

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
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Office of Media Affairs

MEDICARE NEWS

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HHS, CMS and the Administration on Aging Launch Fraud Prevention Education Campaign to Ensure Medicare Beneficiaries are Protected from Scams

*Kicks off with a \$1 million national & ethnic radio buy targeted around the
\$250 one time tax-free donut hole rebate check included in the Affordable Care Act*

As eligible seniors who have entered the Medicare Part D donut hole this year begin to receive their tax-free, one time rebate check for \$250 starting this Thursday, Health and Human Services (HHS) Secretary Kathleen Sebelius and senior officials from the Administration on Aging and the Centers for Medicare & Medicaid Services today launched a national education effort to ensure that seniors have the information they need to protect themselves from potential scams or fraud when it comes to their Medicare benefits.

The national fraud prevention campaign will include radio, television and print advertising and outreach efforts.

The campaign will begin with a \$1 million national radio buy that will run in June through August as \$250 tax-free rebate checks get mailed to eligible seniors each month. CMS will purchase time in markets with high percentages of Medicare recipients who fall into the donut hole and time on ethnic radio to communicate with groups of seniors who have been particularly targeted by scam artists.

Thirty second and sixty second radio spots will be produced in English, Spanish, Korean, and Armenian for the initial radio buy. English language spots will begin running in a small number of markets by the end of this week. The number of markets will steadily increase and the national buy will be completely in place by the end of June

CMS will post audio files of the English language and Spanish language 60 second spots later today at www.cms.gov. Scripts for the spots are attached at the end of this release and can also be found at www.medicare.gov.

-- More --

“The more we can work together to educate the American people about ways to protect themselves and the health care system from fraud and scams, the better chance we have to protect taxpayer dollars and the Medicare Trust Funds,” said Secretary Sebelius. “In addition to this outreach and education media campaign, we are working with organizations across the country to ensure seniors know where to turn to get information about the new law and their Medicare benefits.”

“Since early April, we have learned of seniors across the country who are being asked for personal information to help them get a rebate check,” said CMS Acting Administrator Marilynn Tavenner. “Beneficiaries who reach the donut hole will get a check mailed to the same address Medicare uses to send them information now without doing anything special. Seniors should be on the look-out for scams where people they don’t know ask them for their personal information in order to get their checks. This is not how the process will work. Checks will come directly to beneficiaries who qualify for this benefit under the Affordable Care Act. Seniors or family members should contact us at 1-800-MEDICARE to report any of these types of calls or go to www.stopmedicarefraud.gov to learn more about efforts to fight scams like these.”

The first \$250 checks are being mailed June 10 to those Medicare beneficiaries who entered the Medicare Part D donut hole, also known as the coverage gap, in the first quarter of 2010 and are not eligible for Medicare Extra Help (also known as the low-income subsidy or LIS). The donut hole is the period in the prescription drug benefit in which the beneficiary pays 100 percent of the cost of their drugs until they hit the catastrophic coverage. People in the Extra Help program already have assistance with the cost of prescription drugs. Beneficiaries should contact the Social Security Administration at www.ssa.gov for information about Extra Help.

“Empowering consumers to prevent fraud is essential in preserving the integrity of the Medicare and Medicaid programs,” said Assistant Secretary Kathy Greenlee. “This joint education and outreach campaign will not only protect seniors from fraud and scams but will help protect the Medicare trust fund as well.”

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Listen to Medicare’s Official messages about the \$250 Part D rebate Check:

<http://media.cms.hhs.gov/audio/English-Affordable-Care-Act-30.mp3> -- English 30 second PSA (audio, mp3)

<http://media.cms.hhs.gov/audio/English-Affordable-Care-Act-60.mp3> -- English 60 second PSA (audio, mp3)

60 –Second Radio Script Affordable Care Act Fraud Prevention

Did you know that you are one of our more important resources when it comes to fighting Medicare Fraud and stopping scams against seniors.

Protect your personal Medicare information. Don’t share it with anyone except your trusted sources and Medicare.

The new Affordable Care Act, passed by Congress and signed by the President – contains some important benefits for Medicare beneficiaries.

If you're enrolled in a Medicare prescription drug plan and enter the donut hole this year, you will receive a one-time tax free \$250 rebate check – if you are not already receiving Medicare Extra Help.

The donut hole rebate check will be mailed to the same address Medicare uses to send you information now. So there is no need to share your personal Medicare information with anyone who calls you asking for it on the phone.

If you have any questions, visit medicare.gov or call -1800 Medicare.

Brought to you by Medicare and the US Department of Health and Human Services

30 Second Radio Script Affordable Care Act Fraud Prevention

The new Affordable Care Act offers important new benefits to people with Medicare.

If you're enrolled in a Medicare prescription drug plan and enter the donut hole this year, you will receive a one-time, tax- free \$250 rebate - if you are not already receiving Medicare Extra Help.

After you reach the donut hole, your check will be mailed to the same address Medicare uses to send you information.

No need to do anything special AND no need to give ANYONE your personal Medicare information if they call you.

If you have any questions visit medicare.gov or call 1-800 Medicare.

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