

STOP HEALTH CARE FRAUD

PROTECT. DETECT. REPORT.

PSA and Web Site Launch Webinar

SMP
Empowering Seniors To Prevent Healthcare Fraud

BACKGROUND OF MEDIA CAMPAIGN

- AoA proposal for HCFAC Wedge funds
- Objectives of PSA
 - Increase awareness of SMP program
 - Share tips for fraud prevention
 - Provide resources for reporting fraud
 - Recruit new SMP volunteers
- English and Spanish versions
- 15, 30, 60 second PSAs
- AoA Partners: Reingold, Center, CMS, ASPA
- Priority Targeting: HEAT high fraud states
- PSAs made available to all SMPs
- Reingold: PSA distribution to outlets; campaign toolkit

PAID MEDIA VS. EARNED MEDIA

- **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 consumers 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.

- **Earned (free) media.** Developing relationships with media outlets and encouraging or influencing them to spread your message for free.

PSA DISTRIBUTION

- PSAs have been produced and are being 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)
 - Additional national distribution

PSA DISTRIBUTION

- 1,424 Television stations nationwide
- 2,000 Radio stations nationwide (including saturation in preferred markets)
- 924 Television stations in preferred markets (HEAT cities and high fraud states)
- One year tracking using Sigma™ electronic service and Arbitron figures
 - Number of airings
 - Number of markets airing
 - Number of stations airing
- Monthly monitoring of airings and activity

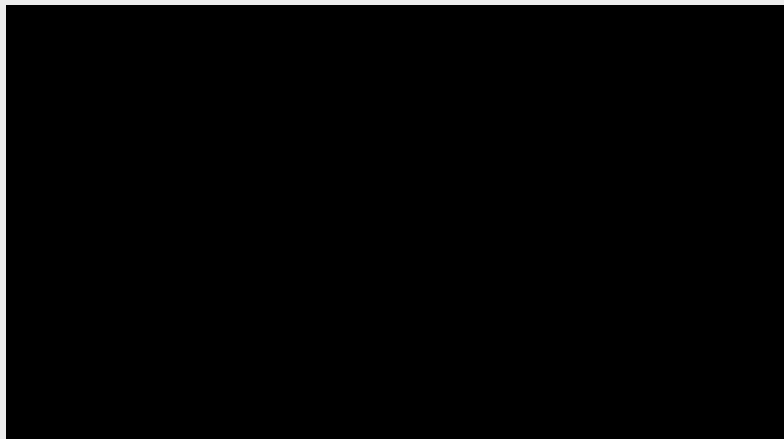
PSA PLACEMENT TIPS

- Develop a list of media outlets and ascertain whether they run PSAs.
- Ask to meet with the public service director or other responsible person to discuss your program.
- If the station has *not* already received the PSA, leave the tape or disk behind at the time of your meeting.
- Remember, most stations will have already received a tape with the PSA. If a station has not received a tape guide them to full resolution versions online at StopMedicareFraud.gov

PSA FOLLOW-UP TIPS

- Call the media outlet a few days after your meeting (or after sending the link to the PSA) to follow up.
- Encourage members of other organizations involved in fighting Medicare fraud to contact the media as well.
- Send relevant information to the station to help build your case.
 - Event information
 - Fact sheets and statistics
 - Program news and links to related stories

STOP HEALTH CARE FRAUD PSA



WEBSITE WALK THROUGH

- Homepage
 - Background information
 - A streaming version of the PSA
 - Link to a consumer fact sheet for you to download, print, and distribute

WEBSITE WALK THROUGH

- Press Tools
 - Downloadable versions of the PSA
 - Available in English and Spanish
 - Closed captioned AVI files provided for station use
 - Link to a fact sheet with information about this campaign

WEBSITE WALK THROUGH

- For the Public
 - Background information about the SMP
 - Frequently asked questions and answers
 - Information on how to join the SMP
 - Ability to view the PSAs

WEBSITE WALK THROUGH

- For SMPs: Media Training
 - Links to media training and earned media webinars
 - Op-ed article writing guidelines
 - Newsletter template
 - Print PSAs

WEBSITE WALK THROUGH

- For SMPs: Campaign Materials for Download
 - Campaign poster
 - Event flyer
 - Fact sheet template
 - SMP and campaign logos

ROLE OF SMPs IN PSA PLACEMENT

- SMPs to support an expanded SMP public education and outreach campaign, including:
 - Support distribution and airing of PSAs through visits to media outlets (PSA station managers)
 - Work with local partners and the media to widely disseminate information on health care fraud and the SMP program using resources provided in media toolkit
 - Follow up with PSA station managers on airings and approximate air times
- Collect activity data on media contacts and record in SMART FACTS

TIER I HIGH FRAUD STATES CAPACITY GRANT REQUIREMENTS

- Collect baseline and activity data required to report success to AoA and CMS on: (by month)
 - # of inquiries received by SMP project
 - # inquiries about becoming an SMP volunteer
 - # volunteers who sign up as SMP volunteer
 - # of volunteer hours logged
- Media follow-up with media outlets/stations
- Disseminate additional campaign fact sheets, flyers, press releases, etc. widely
- Provide link in SMP materials to campaign website page

MEDIA CAMPAIGN AIRINGS AND SMART FACTS

SMP PROJECTS' MEDIA EFFORTS

- Airings from this campaign that result directly from SMP outreach to the media **can** be entered into SMART FACTS;
- When an SMP reaches out to a media outlet that has received the PSA from Reingold, there may be no way to differentiate between Reingold-generated airings and SMP-generated airings; in these cases, SMPs **can** count airings in SMART FACTS.
 - The SMP is getting credit for making the additional contact.

REINGOLD MEDIA EFFORTS

- Airings from this campaign that are due strictly to Reingold's PSA dissemination to the media will be reported by Reingold to AoA;
- These airings **cannot** be captured in SMART FACTS

EXISTING MEDIA AIRINGS GUIDANCE

- Visit www.smpresource.org
- Path: **Resources for SMPs**
 - SMART FACTS
 - SMART FACTS Operations Manual
- Documents:
 - Chapter 6, pages 15 – 18
 - Appendix C
- *Note: Additional guidance was provided in an e-mail from Ginny Paulson on 2/17/11. That guidance and the guidance from the previous slide will be incorporated into Appendix C by April, 2011.*

ANY QUESTIONS?