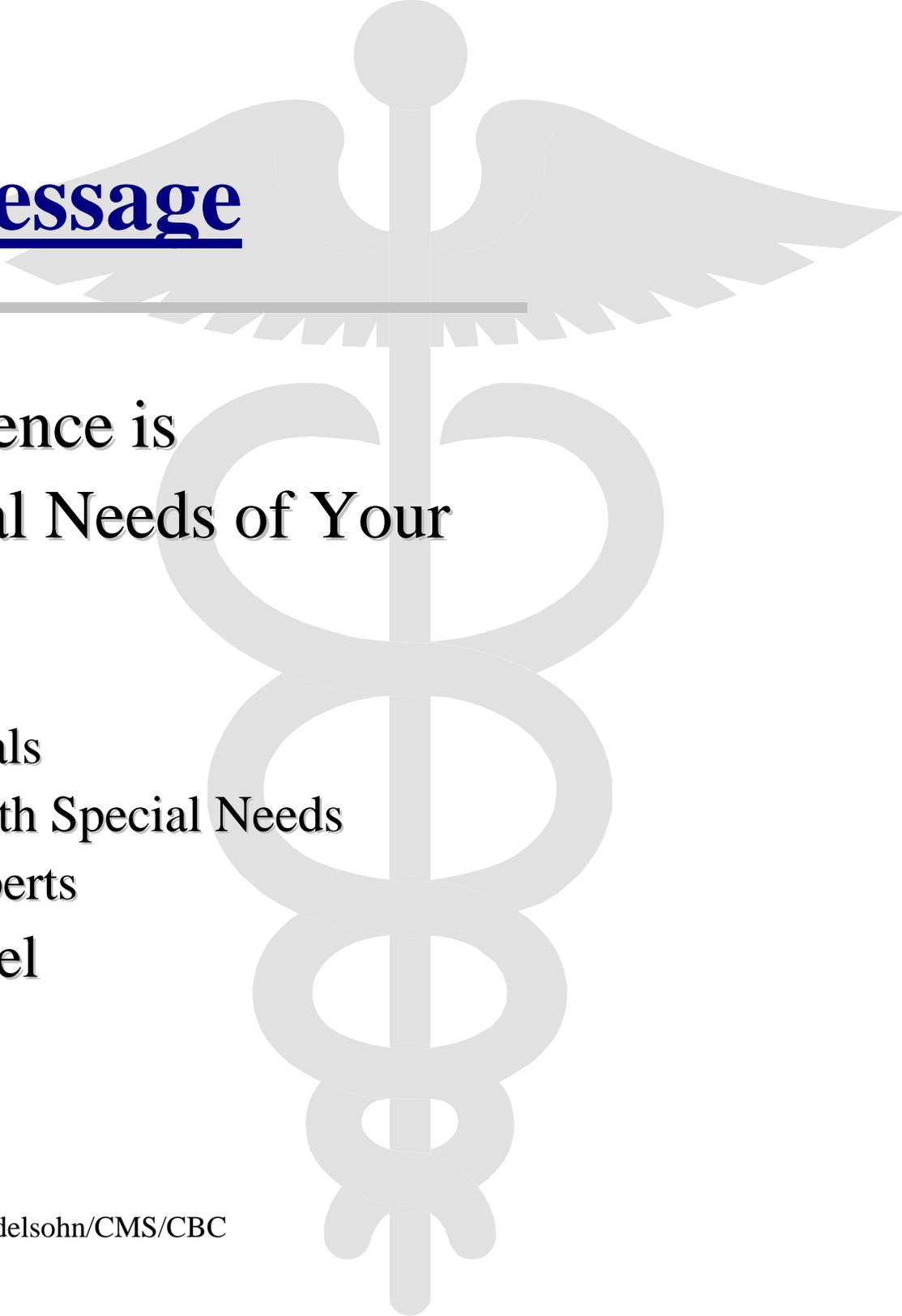


LOW LITERACY TIPS

Most of us, regardless of our reading ability, prefer to read information presented as simply as possible.

- ➔ Use Simple Language.**
- ➔ Define Necessary Technical Terms.**
- ➔ Use Bullets With Short Phrases Where Possible.**
- ➔ Use Fonts With Small Serifs, e.g. Times Roman**
- ➔ Use Upper and Lower Case Lettering**
- ➔ Use Simple Artwork (Stick Figures)**
- ➔ Use Simple Graphs Such as Bar Charts and Pie Diagrams**
- ➔ Leave Plenty of White Space.**
- ➔ Keep the Publication Simple; Do Not Make it too Busy.**
- ➔ Field Test the Material Prior to Production.**

The Message



- Know Who Your Audience is
- Be Aware of the Special Needs of Your Audience
 - Get Outside Review
 - Focus Test Your Materials
 - Empower Employees with Special Needs
 - Involve Community Experts
 - Develop a Comfort Level
 - Be Respectful
 - Be Flexible
 - Be Responsible