



2016 Medicare Open Enrollment



***Fraud Prevention Campaign
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Objectives

- Raise awareness about scams that try to fraudulently obtain Medicare number
- Educate about how to identify, prevent and report suspected fraud
- Reinforce the importance of protecting Medicare number during the Open Enrollment period

Timeline

- Aug 8 – Sept 4 “Don’t Mess with My Medicare” TV ad
- Sept – Dec Earned and Social Media
- Oct 15 – Dec 7 Medicare Open Enrollment Period

Key Messages

“Don’t Mess with My Medicare” TV ad

- Con artists are committing Medicare fraud
- Never give out your Medicare number to get a free offer or gift
- Always check Medicare statements for errors
- Go to [Medicare.gov/fraud](https://www.Medicare.gov/fraud) for more information on how to fight fraud

Key Messages

Earned & Social Media

- Fight fraud by protecting your Medicare number
- Be alert about suspicious activities to enroll you in a Medicare plan
 - Early bird discounts
 - Limited time offers
 - Offers of free medical services
- Call 1-800-MEDICARE to report suspected fraud
- Visit [medicare.gov/fraud](https://www.medicare.gov/fraud) or your local SMP for more information

Tactics

- Public Service Announcements
- Articles
- Blog
- Tweets
- Enrollment Fraud Video
- Educate key information intermediaries
- Local outreach activities

Information Resources

<https://www.cms.gov/Outreach-and-Education/Outreach/Partnerships/FraudPreventionToolkit.html>

<https://www.medicare.gov/fraud>