[USE YOUR OWN LETTERHEAD, INCLUDING LOGO]

FOR IMMEDIATE RELEASE

Contact Information

[INSERT ORGANIZATION NAME. INCLUDE SENIOR MEDICARE PATROL.]  
[INSERT CONTACT NAME]  
[INSERT PHONE NUMBER]  
[INSERT EMAIL ADDRESS]

**Medicare Marketing Scams Common During the Open Enrollment Period**

The Medicare Open Enrollment Period, which runs October 15 to December 7 each year, is the time when Medicare beneficiaries can join, switch, or drop a plan.

“There are a lot of rules on what insurance agents can and cannot do. Sometimes they break the rules – like cold calling or approaching beneficiaries with whom they have no prior relationship. They’ll come knock on doors or approach people in hallways. They’ll also disguise marketing events – with the purpose of signing people up for their plans – as educational events,” said [INSERT SMP CONTACT NAME AND TITLE HERE. Be sure to also include “Senior Medicare Patrol (SMP)”].

According to the Medicare Communications & Marketing Guidelines, other violations include agents representing themselves as if they’re from Medicare when they’re really not, agents signing beneficiaries up for plans that are supposed to cover specific prescriptions when the plans really don’t, agents requiring attendees at marketing events to provide contact information as a prerequisite for attending, or agents leaving information such as leaflets, flyers, door hangers, etc., on a beneficiary’s car or residence when they did not have an appointment with that Medicare beneficiary.

Agents are allowed to call beneficiaries who have expressly given advanced permission, make unsolicited contact with potential enrollees using conventional mail and other print media (e.g., advertisements) and by email provided it contains an opt-out function, and conduct marketing/sales activities in common areas of health care settings.

“Beneficiaries who think they may have been wrongfully enrolled in a plan or those who see other potentially suspicious activity can call the SMP program for help,” said [INSERT LAST NAME OF SMP CONTACT].

The Senior Medicare Patrol (SMP) is ready to provide you with the information you need to PROTECT yourself from Medicare fraud, errors, and abuse; DETECT potential fraud, errors, and abuse; and REPORT your concerns. SMPs help educate and empower Medicare beneficiaries in the fight against health care fraud. Your SMP can help you with your questions, concerns, or complaints about potential fraud and abuse issues. It also provides information and educational presentations. To locate the local Senior Medicare Patrol, contact [INSERT CONTACT INFORMATION].