



## Getting the Most Out of Medicare's New Drug Coverage

Experience with Medicare Part D enrollment last year showed that many seniors were left in a position of making poorly informed decisions. Helping seniors conduct an optimal search for a drug plan can lead to substantial savings as out-of-pocket drug costs vary substantially by plan and by drug.

Research conducted in policy analysis and management in the College of Human Ecology was utilized to develop an extension/outreach program called Medicare D: Getting the Most Out of Medicare's New Drug Coverage.

The project, CURxED (Cornell University Resource Education for Medicare Part D), portrays

- plan coverage profiles of individual drugs,
- plan coverage profiles of sample medication regimens, and
- profiles of insurance plan coverages.

A key goal of this program is to inform community educators, trainers, volunteers, and ultimately seniors about the benefits and complexities in choosing a Medicare Part D plan. Statewide training has been presented to the state Office for the Aging Health Insurance Information, Counseling, and Assistance (HIICAP) Coordinators, and CCE educators. Locally, volunteers and potential counselors in 4 counties are presenting information in this pilot phase of the project.

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## Socially Responsible Business

Faculty members in the College of Human Ecology are conducting research, outreach activities, and teaching to support the growth of socially responsible businesses. Their focus is identification and analysis of international best practices related to human rights, labor rights, and environmental stewardship.

The “Values-Led Leadership by Design: Strategic Stories of Growing a Responsible Business” project explores various ways values-led entrepreneurs use design (product design, marketing design and workplace design) to communicate their vision, values, and social mission. The overarching goal of the project is to encourage socially responsible entrepreneurship by empowering students with specific strategies, stories, and examples of successful, values-led entrepreneurs and to develop a heightened level of personal values consciousness in the next generation of leaders.

“Social Responsibility in Apparel, Textile, and Footwear Industry Supply Chains” was funded by a USDA Higher Education Challenge Grant. Its purpose is to develop a post-baccalaureate core of courses to educate future professionals as well as to influence industry and public policies. Related scholarship is the outreach program called The Cutting Edge: Guide to Apparel and Sewn Products Business.

An additional outcome is the establishment of Educators for Socially Responsible Apparel Business (ESRAB). Its purpose is to serve as a resource for apparel manufacturers, retailers, policy-makers, consumers, educators, and other parties aspiring to make business and consumer decisions more socially responsible with positive effects on society.

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## Workforce Development in Elder Care

The *Retention Specialist Project* sheds new light on the problems of retaining frontline long-term care workers. This research and demonstration program sought to achieve changes in long-term care policy and practice to help reduce high vacancy and turnover rates among direct care workers in long-term care. It provided in-depth training and resources to retention specialists who have both the expertise and ongoing support to systematically address problems of low job satisfaction and resulting turnover of Certified Nursing Assistants (CNAs) in a nursing home.

The *Jewish Cultural Competency Training Program* was developed to effectively address issues dissimilarity between Jewish nursing facility staff and residents. Jewish nursing facilities often encounter a critical workforce challenge: a special need for cultural competence and sensitivity among direct-care staff. Although residents are primarily Jewish ethnically and religiously, staff—particularly frontline workers such as CNAs—typically come from non-Jewish cultural backgrounds. Often these workers have little knowledge about Jewish culture, religion, and values and have had limited contact with Jewish people. The educational program is based on joint research in collaboration with a number of Jewish nursing facilities in New York State.

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## Consumers, Pharmaceutical Policy, and Health

Faculty in the Department of Policy Analysis and Management investigate the causes, consequences, and performance of public policies relating to health and consumer welfare. Their research approach emphasizes the interaction of public policies and private firms' decisions on health and consumer behavior.

Funding is supporting studies of issues related to consumers, pharmaceutical policy, and health. Five research initiatives address advertising, demand for anti-obesity pharmaceuticals, drug pricing, Medicaid benefits, and consumer behavior.

One of the key projects is investigating the impact of direct-to-consumer (DTC) advertising. The research team has completed a digital archive of the print advertising of all prescription and over-the-counter products in the most-read magazines in the U.S. over a period of nineteen years. These data can now be linked to surveys that contain information on whether respondents read these magazines and whether they use particular pharmaceuticals.

Future research can thus investigate the impact of DTC advertising on product choice for a number of drug categories. Having the digital image of the advertisement allows analysis of the message content to investigate which types of messages are most effective in generating demand.

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