



NMEP Special Session on Medicare Open Enrollment



***Fraud Prevention Campaign
October 14, 2015***

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Objective

- To educate people with Medicare about how to identify, prevent and report fraud
- To remind people with Medicare to protect their personal information particularly during the Open Enrollment period

Timeline

- Sept – Dec Earned & Social Media
- Sept 28 – Oct 18 Paid Media

Key Messages

- Fight fraud by protecting your Medicare number
- Be alert about suspicious activities to enroll you in a Medicare plan
- 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

- “Cracking Down on Medicare Fraud” TV ad
- Public Service Announcements
- Articles
- Blog
- Tweets
- Enrollment Fraud Video
- Educate key information intermediaries
- Local outreach activities

Web Links

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

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