

Financial Exploitation of Senior Alabamians: The Scams, Pain, and Tactics for Prevention

Satellite Conference and Live Webcast
Thursday, May 10, 2018
1:00 – 2:30 p.m. Central Time

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

Faculty

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New Medicare Card Information for Partners & Stakeholders

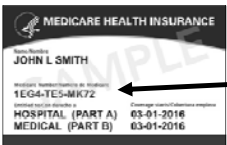


New Card

- Beginning this year, the Medicare Card is being replaced with a new, unique Medicare Number, which is made up of 11 uppercase letters and numbers. The new number is unique, randomly generated, and the characters are nonintelligent, which means they do not have any hidden or special meaning. The new card, containing the new Medicare Number, will look like this:



New Unique Medicare Number



New Medicare Number

- New Non-Intelligent Unique Identifier
- 11 bytes
- Key positions 2, 5, 8 and 9 will always be alphabetic

THERE IS NO COST FOR A NEW MEDICARE CARD!

New Card Design

- Consumer tested by people with Medicare
- Positively reviewed among 10 possible cards designs
- Strong preference to maintain red, white and blue palette
- Easy to read, copy, scan at provider offices

New Card Design

- **Smaller size to match the size of a standard credit card**
- **Bilingual in English/Spanish**
- **Gender & signature line won't appear on new Medicare cards**
- **All cards, including for Puerto Rico, will be printed on white paper**

Sending New Medicare Cards

- **Medicare started mailing new cards in April 2018, Alabama is set to start receiving cards June - August 2018**
- **Newly eligible beneficiaries will get a card with a unique number, regardless of where they live**
- **Existing beneficiaries will get a new card over a period of approximately 12 months**

Sending New Medicare Cards

- **The mailing will include the new Medicare card and a letter with instructions**
- **Distribution of cards will be randomized by geographic location**
- **All existing cards will be replaced by April 2019 statutory deadline**

Sending New Medicare Cards

- **Beneficiaries should use the new card once they get it, but either the SSN-based or the new random alphanumeric-based cards can be used through December 2019**
- **Beginning January 1, 2020, only the new card will be usable**
- **The Railroad Retirement Board will issue new cards to RRB beneficiaries**

Replacement Cards and Numbers

- **People with Medicare should make sure their current address is correct with the Social Security Administration NOW, as needed**
- **People who lose their Medicare card will continue to be able to get a replacement (duplicate) card**
- **People who believe they are victims of identity theft or Medicare fraud will be able to get a different new Medicare number by contacting 1-800-MEDICARE**

New Medicare Card Survey Findings: Sept 2017

- **Extremely low awareness of upcoming changes to the Medicare card**
 - **11% say that they have recently seen, heard, or read something**
- **When informed, response to the project is positive**
 - **88% say that they feel this is a positive change**

New Medicare Card Survey Findings: Sept 2017

- 88% support removal of the Social Security Number from Medicare cards
- 86% agree that a new Medicare number will be more secure
- 79% agree that a new Medicare number will protect from identity theft
- In general, there are no top of mind concerns

New Medicare Card Survey Findings: Sept 2017

- 75% indicate they have no concerns
- When asked about specific potential concerns, greatest concerns were for:
 - Potential cost of replacing all cards (61%)
 - Potential inability to find lost Medicare numbers (42%)

New Medicare Card Survey Findings: Sept 2017

Communication Opportunities

- Messaging that fills informational gaps and builds on expectations:
 - Timing – even among the few aware, there is little knowledge about timing
 - Key message of Social Security Number removal, as this is seen as a positive change
 - Reinforce what to do once the card is received

Your Guide for Outreach

April 2018 – Open Enrolment

2018: Watch for New Cards

- Cards are mailed!
- Simple, direct instructions included with the new card mailing
- Make your family members, clients and friends aware
- Go to Social security to change address

Your Guide for Outreach

- Robust messaging on Medicare.gov, 800-MEDICARE and Medicare social media
- Visit www.cms.gov/newcard for information and outreach materials
- Specialized communications for those with limited English proficiency and alternative format needs are available

What Providers Can Do to Get Ready

- Look for mail coming from CMS that includes instructions about a secure provider look-up tool
- Check with your billing vendors if they haven't already contacted you about system changes
- Display posters and place tear-off pads in offices and waiting rooms

What Providers Can Do to Get Ready

- Talk to clients about changes
- Follow the Medicare Learning Network and look on www.cms.gov/newcard for the latest information about new Medicare cards

What To Do With New Card?

- You should keep your new card safe, as you would with credit cards and other insurance cards
- You should bring your new card with you when you visit your health care providers so that they can bill Medicare on your behalf

What To Do With New Card?

- Additionally, once new card is received and you have checked with a medical provider that it works, you should safely and securely destroy your old card

Guard Your Card and Personal Information

TIPS AND REMINDERS:

- ✓ Don't give anyone your personal information to get your new Medicare card, Medicare will not ask you for that information
- ✓ Your new card is FREE! Medicare will not ask you to pay for your card
- ✓ Medicare will only contact you by mail

- ✓ Guard your card: Do not share your Medicare card information with anyone except your insurer, pharmacists, providers, and people you trust to work with Medicare on your behalf
- ✓ Safely and securely destroy your old Medicare card upon receiving your new Medicare card – do not throw it in trash with out cutting it up or shredding
- ✓ Cards may arrive at a different time than someone else that you know

- ✓ Contact your Senior Medicare Patrol (SMP) if you think you have been the victim of Medicare fraud, errors, or abuse. An SMP representative will make referrals to the appropriate state and federal agencies for further investigation



“Guard Your Card” Campaign Key Messages

- Con artists are trying to get your Medicare number so they can steal your identity and commit Medicare fraud
- Guard your Medicare card like it's a credit card
- Give your Medicare number only to those you know should have it

“Guard Your Card” Campaign Key Messages

- Fight fraud by protecting your Medicare number
- Medicare won't call you uninvited for your Medicare number
- Be alert about suspicious activities to enroll you in a Medicare plan
 - Early bird discounts

“Guard Your Card” Campaign Key Messages

- Limited time offers
- Offers of free medical services
- Call 1-800-MEDICARE or SMP at 1-800-AGELINE to report suspected fraud
- Visit medicare.gov/fraud or your local SMP (www.AlabamaAgeline.gov) for more information

Stay Connected

Find more technical information, detailed updates, training opportunities, and materials to share on the web:

www.cms.gov/newcard

Comments and questions are always welcome! Send to:
NewMedicareCardSSNRemoval@cms.hhs.gov

Stay Connected

Contract your local SMP Program
at the Local ADRC's
1-800-AGELINE

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