



Population/Audience

Patients turning 65 (T-65 Patients)

Locations for use

Henry Ford Health - patient facing locations

Henry Ford Medical Group

Billing

Registration

Home Health

Retail

Experience Team

Script

To be added at end of call:

[patient name] it looks like you'll be celebrating your 65th birthday this year. We recognize this means you may be making new choices for your health insurance. If you need assistance understanding Medicare options, we have resources. Would you like to speak to someone who can assist you?

HAP41244