

Say No to Scammers

CMS Medicare Fraud - COVID Vaccine
Video, display, social – UPDATED MARCH 18, 2021



Video Scripts



:15 VIDEO – “Straight Talk”

[Open on a senior woman and Medicare recipient against a brightly-colored background for integration with digital/social. She talks to the camera not as a spokesperson, but as a peer, talking as if addressing a friend.]

—

If you're like me, you're eager to get your COVID vaccine.

But that makes scammers eager to prey on us.

Just remember, there is no cost for the vaccine.

Keep your personal info between you and trusted health care professionals.

—

SUPER:

An official message from Medicare.gov



:15 Video - "Say No to Scammers 1"

Opening slate:

What do you say if someone asks you to pay for your COVID vaccine?

Person 1:

I don't fall for scams.

Person 2:

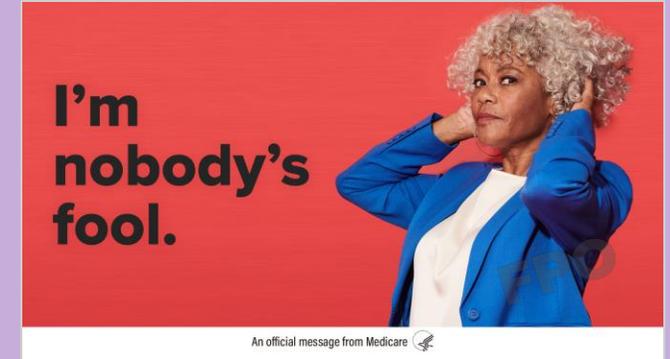
I'm *nobody's* fool.

Person 3:

Not a shot!

Closing slate:

Learn to detect and prevent vaccine fraud at [Medicare url].



NOTE: Can be combined with following script to create a :30 video as well

:15 Video - "Fraudsters"



Click [HERE](#) to view video.

Social



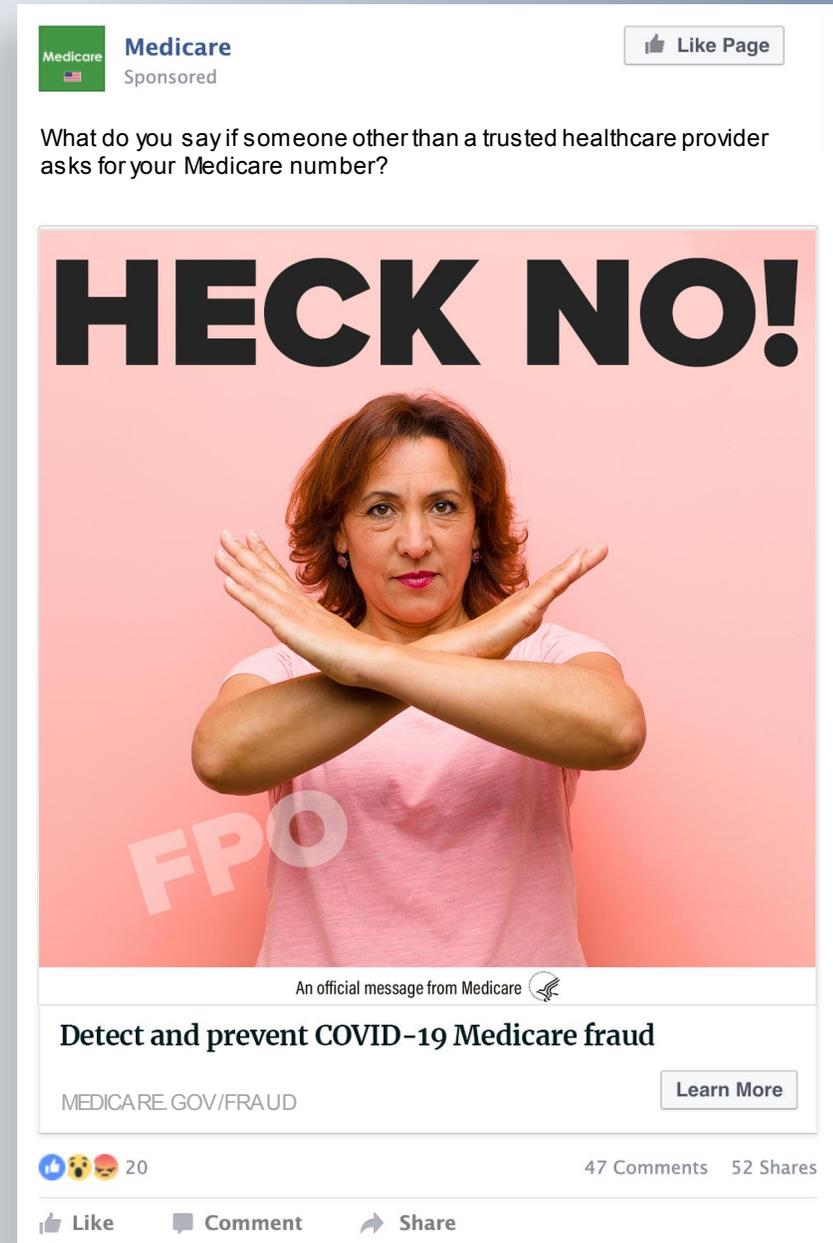
Social – V6

Social copy 6

What do you say if someone other than a trusted healthcare provider asks for your Medicare number?

Graphic copy 6

Heck no!



The image shows a Facebook post from the Medicare page. At the top left is the Medicare logo with the word "Medicare" and "Sponsored" below it. To the right is a "Like Page" button. The main text of the post asks, "What do you say if someone other than a trusted healthcare provider asks for your Medicare number?". Below this is a large graphic with a pink background. At the top of the graphic, the words "HECK NO!" are written in large, bold, black capital letters. In the center of the graphic is a woman with reddish-brown hair, wearing a light pink t-shirt, with her arms crossed in an "X" shape over her chest. A large, semi-transparent "FPO" watermark is visible over the woman. Below the graphic, it says "An official message from Medicare" with the Medicare logo. The main headline of the post is "Detect and prevent COVID-19 Medicare fraud". Below that is the URL "MEDICARE.GOV/FRAUD" and a "Learn More" button. At the bottom of the post, there are icons for Like, Love, and Care, with a count of 20. To the right of these icons are "47 Comments" and "52 Shares". At the very bottom of the post are buttons for "Like", "Comment", and "Share".

**This ad can also be adapted into a version addressing treatment in place of vaccines*

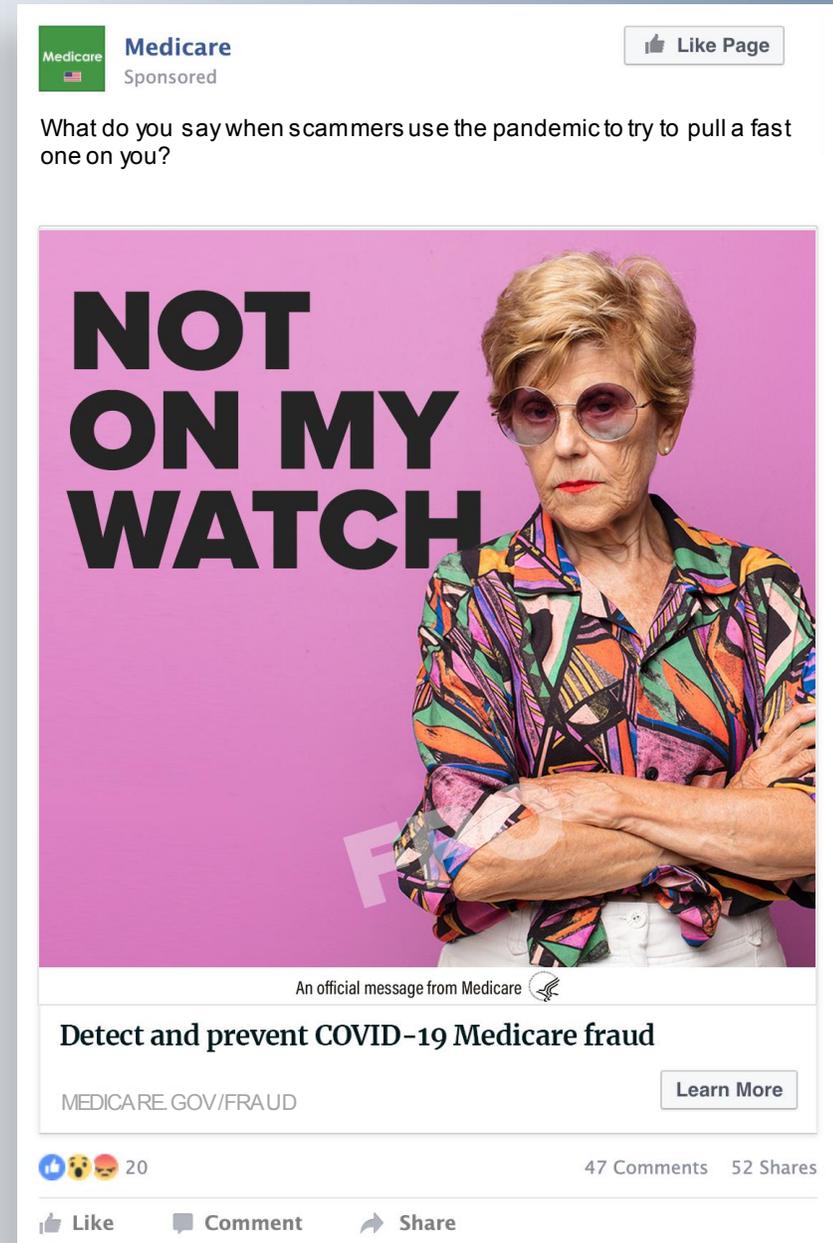
Social – V7

Social copy 7

What do you say when scammers use the pandemic to try to pull a fast one on you?

Graphic copy 7

Not on my watch.



The image shows a Facebook post from the Medicare page. At the top left is the Medicare logo with the word "Medicare" and "Sponsored" below it. To the right is a "Like Page" button. The main text of the post asks, "What do you say when scammers use the pandemic to try to pull a fast one on you?". Below this is a large graphic with a purple background. On the left side of the graphic, the words "NOT ON MY WATCH" are written in large, bold, black capital letters. On the right side, there is a photograph of an elderly woman with short blonde hair and glasses, wearing a colorful, patterned shirt and white pants. She has her arms crossed and a serious expression. Below the graphic, it says "An official message from Medicare" with the Medicare logo. Underneath that is the headline "Detect and prevent COVID-19 Medicare fraud" and the URL "MEDICARE.GOV/FRAUD". To the right of the URL is a "Learn More" button. At the bottom of the post, there are icons for reactions (like, love, wow, sad) with a count of 20, and "47 Comments 52 Shares". At the very bottom are buttons for "Like", "Comment", and "Share".

**This ad can also be adapted into a version addressing treatment in place of vaccines*

Social – V8

Social copy 8

There is zero cost to you for the COVID vaccine. So, what do you say to someone who asks you to pay for your shot?

Graphic copy 8

I social distance from scammers.

Medicare Sponsored Like Page

There is zero cost to you for the COVID vaccine. So, what do you say to someone who asks you to pay for your shot?

I SOCIAL DISTANCE from scammers.

FPO

An official message from Medicare

Detect and prevent COVID-19 Medicare fraud

MEDICARE.GOV/FRAUD [Learn More](#)

20 47 Comments 52 Shares

Like Comment Share

**This ad can also be adapted into a version addressing treatment in place of vaccines*

Social – V9

Social copy 9

You do not have to pay to get the COVID vaccine. So, what do you say to someone trying to sell you a spot on a vaccine waitlist?

Graphic copy 9

Doctor's orders: no vaccine scams.

Medicare Medicare Sponsored Like Page

You do not have to pay to get the COVID vaccine. So, what do you say to someone trying to sell you a spot on a vaccine waitlist?

**Doctor's orders:
NO VACCINE SCAMS.**

FPO

An official message from Medicare

Detect and prevent COVID-19 Medicare fraud

MEDICARE.GOV/FRAUD Learn More

20 47 Comments 52 Shares

Like Comment Share

**This ad can also be adapted into a version addressing treatment in place of vaccines*

Social – V10

Social copy 10

What do you say if someone claiming to be from Medicare calls asking for your Medicare number?

Graphic copy 10

I think NOT!

Medicare Sponsored Like Page

What do you say if someone claiming to be from Medicare calls asking for your Medicare number?

I think NOT!

FPO

An official message from Medicare

Detect and prevent COVID-19 Medicare fraud

MEDICARE.GOV/FRAUD Learn More

20 47 Comments 52 Shares

Like Comment Share

Social – V11

Social copy 11

If someone contacts you on social media asking for your Medicare number, what do you say?

Graphic copy 11

GET LOST.

Medicare Sponsored Like Page

If someone contacts you on social media asking for your Medicare number, what do you say?

GET LOST.

An official message from Medicare

Detect and prevent COVID-19 Medicare fraud

MEDICARE.GOV/FRAUD [Learn More](#)

20 47 Comments 52 Shares

Like Comment Share

Display



Display options

1. Vaccine scammers have no shot.
2. I social distance from scammers.
3. Doctor's orders: no vaccine scams.

Second slate for all: **Learn to detect and prevent vaccine fraud at [Medicare.gov/fraud](https://www.medicare.gov/fraud).**



Vaccine scammers have NO SHOT.

LEARN TO STOP SCAMS

An official message from Medicare 



I SOCIAL DISTANCE from scammers.

LEARN TO STOP SCAMS

An official message from Medicare 



Doctor's orders: NO VACCINE SCAMS.

LEARN TO STOP SCAMS

An official message from Medicare 

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