

# SMP Spotlight: Iowa

Each month, the SMP National Resource Center Facebook page spotlights one SMP project. Iowa was featured in July 2017. Below are the posts, written by Sue Pleggenkuhle:

## July 3

We have timely updates and current information happening within the SMP/scam world. We share alerts from local partners, helping to keep followers current with health care scams and what is trending in our area. We started out hoping to post something every three days and now have multiple posts per day.



## July 6

Infographics are a big part of Facebook marketing and greatly needed to spread one's message. Infographics are effective because of their visual element. They're an efficient and effective way to convey large amounts of information.

## July 5

### Iowa Facebook Page Testimonial

An infographic with a blue and green background. It features the SMP logo and the title "Iowa Facebook Page Testimonial". The text reads: "When I go out and give a program, some people are hearing about SMP for the first time. They are **excited** to be receiving this information in an easy-to-understand format and **want to learn more**, or recognize they need to **stay informed**. But, **life is busy** and we all get sidetracked. By inviting them to follow our **Facebook page**, it allows them to **easily access** current information on how to **protect** themselves from fraud and scams." At the bottom, it says "Visit [www.smpresource.org](http://www.smpresource.org) or call 1-877-808-2468 to find your local SMP".

**Iowa Facebook Page Testimonial**

"When I go out and give a program, some people are hearing about **SMP** for the first time. They are **excited** to be receiving this information in an easy-to-understand format and **want to learn more**, or recognize they need to **stay informed**. But, **life is busy** and we all get sidetracked. By inviting them to follow our **Facebook page**, it allows them to **easily access** current information on how to **protect** themselves from fraud and scams."

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An infographic with a yellow background and a large orange caution triangle. The text reads: "Caution Thieves at work Learn how to protect your identity [www.iowasmp.org](http://www.iowasmp.org)". At the bottom, it says "This document was supported, in part by grant number 90MP0200, from the U.S. Administration for Community Living, US Dept. of Health & Human Services, Washington, D.C. 20201."

**Caution**  
Thieves at work  
Learn how to protect  
your identity  
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An infographic with a black background and white horizontal stripes. The text reads: "REPORT Iowa Senior Medicare Patrol 1-800-423-2449 Fraudulent Billing Suspected Fraud Scam Calls". At the bottom, it says "THIS DOCUMENT WAS SUPPORTED, IN PART BY GRANT NUMBER 90MP0200, FROM THE U.S. ADMINISTRATION FOR COMMUNITY LIVING, US DEPT. OF HEALTH & HUMAN SERVICES, WASHINGTON, D.C. 20201."

**REPORT**  
Iowa Senior Medicare Patrol  
**1-800-423-2449**  
Fraudulent Billing  
Suspected Fraud  
Scam Calls

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An infographic with a dark background and a large white "DETECT" text. The text reads: "Fraudulent activity on your credit report Errors on healthcare statements Call Iowa Senior Medicare Patrol 1-800-423-2449". At the bottom, it says "THIS DOCUMENT WAS SUPPORTED, IN PART BY GRANT NUMBER 90MP0200, FROM THE U.S. ADMINISTRATION FOR COMMUNITY LIVING, US DEPT. OF HEALTH & HUMAN SERVICES, WASHINGTON, D.C. 20201."

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continued

## July 9

We closed-captioned all of our recorded and animated videos to make them more user-friendly for Facebook. We realize that not only hearing-impaired and deaf people utilize closed-captioning but so do people who just want to skim the material without clicking on a video. It's also helpful when someone is on Facebook in a public situation and having sound on is not ideal.



## July 13

### Iowa Facebook Page Content Testimonial



## July 19

We utilized the Facebook Live feature for our statewide training meeting last month. This allowed us to include team members who were unable to travel to our central location. They could hear our guest speakers instead of just reading through copies of the printed material.



## July 19

This animated video has a clear visual, is simple, and is appealing to all types of consumers. It's relevant and includes an enticing message to prevent falling victim to fraud.



continued

## July 22

As we receive photos of our team members in action, we post these to our page. Often the volunteers in the photos share them on their pages, increasing the number of people that hear about us. Below are photos from our statewide meeting in June and volunteers in action.



## July 24

### Iowa Facebook Page Information Testimonial

**Iowa Facebook Page  
Information Testimonial**

"I really like seeing the **SMP page** pop up on my feed. I almost **always share** it with friends, and ask them to share **with their friends**.

Because I don't always hear about **every** single thing going on regarding **attempts** to commit health care fraud, or **new scams** attacking older Iowans (and younger!), it **helps** to see what else is going on.

There was one you posted not long ago that **caught** my eye specifically that **educated** on DMEs and how **scammers** can steal your benefits. I am partial to posts that show **our volunteers** in **action**, of course."

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## July 25

Several months ago, Iowa began requiring booking protocols from our coordinators to help us promote upcoming programs and events. We create posters from this booking information to use on our page and to create Facebook events. While the community is clearly using Facebook, connecting with them from a marketing standpoint isn't always easy; this is one way to reach out, and the only cost is time.



### WARNING!

#### Fraud Scheme's Target Iowans

Scammers are phoning seniors and attempting to obtain personal information to commit financial fraud.

#### Hear how you can protect yourself at

United Methodist Church Women's Group  
900 W. Main Street  
Sac City, Iowa

Wednesday, JUNE 28, 2017  
At 7:30pm

If you receive this type of call, report to Iowa Senior Medicare Patrol (SMP) at 800-423-2449 and local law enforcement.

For more information on this program or arranging one like it, call Iowa Senior Medicare Patrol (SMP) at 800-423-2449, or e-mail [iowasmp@umc3n.org](mailto:iowasmp@umc3n.org)

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