

New Medicare Card Webinar

May 3, 2018

Welcome!

SMPs

- Senior Medicare Patrol

SHIPs

- State Health Insurance Assistance Program

MIPPAs

- Medicare Improvements for Patients and Providers Act



ACL = Administration for Community Living

Today's Presenters

Erin Pressley

**Director of Creative Services
Group, Office of
Communications**

**Centers for Medicare &
Medicaid Services (CMS)**

Stacey Platte

SMP Program Manager

**Administration for
Community Living (ACL)**

Agenda

New Medicare Cards

- Erin Pressley, CMS

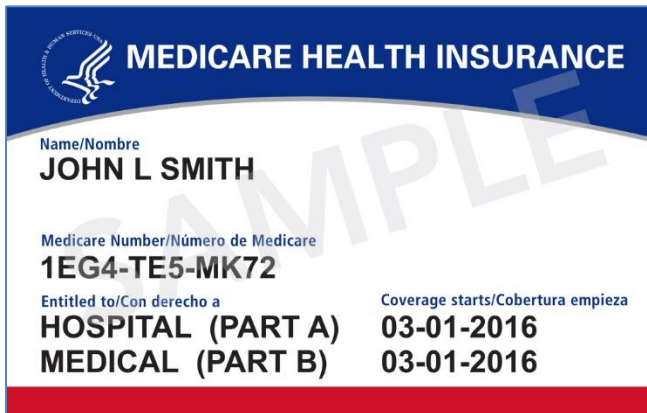
SMP and SHIP Reporting – New Medicare Cards

- Stacey Platte, ACL

Resources

Q & A Session

New Medicare Card



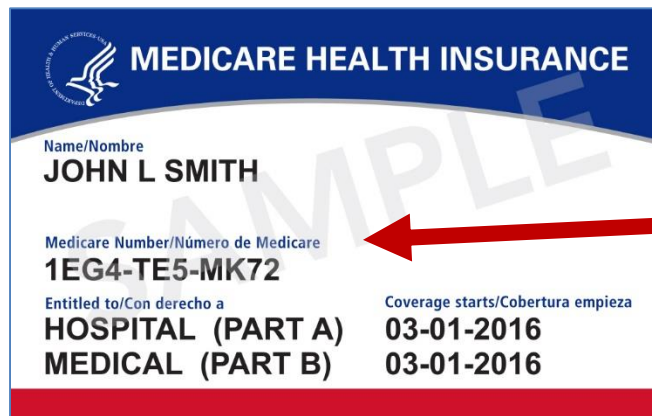
Information for Partners & Stakeholders

May 2018

Background

- The Health Insurance Claim Number (HICN) is a Medicare beneficiary's identification number, used for processing claims and determining eligibility for services across multiple entities (e.g., Social Security Administration (SSA), Railroad Retirement Board (RRB), States, Medicare providers & health plans)
- The Medicare Access and CHIP Reauthorization Act (MACRA) of 2015 requires removal of the Social Security Number (SSN)-based HICN from Medicare cards to address current risk of beneficiary medical identity theft
- MACRA requires that CMS mail out new Medicare cards with a new Medicare Number by April 2019
- The new Medicare numbers won't change Medicare benefits. People with Medicare can start using their new Medicare cards right away.

New Unique Medicare Number



A sample Medicare Health Insurance card for John L. Smith. The card features the Medicare logo and the text "MEDICARE HEALTH INSURANCE". The cardholder's name is "JOHN L SMITH". The Medicare Number is "1EG4-TE5-MK72". The card also lists coverage for Hospital (Part A) and Medical (Part B), both starting on 03-01-2016. A red arrow points from the "New Medicare Number" box to the Medicare Number field.

MEDICARE HEALTH INSURANCE	
Name/Nombre JOHN L SMITH	
Medicare Number/Número de Medicare 1EG4-TE5-MK72	
Entitled to/Con derecho a	Coverage starts/Cobertura empieza
HOSPITAL (PART A)	03-01-2016
MEDICAL (PART B)	03-01-2016

New Medicare Number

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

Sending New Medicare Cards

- Medicare started mailing new cards in April 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
 - Distribution of cards to existing beneficiaries will be randomized by geographic location, with states grouped into one of seven “waves”
- In April, CMS launched [Medicare.gov/newcard](https://www.medicare.gov/newcard) where people with Medicare can sign up for emails about the card mailing and check the card mailing status in their state
- People with Medicare should use the new card once they get it, but either the SSN-based or the new random alphanumeric-based numbers can be used through December 2019
- Beginning January 1, 2020 only the new card will be usable

New Medicare Card Mailing

Wave	States Included	Cards Mailing
Newly Eligible People with Medicare	All – Nationwide	April 2018 - Ongoing
1	Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia	Mailing started: May 2018
2	Alaska, American Samoa, California, Guam, Hawaii, Northern Mariana Islands, Oregon	Beginning May 2018
3	Arkansas, Illinois, Indiana, Iowa, Kansas, Minnesota, Nebraska, North Dakota, Oklahoma, South Dakota, Wisconsin	After June 2018
4	Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont	After June 2018
5	Alabama, Florida, Georgia, North Carolina, South Carolina	After June 2018
6	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Texas, Utah, Washington, Wyoming	After June 2018
7	Kentucky, Louisiana, Michigan, Mississippi, Missouri, Ohio, Puerto Rico, Tennessee, Virgin Islands	After June 2018

<https://www.cms.gov/Medicare/New-Medicare-Card/NMC-Mailing-Strategy.pdf>

New Medicare Card Awareness Survey Strategy

Pre-Outreach Baseline: Early January 2018, National Sample

Between periods of active outreach, awareness levels may decline, so this effort helped establish a new baseline measure

Implementation Wave 1: Early to Mid April 2018, National + Local Oversample

This survey helps compare awareness as mailings begin to baseline and to later implementation states. Early results indicate that awareness is holding steady from earlier timeframes.

Receipt of the New Card should improve awareness substantially, as direct mail has been shown to be an effective outreach strategy.

Implementation Wave 2: Summer 2018, National + Local Oversample

This survey will examine the extent to which alterations in outreach messaging and strategy improve awareness, along with targeted local communications

Your Guide for Outreach

January – October 2018

- National Outreach with drumbeat messaging, changing over time
- Dial up the outreach and messaging! Card mailing moves to forefront of messaging for people with Medicare through all communications channels.
 - **January 25 to Mid-April:**
 - Messaging about mailing address accuracy and protection from fraudsters
 - **Mid-April – October:**
 - Intensive earned media and local outreach kicks off, coordinated with card mailing
 - Messaging about when to expect new cards, what to do with old (and new) cards, what to do if you don't receive a card or need help, and being aware of potential scams

Your Guide for Outreach (continued)

Specific messaging for people with Medicare

January to Mid-April

- New Medicare cards with new Medicare Numbers are coming
- Make sure the Social Security Administration has your current mailing address
- Beware of scam artists contacting you about your new card

Mid-April to October

- MAILING BEGINS!
- Find out when your card is mailed by visiting [Medicare.gov](https://www.Medicare.gov) and signing up for email
- What to do if you don't get your card
- Destroy your old card (shred)
- Once your card has been mailed, you can look up your Medicare Number or print a card on [MyMedicare.gov](https://www.MyMedicare.gov)
- Continue to be alert and watch for fraud

Outreach & Education Materials – Fillable Flyers

<https://www.cms.gov/Medicare/New-Medicare-Card/Outreach-and-Education/Products-to-share-with-beneficiaries.html>




**New Medicare Cards
have started to mail!**

Join us to learn more about your new Medicare card.

Medicare is mailing new Medicare cards on a rolling basis at no cost to everyone with Medicare. Your new Medicare card includes a new number unique to you, instead of your current Social Security-based number.

Learn More!
Medicare.gov/NewCard | 1-800-MEDICARE (1-800-633-4227)
TTY users can call 1-877-486-2048




**¡Las nuevas tarjetas
de Medicare se han
comenzado a enviar
por correo!**

**Únase a nosotros para obtener más
información sobre su nueva tarjeta de Medicare.**

Medicare está enviando nuevas tarjetas de Medicare de forma continua sin costo alguno para todas las personas que tienen Medicare. Su nueva tarjeta de Medicare incluye un número nuevo exclusivo para usted, en lugar de su número de Seguro Social.

¡Aprenda más!
Medicare.gov/NewCard | 1-800-MEDICARE (1-800-633-4227)
Los usuarios de TTY pueden llamar al 1-877-486-2048



Outreach & Education Materials – Updated Widgets

MAILING NOW

New Medicare cards with new numbers. Find out when to expect yours.

#NewCardNewNumber



LEARN MORE

MAILING NOW

New Medicare cards with new numbers. Find out when to expect yours.

#NewCardNewNumber



LEARN MORE

MAILING NOW

New Medicare cards with new numbers. Find out when to expect yours.

#NewCardNewNumber

LEARN MORE

MAILING NOW

New Medicare cards with new numbers. Find out when to expect yours.


#NewCardNewNumber

LEARN MORE

MAILING NOW

New Medicare cards with new numbers. Find out when to expect yours.

#NewCardNewNumber



LEARN MORE

Outreach & Education Materials – Graphic & PSA

AN OFFICIAL MESSAGE FROM MEDICARE

NEW MEDICARE CARDS ARE COMING!

Medicare is mailing millions of new cards with new numbers. Everyone with Medicare will get one. Your Medicare benefits stay the same.

NOTICE SOMETHING DIFFERENT?

Each new card will have a unique new Medicare number to help protect your identity.

MEDICARE HEALTH INSURANCE
JOHN L SMITH
1E04-FES-MK72
PART A 03-03-2016
PART B 03-03-2016

SOCIAL SECURITY NUMBERS HAVE BEEN REMOVED!

ARRIVING AUTOMATICALLY BY MAIL.

Lock out for scams. Don't pay for your new card—it's free. Guard your card like your would health insurance or credit cards.

FIND OUT WHEN YOUR CARD IS MAILING.

Sign up at medicare.gov/newcard to get emails that tell you when cards are being mailed to your area.

MY FRIEND GOT HER CARD. WHERE'S MINE?

It takes about a month for everyone in your mailing area to get their cards.

MY NEW CARD IS HERE. NOW WHAT?

When your new card arrives, destroy your old one. You can use your new card right away. Bring it to your next appointment.

GOT QUESTIONS? FIND OUT MORE HERE:
medicare.gov/newcard
1-800-MEDICARE

Information provided by the U.S. Department of Health & Human Services



MEDICARE.GOV / NEWCARD
1-800-MEDICARE

PAID FOR BY THE U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

Outreach & Education Materials – Social Media Guide

New card.
Same Medicare.



Medicare.gov



Avoid phone scams

Medicare.gov

New Card! New Number! Mailing in 2018

NEW Medicare Card

Current Medicare Card

1-800-MEDICARE (1-800-633-4242)	
NAME OF BENEFICIARY JANE DOE	SEX FEMALE
MEDICARE CLAIM NUMBER 000-00-0000-A	EFFECTIVE DATE 07-01-2016
IS ENTITLED TO HOSPITAL (PART A) MEDICAL (PART B)	EFFECTIVE DATE 07-01-2016
SIGN HERE <i>Jane Doe</i>	

MEDICARE HEALTH INSURANCE

Name/Nombre
JOHN L SMITH

Medicare Number/Número de Medicare
1EG4-TE5-MK72

Entitled to/Con derecho a
**HOSPITAL (PART A)
MEDICAL (PART B)**

Coverage starts/Cobertura empieza
**03-01-2016
03-01-2016**

Medicare.gov

Outreach & Education Materials – New Video



<https://youtu.be/Rf9q0dVinF8>

Stay Connected

[Medicare.gov/NewCard](https://www.medicare.gov/NewCard)

New Card destination for people with Medicare. Sign up for email alerts and view map to see where cards are mailing.

[CMS.gov/NewCard](https://www.cms.gov/NewCard)

Top source for providers, partners and stakeholders. Find technical guidance, presentations, and outreach materials.

[Productordering.cms.hhs.gov](https://www.productordering.cms.hhs.gov)

Create an account and order free Medicare brochures, posters, and other education and outreach materials on new Medicare cards and other topics.

Comments and questions are always welcome! Send to:

NewMedicareCardSSNRemoval@cms.hhs.gov

SMP and SHIP Reporting: New Medicare Cards

Stacey Platte, ACL

SMP Reporting

- Individual Interactions
 - Topic: Select *New Medicare Cards (without SSNs)* and other topics as applicable
 - Issue: Often *Compromised Medicare Number, Scams, or No Issue – General Education Provided*
 - For complex issues, please *Add More Information*, complete case notes, and refer to OIG Hotline, if needed

Individual Interaction

Caution: This interaction will not be completed until you have finished entering and saving the necessary information on this page.

Topic(s) Discussed

- Consumer Protection
- Durable Medical Equipment (DME)
- Employer Health Plan
- General Fraud, Errors, and Abuse
- Home Health Care
- Hospice
- Medicaid
- Medical Identity Theft
- Medicare Advantage
- Medicare Part A and B
- Medicare Part D
- Medicare or Supplemental Insurance
- New Medicare Cards (without SSNs)
- SMP Program Information
- SMP Volunteer Recruitment
- Social Security
- TRICARE
- Veteran's Health Benefits (VA)
- Other

Issue(s)

- Beneficiary Perpetrated Fraud
- Billing Error
- Billing for Services Different From Received
- Billing for Services Not Provided
- Compromised Medicare Number
- Double Billing
- Enrollment / Disenrollment Issues
- Kickbacks
- Marketing Fraud
- No Issue- General Education Provided
- Other Fraud, Error, or Abuse
- Quality of Care Issues
- Scams

Add More Information? Yes No

SMP Referrals

If a beneficiary gave a caller their Social Security Number (SSN) as part of a New Medicare Card scam, please follow the steps for compromised Medicare numbers.

Regardless of whether or not the beneficiary disclosed their SSN, please email stacey.platte@acl.hhs.gov with the SIRS case number so ACL can inform national partners about these types of scams as soon as possible.

SMP Reporting

- Group Outreach and Education
 - Topic: Select *New Medicare Cards (without SSNs)* and other topics as applicable
 - Add Individual Interactions separately if they occur after your group outreach session

Group Outreach and Education

Caution: This interaction will not be completed until you have finished entering and saving the necessary information on this page.

Type of Event

Intended Audience

- Beneficiaries
- Family Members/Caregivers
- General Audience
- Health Care Providers
- Law Enforcement
- Partner Organizations
- Other

Targeted Beneficiary Audience(s)

- General
- Homebound
- Long Term Care Residents
- Low Income
- Native American
- Non English Speaking
- People with Disabilities
- Racial/Ethnic Minority
- Rural
- N/A

Topic(s) Discussed

- Consumer Protection
- Durable Medical Equipment (DME)
- Employer Health Plan
- General Fraud, Errors, and Abuse
- Home Health Care
- Hospice
- Medicaid
- Medical Identity Theft
- Medicare Advantage
- Medicare Part A and B
- Medicare Part D
- Medicaid or Supplemental Insurance
- New Medicare Cards (without SSNs)
- SMP Program Information
- SMP Volunteer Recruitment
- Social Security
- TRICARE
- Veteran's Health Benefits (VA)
- Other

SHIP Reporting

- STARS Beneficiary Contact Form
 - Topics Discussed: Select *New Medicare Card* and other topics as applicable
 - For joint SHIP/SMPs, also *Send to SIRS* if scam or fraud related

Topics Discussed

At least one Topic Discussed selection is required. Please choose a Topic before continuing.

Original Medicare (Parts A & B)

- Appeals/Grievances
- Benefit Explanation
- Claims/Billing
- Coordination of Benefits
- Eligibility
- Enrollment/Disenrollment
- Fraud and Abuse
- QIC/Quality of Care

Additional Topic Details

- DMEPOS
- Duals Demonstration
- Home Health Care
- Hospice
- Hospital
- New Medicare Card
- New to Medicare
- Preventive Benefits
- Skilled Nursing Facility

SHIP Reporting, *continued*

- STARS Group Outreach Form or NPR PAM Form
 - Topics Discussed: Select *Other*
 - Special Use Field #3: Write in *New Medicare Card*

Topics Discussed

- Long-Term Care Insurance
- Medicaid
- Medicare Advantage
- Medicare Fraud and Abuse
- Medicare Part D
- Medicare Savings Program
- Medigap or Supplemental Insurance
- Original Medicare (Parts A and B)
- Other Prescription Drug Coverage
- Partnership Recruitment
- Preventive Services
- Volunteer Recruitment
- Other

Special Use Fields

Field 1

Field 2

Field 3

Field 4

Field 5

Notes

2018 SMP Data

- SMP Individual Interactions and Group Outreach/Education Events related to the New Medicare Cards have significantly increased this year

Month	Individual Interactions	Group Outreach and Education Events	Total Number of People Reached
January	3,105	59	25,058
February	2,386	256	11,146
March	2,208	785	41,147

SMP Trends

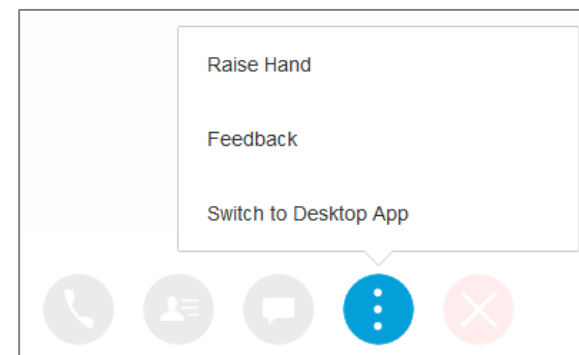
- SMPs nationwide are reporting new Medicare card-related scams impacting beneficiaries
 - **Scam 1:** Scammers call beneficiaries, claiming to be from “Medicare,” and tell beneficiaries they need to confirm or provide personally identifiable information (PII) in order to receive a new Medicare card
 - **Scam 2:** Scammers tell beneficiaries they need to pay to get a new Medicare card and ask for bank account or other payment information, along with PII

Poll: New Medicare Card Scams

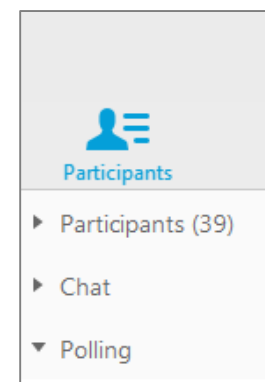
Have you encountered any new Medicare card scams since April 1, 2018? (Select all that apply.)

- Yes, scammer says they need the beneficiary's PII to send them a new Medicare card
- Yes, scammer says they need the beneficiary's bank info to pay for their new Medicare card
- Yes, some other new Medicare card scam
- No

If polling is not available, look for the option to "Switch to Desktop App".



When polling has ended, click the Participants icon.



SMP Complex Interaction Contacts

Help using SIRS and/or analyzing complex cases

- Sara Lauer, SMP Resource Center: slauer@smpresource.org or SIRS@smpresource.org

Questions about SIRS Training

- Heather Flory, SMP Resource Center: hflory@smpresource.org

Notify ACL of new information on referrals to the OIG Hotline via ACL

- ACL's SMP mailbox: smp@acl.hhs.gov
- Do not send the case information via email (send via SIRS).

Notify ACL of all new Medicare card scams, regardless of whether or not the beneficiary disclosed their SSN

- Stacey Platte, ACL: stacey.platte@acl.hhs.gov

SIRS technical issues and password reset assistance

- Booz Allen Hamilton Help Desk: Call 301-444-4040 or email BoozAllenSIRSHelpDesk@bah.com for a response within 24 hours.

Resources

Heather Flory, The Center

Webinar Resources in the SMP and SHIP Resource Libraries

SMPs

- Step 1: Login to the SMP Resource Library at www.smpresource.org/resourcelibrary.
- Step 2: View the "Recent" list or conduct a search
- *Tip: Search for keywords "new Medicare card."*

SHIPs

- Step 1: Login at www.shiptacenter.org/login.
- Step 2: Go to the Resource Library and view the "Recent" list or conduct a search.
 - *Tip: Search for keywords "new Medicare card" and select "Exact Match."*

Questions and Answers

Thank you for participating in today's webinar!

During the Q&A session, the presentation is available for download.



Questions about the new Medicare cards?

Email:

NewMedicareCardSSNRemoval@cms.hhs.gov

Other questions?

- **SMPs**, email: info@smpresource.org
- **SHIPs**, email: info@shiptacenter.org

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