Messaging Categories/Audiences:

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**Corresponding images can be found at:**

<https://www.smpresource.org/Content/Medicare-Fraud-Prevention-Week/Social-Media-Kit.aspx>

Kick off Day – Sunday 6/5

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| Facebook/Instagram | Twitter | LinkedIn |
| Medicare beneficiaries, Medicare Fraud Prevention Week starts today 6/5! Kick-off the week by learning how to read your Medicare statements! Read your Medicare Summary Notice (MSN) or Explanation of Benefits (EOB) in the paper form that is mailed to you or go online to Medicare.gov and review claims digitally. Use this video from the SMP to learn how! | Medicare beneficiaries, #MFPW starts today 6/5! Kick-off the week by learning how to read your Medicare statements! #MFPWbeneficiaries | Medicare beneficiaries, Medicare Fraud Prevention Week starts today 6/5! Kick-off the week by learning how to read your Medicare statements! Read your Medicare Summary Notice (MSN) or Explanation of Benefits (EOB) in the paper form that is mailed to you or go online to Medicare.gov and review claims digitally. Use this video from the SMP to learn how! |

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Beneficiaries – Monday 6/6

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| Facebook/Instagram | Twitter | LinkedIn |
| The most effective way to stop fraud from occurring is to prevent it in the first place. Educating yourself and your loved ones on how to prevent Medicare fraud, errors, and abuse is the best place to start.  | The most effective way to stop fraud from occurring is to prevent it in the first place. Educating yourself and your loved ones on how to prevent Medicare fraud, errors, and abuse is the best place to start. #MFPW #MFPWbeneficiary | The most effective way to stop fraud from occurring is to prevent it in the first place. Educating yourself and your loved ones on how to prevent Medicare fraud, errors, and abuse is the best place to start.  |
| Remember the three steps from the SMP: Prevent, Detect, Report!Prevent: Open and read your MSNs. Detect: Look for anything out of the ordinary, double charges, or services you don’t recognize.Report: Contact the SMP for questions or concerns. Find your local SMP at www.smpresource.org. | Remember the three steps from the SMP: Prevent, Detect, Report! Find your local SMP at [www.smpresource.org](http://www.smpresource.org). #MFPW #MFPWbeneficiaries | Remember the three steps from the SMP: Prevent, Detect, Report!Prevent: Open and read your MSNs. Detect: Look for anything out of the ordinary, double charges, or services you don’t recognize.Report: Contact the SMP for questions or concerns. Find your local SMP at www.smpresource.org. |

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Caregivers – Tuesday 6/7

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| Facebook | Twitter | LinkedIn |
| Caregivers, help by educating yourself and your client or loved one on how to prevent and detect health care fraud, errors, and abuse. Be on the lookout for items such as durable medical equipment (DME) like boxes of knee braces lying around the house that may have been shipped to the beneficiary without their or their doctor’s approval. To report potential Medicare fraud, contact the local Senior Medicare Patrol (SMP) for help. #MFPW #MFPWcaregivers | Caregivers, help by educating yourself and your client or loved one on how to prevent and detect health care fraud, errors, and abuse during #MFPW. Learn more at smpresource.org/medicare-fraud-prevention-week.aspx. | Caregivers, help by educating yourself and your client or loved one on how to prevent and detect health care fraud, errors, and abuse. Be on the lookout for items such as durable medical equipment (DME) like boxes of knee braces lying around the house that may have been shipped to the beneficiary without their or their doctor’s approval. To report potential Medicare fraud, contact the local Senior Medicare Patrol (SMP) for help. #MFPW #MFPWcaregivers |
| Caregivers, remind your client or loved one to never give out their Medicare number or other personal information over the phone. If they already have, contact the local Senior Medicare Patrol (SMP) for help. #MFPW #MFPWcaregivers | Caregivers, remind your client or loved one to never give out their Medicare number or other personal information over the phone. If they already have, contact the local Senior Medicare Patrol (SMP) for help. #MFPW #MFPWcaregivers | Caregivers, remind your client or loved one to never give out their Medicare number or other personal information over the phone. If they already have, contact the local Senior Medicare Patrol (SMP) for help. #MFPW #MFPWcaregivers |

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Families- Wednesday 6/8

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| Facebook | Twitter | LinkedIn |
| Families, take part in Medicare Fraud Prevention week by talking to your loved ones about protecting their Medicare number just as they would a credit card number. #MFPW #MFPWfamily | Families, take part in Medicare Fraud Prevention week by talking to your loved ones about protecting their Medicare number just as they would a credit card number. #MFPW #MFPWfamily | Families, take part in Medicare Fraud Prevention week by talking to your loved ones about protecting their Medicare number just as they would a credit card number. #MFPW #MFPWfamily |
| Families, encourage your loved one to check their Medicare statements for fraud, errors, or abuse and never give out their Medicare number over the phone for any reason. #MFPW #MFPWfamily | Families, encourage your loved one to check their Medicare statements for fraud, errors, or abuse and never give out their Medicare number over the phone for any reason. #MFPW #MFPWfamily | Families, encourage your loved one to check their Medicare statements for fraud, errors, or abuse and never give out their Medicare number over the phone for any reason. #MFPW #MFPWfamily |
| Families, help your loved ones create a Medicare.gov account to access their Medicare claims online or remind them to open and review their statements when they come in the mail every three months. You can also register their phone number on “do not call” lists and go to optoutprescreen.com to opt out of mailings. #MFPW #MFPWfamily | Families, help your loved ones create a Medicare.gov account to access their Medicare claims online or remind them to open and review their statements when they come in the mail every three months. #MFPW #MFPWfamily | Families, help your loved ones create a Medicare.gov account to access their Medicare claims online or remind them to open and review their statements when they come in the mail every three months. You can also register their phone number on “do not call” lists and go to optoutprescreen.com to opt out of mailings. #MFPW #MFPWfamily |

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Partners and Professionals – Thursday 6/9

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| Facebook | Twitter | LinkedIn |
| Partners and professionals, celebrate Medicare Fraud Prevention Week by sharing SMP information on social media, referring clients and consumers to the SMP, and inviting the SMP to speak during a shared event. Identify ways to collaborate on mission-related topics and information.  | Partners and professionals, celebrate #MFPW by sharing SMP information on social media, referring clients and consumers to the SMP, and inviting the SMP to speak during a shared event. #MFPWpartners | Partners and professionals, celebrate Medicare Fraud Prevention Week by sharing SMP information on social media, referring clients and consumers to the SMP, and inviting the SMP to speak during a shared event. Identify ways to collaborate on mission-related topics and information.  |

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Health Care Providers – Friday 6/10

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| Facebook | Twitter | LinkedIn |
| Health care providers, celebrate Medicare Fraud Prevention Week by talking to patients about health care-related scams such as those related to durable medical equipment and genetic testing schemes.  | Health care providers, celebrate #MFPW by talking to patients about health care-related scams such as those related to durable medical equipment and genetic testing schemes. #MFPWproviders | Health care providers, celebrate Medicare Fraud Prevention Week by talking to patients about health care-related scams such as those related to durable medical equipment and genetic testing schemes.  |
| Health care providers, remind your patients that products and services should only be ordered by physicians they regularly see, like you, and that needed medical items should never be ordered through TV ads or unsolicited calls. | Health care providers, remind your patients that products and services should only be ordered by physicians they regularly see, like you, and that needed medical items should never be ordered through TV ads or unsolicited calls. #MFPW #MFPWproviders | Health care providers, remind your patients that products and services should only be ordered by physicians they regularly see, like you, and that needed medical items should never be ordered through TV ads or unsolicited calls. |

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Community – Saturday 6/11

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| Facebook | Twitter | LinkedIn |
| As a community, help by looking out for your older neighbors. When in public, be aware of older individuals purchasing gift cards in large amounts. If you see this, ask questions or mention gift card scams. You can report these types of scams to the @FTC. #MFPW #MFPWcommunity | As a community, help by looking out for your older neighbors. When in public, be aware of older individuals purchasing gift cards in large amounts. If you see this, ask questions or mention gift card scams. You can report these types of scams to the @FTC. #MFPW | As a community, help by looking out for your older neighbors. When in public, be aware of older individuals purchasing gift cards in large amounts. If you see this, ask questions or mention gift card scams. You can report these types of scams to the @FTC. #MFPW #MFPWcommunity |
| As a community, how can you help prevent Medicare fraud, errors, or abuse? If you are out in public and overhear someone talking about Medicare, don’t be afraid to offer information about SMP and SHIP. These are trusted, unbiased government programs in every state ready to help Medicare beneficiaries, families, and caregivers. #MFPW #MFPWcommunity | As a community, how can you help prevent Medicare fraud, errors, or abuse? Don’t be afraid to offer information about SMP and SHIP. These are trusted, unbiased government programs in every state ready to help Medicare beneficiaries, families, and caregivers. #MFPW #MFPWcommunity | As a community, how can you help prevent Medicare fraud, errors, or abuse? If you are out in public and overhear someone talking about Medicare, don’t be afraid to offer information about SMP and SHIP. These are trusted, unbiased government programs in every state ready to help Medicare beneficiaries, families, and caregivers. #MFPW #MFPWcommunity |
| As a community, we can all play a part in preventing Medicare fraud, errors, and abuse. * Encourage those you know to talk to a trusted source about their Medicare questions.
* Tell your neighbors about the most recent Medicare scams. You can learn about these at [www.smpresource.org](http://www.smpresource.org).
* Consider volunteering with your local SMP!

Every one of us can help and protect our neighbors and loved ones from Medicare fraud.  | As a community, we all play a part in preventing Medicare fraud, errors, & abuse. Every one of us can help and protect our neighbors and loved ones from Medicare fraud. Consider volunteering with your local SMP! #MFPW #MFPWcommunity | As a community, we can all play a part in preventing Medicare fraud, errors, and abuse. * Encourage those you know to talk to a trusted source about their Medicare questions.
* Tell your neighbors about the most recent Medicare scams. You can learn about these at [www.smpresource.org](http://www.smpresource.org).
* Consider volunteering with your local SMP!

Every one of us can help and protect our neighbors and loved ones from Medicare fraud.  |

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