

# Arkansas Insurance Department

Mike Beebe  
Governor



Jay Bradford  
Commissioner

## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **Local High School Students to Assist Medicare Beneficiaries**

LITTLE ROCK, ARKANSAS (October 21, 2011) — Students from Cabot High School will offer their technological expertise to assist older Arkansans in comparing a wide variety of plans on Tuesday, October 25<sup>th</sup> at Cabot High School CTAT Building on North Lincoln. The event which lasts from 9:00 am until 4:00 pm is part of a statewide effort coordinated by the Senior Health Insurance Information Program (SHIIP), a division of the Arkansas Insurance Department, and the EAST Initiative, a nonprofit organization that provides new ways of learning for the modern student.

The EAST model of education features student-driven service projects accomplished with the latest in technology. “This combined effort which pairs students with Medicare beneficiaries to help them navigate the Medicare Plan Finder is a perfect fit,” said Jay Bradford, Arkansas Insurance Commissioner.

The students will assist in comparing Medicare Drug Plans and Medicare Advantage Plans while trained counselors will be onsite to offer assistance in decision making for beneficiaries. Medicare’s Open Enrollment period began October 15<sup>th</sup> and ends December 7<sup>th</sup> which is a change from previous years. Beneficiaries at Tuesday’s event can receive information on comparing, switching, dropping, or enrolling in plans. Free blood pressure checks, flu shots, refreshments, and child care will also be available.

Similar events, utilizing EAST Initiative and Future Business Leaders of America students, will be held in Jessieville, Paragould, Bentonville, Camden, Van Buren, and Monticello. Information on dates and times is available at:

<http://www.insurance.arkansas.gov/seniors/2011StudentVolunteerSchedule.pdf>