

STOP HEALTH CARE FRAUD

PROTECT. DETECT. REPORT.

EARNED MEDIA FOLLOW-UP TRAINING

SMP
Empowering Seniors To
Prevent Healthcare Fraud

INTRODUCTION

- ◎ **Mass media.** The #1 way to raise public awareness of an issue.

- ◎ SMP needs to leverage mass media to:
 - Raise awareness of health care fraud
 - Educate Medicare and Medicaid beneficiaries on how to protect against fraud, and detect and report suspected scams
 - Recruit new SMP volunteers

PAID MEDIA VS. EARNED MEDIA

- © **Paid media.** Buying airtime or page space to guarantee that your message is placed.
 - Requires significant monetary investment
 - Well-suited for commercials or big budget campaigns

PAID MEDIA VS. EARNED MEDIA

- © **Earned (free) media.** Developing relationships with media outlets and encouraging or influencing them to spread your message for free.
 - Requires significant time investment
 - Well-suited for public service announcements

ABOUT OUR CAMPAIGN

- ◎ What is happening?
 - PSAs are being produced and will be distributed to stations in:
 - The seven HEAT cities of Miami, Los Angeles, Houston, Detroit, Brooklyn, Tampa Bay, Baton Rouge
 - The 12 high-fraud states
 - (AZ, IL, MA, MD, NC, NJ, GA, NM, NV, OH, PA, and VA)

ABOUT OUR CAMPAIGN

- ◎ PSAs may not be distributed nationally but stations in other regions can access them online at SMPMediaKit.org.
- ◎ A list of media markets that receive the PSA will be posted online at SMPMediaKit.org under the *For SMPs* tab.

PSA PLACEMENT TIPS

- ⦿ Develop a list of media outlets and ascertain whether they run PSAs.
- ⦿ Determine who should receive the PSAs and prepare a contact list of public service directors/others who are responsible for the media outlet's public information and education programs.
- ⦿ Make introductory pitch calls before sending your PSAs to media outlets.

PSA FOLLOW-UP TIPS

- ⦿ Ask to meet with the public service director or other responsible person to discuss your program.
- ⦿ If you are doing PSA placement, leave the tape or disk behind at the time of your meeting. If you weren't able to schedule a meeting send the tape or disk to your contact after making your initial pitch call.

PSA FOLLOW-UP TIPS

- ⦿ Call the media outlet a few days after your meeting (or after sending the PSA) to follow up.
- ⦿ Encourage members of other organizations involved in fighting Medicare fraud to contact the media as well to express their interest in the PSAs being run.
- ⦿ Send relevant information to the station to help build your case.

MAKING THE CASE FOR THE SMP PUBLIC SERVICE ANNOUNCEMENT

- ⦿ Medicare fraud and abuse costs the Federal Government approximately \$60 billion per year. In our state it costs taxpayers \$XX million per year.

MAKING THE CASE FOR THE SMP PUBLIC SERVICE ANNOUNCEMENT

- © Educating and empowering consumers to prevent Medicare fraud is an essential strategy to reduce the impact of fraud on our nation's health services delivery system.

MAKING THE CASE FOR THE SMP PUBLIC SERVICE ANNOUNCEMENT

- © If people understand how Medicare works, they will be less susceptible to the deception of scam artists.

MAKING THE CASE FOR THE SMP PUBLIC SERVICE ANNOUNCEMENT

- © If Medicare beneficiaries are clear about their rights and recourse they will feel more empowered to report suspected fraud when it occurs.

MAKING THE CASE FOR THE SMP PUBLIC SERVICE ANNOUNCEMENT

- © By raising awareness of Medicare fraud and empowering seniors to protect against, detect, and report Medicare fraud, this PSA will help reduce the incidents of fraud and thereby save taxpayers billions of dollars each year (and \$XX in our state alone).

MAKING THE CASE FOR THE SMP PUBLIC SERVICE ANNOUNCEMENT

- ◎ SMPs rely on volunteers to reach out to the community and educate people on protecting against and detecting fraud. By getting the word out that this is a rewarding volunteer opportunity this PSA will help to:
 - Expand the capacity of your communities' SMPs
 - Offer retirees a rewarding way to spend their time and serve their community and their country

BRAINSTORM

