

Job Title: Senior LinkAge Line® Information and Assistance Specialist

Department: Senior LinkAge Line	FLSA Classification: Non-Exempt
Grade:	Location: Mankato/Home Office
Status:	Reports to: Contact Center Supervisor
Prepared by: Robin Thompson, Information and Assistance Director	Effective Date: April 29, 2021

JOB RESPONSIBILITY SUMMARY

Provide comprehensive, clear, and objective information to older adults and their family members, persons with disabilities, providers and other caregivers that facilitate connections to home and community-based services and benefit options per telephone and in-person throughout service area and statewide as needed based on call volume. Assist consumers to assess their needs for services, make their decisions about service options, access benefits and connect with an array of formal and informal service providers. Conduct public presentations and outreach activities on niche areas of Senior LinkAge Line. Assist other staff during peak workloads and short deadlines. This is a call center position.

Time Spent	ESSENTIAL DUTIES & RESPONSIBILITIES include those listed below. Other duties must be performed as otherwise assigned.
22%	1. Assess consumer's needs and provide both phone-based and in-person assistance related to health insurance benefit options including Medicare eligibility and enrollment, Medicare Advantage, Medicare supplement, and Medicare prescription drug coverage comparisons and selections, low-income subsidy eligibility and enrollment, coordination of benefit issues, Medicare fraud and abuse education, identification, and reporting, long-term care insurance and pension rights.
15%	2. Demonstrate proficiency in interviewing, assessment, problem solving, advocacy and provide in-depth counseling and assistance to individuals about long-term care options and benefits focused on system navigation and assistance. Complete MMIS research as needed.
15%	3. Conduct public presentations and community outreach activities on niche areas of the Senior LinkAge Line. Distribute Senior LinkAge Line outreach materials. Build cooperative relationships with counties, service providers, health care organizations and other community organizations. Document outreach activities in the client tracking tool and Extranet Calendar per protocol.
15%	4. Research service options and communicate information in a clear, comprehensive manner. Connect consumers to service providers, advocate for and support consumers as they navigate a complex long-term care service system and provide follow up to ensure service delivery and satisfaction.
10%	5. Offer in-depth, objective information about a wide range of community resource options and benefit programs.
10%	6. Assist Medicare beneficiaries to understand their benefits, complete required paperwork, access benefits to which they are entitled and make informed benefit selections. Screen callers for eligibility for public programs including Medicare Savings Programs, Medicaid, and others; provide forms assistance to facilitate application to such programs when applicable.

5%	7. Assess eligibility for programs that reduce prescription costs and connect individuals to resources including patient assistance programs, discount cards, publicly funded programs, mail order pharmacy options and generic equivalents. Assist individuals of all ages to access affordable prescription drug options. Assist individuals with system navigation and problem resolution related to prescription drug access.
3%	8. Serve a culturally diverse population of seniors and persons with disabilities and their caregivers, Medicare beneficiaries of any age, individuals seeking assistance with prescription drug costs of any age and community professionals to meet their informational needs.
3%	9. Participate and maintain training developed by the Minnesota Board in Aging, including Core Body of Knowledge, and other applicable trainings.
2%	10. Identify signs, symptoms, and risk factors for abuse. Report suspected Vulnerable Adult situations to the Minnesota Adult Abuse Reporting Center (MAARC) or Common Entry Point (CEP) within the appropriate timeframes. Inform supervisor of report.

MINIMUM QUALIFICATIONS

1. Education and Experience:

Bachelor's degree in social work, gerontology, or other human services related field. One year of professional or internship experience in the social services field, including long-term care, health care provider, social services provider or lead agency setting. A valid State of Minnesota driver's license, proof of insurance and reliable car is required. A degree in social work requires licensure or demonstrated progress/intent on securing licensure.

2. Preferred Knowledge, Skills, and Abilities:

▪ **Knowledge Of:**

- Proper English usage, grammar, punctuation, spelling, and vocabulary.
- Needs of older adults, people with disabilities, caregivers and long-term care systems and supports.
- Long-term care services, including those provided by formal, quasi-formal and informal agencies/organizations.
- Effective phone-based and in-person interviewing, listening and assessment techniques.
- County MNChoices Assessment
- Self-directed care related to public benefit programs.

▪ **Skills Needed:**

- Microsoft Office Suite, such as Word, Excel, Teams, Internet for professional purposes, and web-based programs.
- Interpersonal skills as applied to interaction with individuals from varied backgrounds, viewpoints, and experience levels, including co-workers, clients, etc.
- Self-motivation, initiative, dependability, flexibility, attention to detail and sound judgment when making decisions or seeking input and direction.
- Public speaking, including presenting information to variety of consumers and professional audiences and facilitating one-on-one and small group meetings.

▪ **Ability To:**

- Adhere to MNRAAA and Minnesota Board on Aging policies and procedures.
- Think critically and strategically; work innovatively, independently and as a team; handle multiple projects simultaneously.
- Handle crisis situations effectively and efficiently, including handling difficult callers or staff.
- Communicate effectively in both verbal and written forms with staff, partner organizations and diverse community members; have strong public relations' skills.
- Maintain client and organizational confidentiality.
- Exercise good judgment with balance of independent action and adequate communication with Contact Center Supervisor and others.
- Make decisions that are objective and defensible regarding issues that may have an emotional impact on participants.

- Value cultural diversity and support cultural competency development.
- Add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Connect consumers to home and community-based options such as transportation, home care, home modifications, meals on wheels, social opportunities, adult day care, durable medical equipment, and chore services.
- Connect consumers to housing options such as apartments, board and lodging or boarding care facilities, family homes, other nursing homes, assisted living settings, adult foster homes, subsidized housing, senior cooperatives, etc.
- Communicate information regarding long-term care options in a clear, concise, and understandable manner.
- Employ skills to meet needs of person being served in a non-judgmental, professional, and culturally appropriate manner.
- Assist consumers with the following:
 - Financial power of attorney, health care directive, POLST, guardianship, and conservatorship
 - Financial resources including Social Security, pensions, long term care insurance, Long Term Care Partnership, reverse mortgages, veterans' benefits, Medicare, Medical Assistance and DHS waiver programs:
 - Community Alternatives for Disabled Individuals
 - Community Alternative Care
 - Brain Injury
 - Elderly Waiver
- Maintain client and organizational confidentiality.

EQUIPMENT USED

- Computer
- Docking Station
- Printer
- Photocopier
- Fax Machine
- Projector
- Calculator

MENTAL & PHYSICAL DEMANDS/WORKING CONDITIONS

Work requires attention to detail; management of competing tasks and demands; ability to deal with complex problems with multiple variables in a variety of situations; and adherence to meeting deadlines and standard practices, policies, and procedures.

There is regular sitting, standing, walking, reaching, bending, twisting, pushing, pulling, kneeling, grasping, feeling, talking, hearing/listening, seeing/observing, repetitive motions and finger movement. On occasion, the ability to lift and carry up to approximately 50 pounds on a non-continuous basis is preferred.

Work will be performed in the office, home office or remote location and may include proximity to others and off-site meeting locations. Regular driving is required, including occasional overnights.