

# PRESS RELEASE



**FOR IMMEDIATE RELEASE**  
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## **Medicare: Knowledge is Power**

*SHINE and WFLA News Channel 8 co-sponsor Medicare phone bank*

Tampa – With the Annual Enrollment Period (AEP) quickly approaching, the time has come to reevaluate your Medicare coverage. Are you prepared to open the windows of opportunity and make adjustments to your coverage that may benefit your health as well as your wallet? With new additions and changes every year, navigating the complicated world of Medicare can be overwhelming. In order to empower Medicare beneficiaries, the local SHINE (Serving Health Insurance Needs of Elders) Program is partnering with WFLA News Channel 8 to help individuals understand their options so they can seize control of their health insurance decisions.

The Medicare Annual Enrollment Period, which runs October 15, 2014- December 7, 2014, is the time for people to make plan changes to better serve their individual health needs. In preparation for AEP, WFLA News Channel 8 and SHINE will be hosting a live phone bank event on Wednesday, October 8, 2014, from 4:00 p.m. to 6:30 p.m. During this time, both English-speaking and Spanish-speaking callers will be able to speak directly with SHINE counselors and obtain answers to any Medicare-related issues they may have by calling toll free at 1-800-528-0808.

SHINE is a program of the Florida Department of Elder Affairs and is operated locally through eleven Area Agencies on Aging. The SHINE Program strives to provide current and prospective Medicare beneficiaries, their families, and caregivers with free and unbiased information pertaining to Medicare. Specially trained SHINE counselors can assist individuals with topics such as Medicare eligibility, enrollment, coverage issues, health plan choices, prescription assistance, and more. SHINE encourages beneficiaries to review their benefits and evaluate their health care options each year. Acting quickly can provide individuals with peace of mind and help assure a smooth transition into the 2015 benefit year.

Individuals who are unable to call during the phone bank on October 8th can always arrange to speak with a SHINE counselor at 1-800-96-ELDER (1-800-963-5337). For a listing of SHINE counseling sites and enrollment events, please visit [www.floridashine.org](http://www.floridashine.org).

