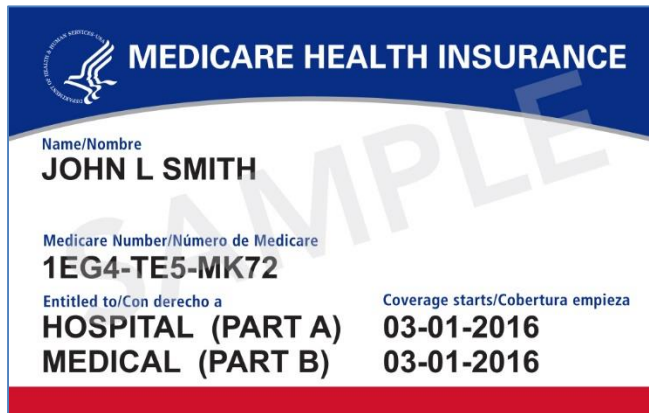


New Medicare Card



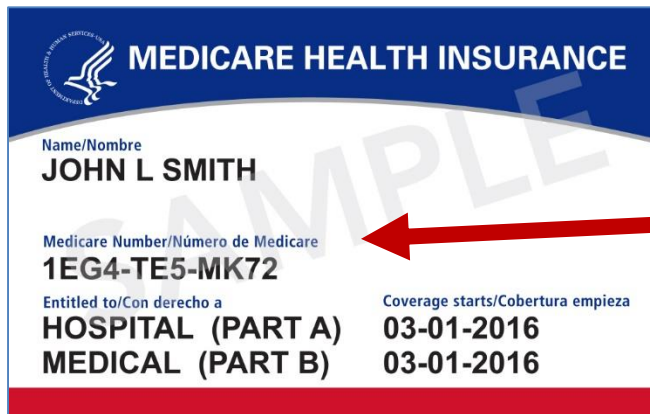
**Information for
Partners &
Stakeholders**

January 2018

Background

- The Health Insurance Claim Number (HICN) is a Medicare beneficiary's identification number, used for processing claims and determining eligibility for services across multiple entities (e.g., Social Security Administration (SSA), Railroad Retirement Board (RRB), States, Medicare providers & health plans)
- The Medicare Access and CHIP Reauthorization Act (MACRA) of 2015 requires removal of the Social Security Number (SSN)-based HICN from Medicare cards to address current risk of beneficiary medical identity theft
- MACRA requires that CMS mail out new Medicare cards with a new Medicare Number by April 2019
- The new Medicare numbers won't change Medicare benefits. People with Medicare can start using their new Medicare cards right away.

New Unique Medicare Number



A sample Medicare Health Insurance card for John L. Smith. The card features the Medicare logo and the text "MEDICARE HEALTH INSURANCE". The cardholder's name is "JOHN L SMITH". The Medicare Number is "1EG4-TE5-MK72". The card also lists the coverage start dates for Part A and Part B as "03-01-2016". A red arrow points from the "New Medicare Number" box to the Medicare Number field.

MEDICARE HEALTH INSURANCE

Name/Nombre
JOHN L SMITH

Medicare Number/Número de Medicare
1EG4-TE5-MK72

Entitled to/Con derecho a
HOSPITAL (PART A)
MEDICAL (PART B)

Coverage starts/Cobertura empieza
03-01-2016
03-01-2016

New Medicare Number

- New Non-Intelligent Unique Identifier
- 11 bytes
- Key positions 2, 5, 8 & 9 will always be alphabetic

New Medicare Card Survey Findings: Oct 2017

- There was a **three-fold increase** in awareness of the new Medicare card between first survey completed Aug 2017 (11%) and second completed Oct 2017 (36%)
 - Most who have heard about the new Medicare card (69%) heard about it on television
 - Among those who have heard about it, about half (52%) have heard that Social Security Numbers are being removed
- Receipt of the *Medicare & You* 2018 handbook and awareness of the CMS Fraud television ad were associated with **increases in awareness** of the new Medicare card
 - Almost half of those who received the new Handbook (47%) were aware of the new card, compared to less than one-third (31%) of those who hadn't received the Handbook
 - The vast majority (79%) of those who saw the fraud ad were aware of the new card, compared to only about one-third (36%) of those who hadn't seen the ad
- **Overall positivity toward removal of Social Security Numbers increased** from first survey (88%) to second survey (92%)
- When asked about specific potential concerns, greatest concerns continue to be:
 - Potential cost of replacing all cards (56%)
 - Potential inability to find lost Medicare numbers (40%)
- There is still room for education about specifics about the new card, including when new cards will be mailed

More New Medicare Card Surveys

- **January 2018:** Survey measured understanding of the initiative and message awareness levels *prior* to increased national and regional outreach efforts supporting the new card mailing.
- **End of March – beginning of May:** Survey will focus on the start of the card mailing and will have a national comparison group.
- **End of May – beginning of July:** Survey will focus on the continued card mailing and will have a national comparison group.

Sending New Medicare Cards

- Medicare starts mailing new cards in April 2018
 - Newly-eligible beneficiaries will get a card with a unique number, regardless of where they live
 - Existing beneficiaries will get a new card over a period of approximately 12 months
 - Distribution of cards will be randomized by geographic location
- Starting in April, people with Medicare will be able to go to [Medicare.gov/newcard](https://www.Medicare.gov/newcard) to sign up for emails about the card mailing and to check the card mailing status in their state
- People with Medicare should use the new card once they get it, but either the SSN-based or the new random alphanumeric-based numbers can be used through December 2019
- Beginning January 1, 2020 only the new card will be usable

New Medicare Card Mailing

Wave	States Included	Cards Mailing
1	Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia	April – June 2018
2	Alaska, American Samoa, California, Guam, Hawaii, Northern Mariana Islands, Oregon	April – June 2018
3	Arkansas, Illinois, Indiana, Iowa, Kansas, Minnesota, Nebraska, North Dakota, Oklahoma, South Dakota, Wisconsin	After June 2018
4	Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont	After June 2018
5	Alabama, Florida, Georgia, North Carolina, South Carolina	After June 2018
6	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Texas, Utah, Washington, Wyoming	After June 2018
7	Kentucky, Louisiana, Michigan, Mississippi, Missouri, Ohio, Puerto Rico, Tennessee, Virgin Islands	After June 2018

New Medicare Card Mailing (continued)

The following slides show what will be included in the mailing:

- The envelope
- The insert with the new card
- A letter with instructions in English, with Spanish on the back
- Taglines about how to get help in these other languages: Arabic, Armenian, Chinese, Farsi, French, German, Haitian Creole, Italian, Japanese, Korean, Polish, Portuguese, Russian, Tagalog, and Vietnamese

OFFICIAL INFORMATION FROM MEDICARE

New Medicare Card Mailing - Insert

This is your official Medicare card. It's for your use only. For your protection, Medicare cards have a unique number that's different from a Social Security number. Show your card when you get health services. Turn over to read more.

Esta es su tarjeta oficial de Medicare. Es para su uso solamente. Para su protección, las tarjetas de Medicare tienen un número único diferente a un número del Seguro Social. Muestre su tarjeta cuando reciba servicios médicos. Dé vuelta para leer más.

D0611-0002596 *****MIXED AADC 159 P02 T00005



JOHN L SMITH
123 MAIN STREET
ANYWHERE, USA 45678



MEDICARE HEALTH INSURANCE

Name/Nombre

JOHN L SMITH

Medicare Number/Número de Medicare

1EG4-TE5-MK72

Entitled to/Con derecho a

HOSPITAL (PART A)

MEDICAL (PART B)

Coverage starts/Cobertura empieza

03-01-2016

03-01-2016



0002596



New Medicare Card Mailing - Letter



DEPARTMENT OF HEALTH & HUMAN SERVICES

Centers for Medicare & Medicaid Services

7500 Security Boulevard
Baltimore, MD 21244-1850

[First Name Last Name of Primary Contact]
[Address of Primary Contact]

[Date of notice]

Important: Your new Medicare card is inside.

Why am I getting a new Medicare card?

Medicare is required by law to take Social Security Numbers off of Medicare cards. This will help keep your personal information more secure and help protect your identity. Your new Medicare card now has a new number that's unique to you, instead of a Social Security Number. This new number is used only for your Medicare coverage.

What do I need to do?

- **Securely destroy your old Medicare card.**

Protect yourself by making sure no one can get your personal information from your old Medicare card.

- **Start using your new Medicare card.**

You can start using your new Medicare card right away. Use it the same way you used your old card. The new card **doesn't** change your Medicare coverage or benefits. Doctors, other health care providers, and plans approved by Medicare know that Medicare is replacing your old card. They are ready to accept your new card the next time you need care.

Have other coverage like a Medicare Advantage Plan, Prescription Drug Plan, or Medicaid?

Your new Medicare card doesn't replace the card that you use from your plan. You'll still use your existing plan card when you get care or prescriptions. You'll need this new Medicare card if you want to join, leave, or switch to a different plan. You also may be asked to show your new Medicare card if you need hospital services.

Where can I get more information?

To get more information about your new Medicare card or if you have questions about Medicare, visit [Medicare.gov](https://www.medicare.gov) or call 1-800-MEDICARE (1-800-633-4227). TTY users can call 1-877-486-2048.

You have the right to get Medicare information in an accessible format, like large print, Braille, or audio. You also have the right to file a complaint if you feel you've been discriminated against. Visit [CMS.gov/about-cms/agency-information/aboutwebinaranddiscriminationnotice.html](https://www.cms.gov/about-cms/agency-information/aboutwebinaranddiscriminationnotice.html), or call 1-800-MEDICARE (1-800-633-4227) for more information. TTY users can call 1-877-486-2048.



DEPARTAMENTO DE SALUD Y SERVICIOS HUMANOS

Centros de Servicios de Medicare & Medicaid

7500 Security Boulevard
Baltimore, MD 21244-1850

[First Name Last Name of Primary Contact]
[Address of Primary Contact]

[Date of notice]

Importante: Aquí está su nueva tarjeta de Medicare.

¿Por qué estoy recibiendo una nueva tarjeta de Medicare?

La ley requiere que Medicare elimine los números del Seguro Social de sus tarjetas. Esto ayudará a mantener su información más segura y protegerá su identidad. Su tarjeta de Medicare ahora tiene un nuevo número, exclusivo para usted, en lugar de su número del Seguro Social. Este nuevo número sólo se usará para la cobertura de Medicare.

¿Qué debo hacer?

- **Destruya de manera segura su tarjeta anterior de Medicare.**

Protéjase asegurándose de que ninguna otra persona pueda obtener su información personal de la tarjeta anterior.

- **Comience a usar su nueva tarjeta de Medicare.**

Puede comenzar a utilizar su nueva tarjeta de Medicare inmediatamente. Úsela de la misma forma en que utilizó su tarjeta anterior. La nueva tarjeta **no** cambia su cobertura o beneficios de Medicare. Los médicos, al igual que otros profesionales de la salud y planes aprobados por Medicare, saben que Medicare está reemplazando las tarjetas. Ellos están dispuestos a aceptar su nueva tarjeta la próxima vez que necesite atención médica.

¿Tiene otra cobertura como un Plan Medicare Advantage, Plan de Medicamentos Recetados o Medicaid?

Su nueva tarjeta de Medicare no reemplaza su tarjeta del plan. Usted seguirá usando su tarjeta actual del plan cuando reciba atención o recetas médicas. Mantenga esta tarjeta oficial de Medicare en algún lugar seguro y destruya su tarjeta roja, blanca y azul de Medicare, como indicado anteriormente. Necesitará su nueva tarjeta de Medicare si desea inscribirse, cancelar o cambiar de plan.

¿Dónde puedo obtener más información?

Para obtener más información sobre su nueva tarjeta de Medicare o si tiene alguna pregunta, visite [Medicare.gov](https://www.medicare.gov) o llame al 1-800-MEDICARE (1-800-633-4227). Los usuarios de TTY pueden llamar al 1-877-486-2048.

Usted tiene derecho a obtener la información de Medicare en un formato accesible, como letra grande, braille o audio. También tiene el derecho de presentar una queja si piensa que ha sido discriminado. Visite <https://www.cms.gov/about-cms/agency-information/aboutwebinaranddiscriminationnotice.html> o llame al 1-800-MEDICARE para más información. Los usuarios de TTY pueden llamar al 1-877-486-2048.

front

back

New Medicare Card Mailing – Help in Other Languages

Help in other languages

If you, or someone you're helping, has questions about Medicare, you have the right to get help and information in your language at no cost. To talk to an interpreter, call 1-800-MEDICARE (1-800-633-4227).

العربية (Arabic) إن كان لديك أو لدى شخص تساعد أسئلة بخصوص Medicare فإن من حقا الحصول على المساعدة و المعلومات بلغتك من دون أي تكلفة. للتحدث مع مترجم إتصل بالرقم 1-800-MEDICARE (1-800-633-4227).

հայերեն (Armenian) Եթե Դուք կամ Ձեր կողմից օգնություն ստացող անձը հարցեր ունի Medicare-ի մասին, ապա Դուք իրավունք ունեք անվճար օգնություն և տեղեկություններ ստանալու Ձեր լեզվով: Թարգմանչի հետ խոսելու համար զանգահարեք 1-800-MEDICARE (1-800-633-4227) հեռախոսահամարով:

中文 (Chinese-Traditional) 如果您・或是您正在協助的個人・有關於聯邦醫療保險的問題・您有權免費以您的母語・獲得幫助和訊息・與翻譯員交談・請致電 1-800-MEDICARE (1-800-633-4227)。

فارسی (Farsi) اگر شما، یا شخصی که به او کمک می‌رسانید سوالی در مورد اعلامیه مختصر مدیکر دارید، حق این را دارید که کمک و اطلاعات به زبان خود به طور رایگان دریافت نمایید. برای مکالمه با مترجم با این شماره زیر تماس بگیرید 1-800-MEDICARE (1-800-633-4227).

Français (French) Si vous, ou quelqu'un que vous êtes en train d'aider, a des questions au sujet de l'assurance-maladie Medicare, vous avez le droit d'obtenir de l'aide et de l'information dans votre langue à aucun coût. Pour parler à un interprète, composez le 1-800-MEDICARE (1-800-633-4227).

Deutsch (German) Falls Sie oder jemand, dem Sie helfen, Fragen zu Medicare haben, haben Sie das Recht, kostenlose Hilfe und Informationen in Ihrer Sprache zu erhalten. Um mit einem Dolmetscher zu sprechen, rufen Sie bitte die Nummer 1-800-MEDICARE (1-800-633-4227) an.

Kreyòl (Haitian Creole) Si oumenm oswa yon moun w ap ede, gen kesyon konsènan Medicare, se dwa w pou jwenn ed ak enfòmasyon nan lang ou pale a, san pou pa peye pou sa. Pou w pale avèk yon entèprèt, rele nan 1-800-MEDICARE (1-800-633-4227).

Italiano (Italian) Se voi, o una persona che state aiutando, vogliate chiarimenti a riguardo del Medicare, avete il diritto di ottenere assistenza e informazioni nella vostra lingua a titolo gratuito. Per parlare con un interprete, chiamate il numero 1-800-MEDICARE (1-800-633-4227).

日本語 (Japanese) Medicare (メディケア) に関するご質問がある場合は、ご希望の言語で情報を取得し、サポートを受ける権利があります (無料)。通訳をご希望の方は、1-800-MEDICARE (1-800-633-4227) までお電話ください。

한국어(Korean) 만약 귀하나 귀하가 돕는 어느 분이 메디케어에 관해서 질문을 가지고 있다면 비용 부담이 없이 필요한 도움과 정보를 귀하의 언어로 얻을 수 있는 권리가 귀하에게 있습니다. 통역사와 말씀을 나누시려면 1-800-MEDICARE(1-800-633-4227)로 전화하십시오.

Polski (Polish) Jeżeli Państwo lub ktoś komu Państwo pomagają macie pytania dotyczące Medicare, mają Państwo prawo do uzyskania bezpłatnej pomocy i informacji w swoim języku. Aby rozmawiać z tłumaczem, prosimy dzwonić pod numer telefonu 1-800-MEDICARE (1-800-633-4227).

Português (Portuguese) Se você (ou alguém que você esteja ajudando) tiver dúvidas sobre a Medicare, você tem o direito de obter ajuda e informações em seu idioma, gratuitamente. Para falar com um intérprete, ligue para 1-800-MEDICARE (1-800-633-4227).

Русский (Russian) Если у вас или лица, которому вы помогаете, возникли вопросы по поводу программы Медикар (Medicare), вы имеете право на бесплатную помощь и информацию на вашем языке. Чтобы воспользоваться услугами переводчика, позвоните по телефону 1-800-MEDICARE (1-800-633-4227).

Tagalog (Tagalog) Kung ikaw, o ang isang tinutulongan mo, ay may mga katanungan tungkol sa Medicare, ikaw ay may karapatan na makakuha ng tulong at impormasyon sa iyong lengguwahe ng walang gastos. Upang makipag-usap sa isang tagasalin ng wika, tumawag sa 1-800-MEDICARE (1-800-633-4227).

Tiếng Việt (Vietnamese) Nếu quý vị, hay người mà quý vị đang giúp đỡ, có câu hỏi về Medicare, quý vị sẽ có quyền được giúp và có thêm thông tin bằng ngôn ngữ của mình miễn phí. Để nói chuyện qua thông dịch viên, gọi số 1-800-MEDICARE (1-800-633-4227).

front

back

New Medicare Card Mailing in Alternate Formats

There will be specialized communications for those with alternative format needs. These formats include large print, Braille, audio and data cd.

- People with Medicare with alternate format preferences will receive:
 - The letter in regular print and in their alternate format of choice.
 - The information about getting help in other languages in their alternate format of choice.
 - The insert with the new card in regular print.
 - A different letter containing the information on the new card insert (i.e., the part of the insert left over after you remove the new card) in their alternate format of choice.
- People with a Braille preference will also receive a tactile sticker that they can stick to their new card, and instructions for how/where to do so.
- People with alternate format preferences will be mailed their new cards and letters following the same schedule as those with no preference.

Replacement Cards and Numbers

- People with Medicare should still make sure their current address is correct with the Social Security Administration NOW, as needed
- People who lose their Medicare card will continue to be able to get a replacement (duplicate) card
- People who believe they are victims of identity theft or Medicare fraud will be able to get a different new Medicare number by contacting 1-800-MEDICARE

Your Guide for Outreach

January – October 2018

- National Outreach with drumbeat messaging, changing over time
- Dial up the outreach and messaging! Card mailing moves to forefront of messaging for people with Medicare through all communications channels.
 - **January 23 to Mid-March:**
 - Messaging about mailing address accuracy and protection from fraudsters
 - **Mid-March – October:**
 - Intensive earned media and local outreach kicks off, coordinated with card mailing
 - Messaging about when to expect new cards, what to do with old (and new) cards, and what to do if you don't receive a card or need help

Your Guide for Outreach (continued)

Specific messaging for people with Medicare

January to Mid-March

- New Medicare cards with new Medicare Numbers are coming, starting in April 2018
- Make sure the Social Security Administration has your current mailing address
- Beware of scam artists contacting you about your new card

Mid-March to October

- MAILING BEGINS APRIL 1!
- Find out when your card is mailed by visiting Medicare.gov and signing up for email
- What to do if you don't get your card
- Destroy your old card (shred)
- Once your card has been mailed, you can look up your Medicare Number or print a card on [MyMedicare.gov](https://www.medicare.gov)

Your Guide for Outreach Overview

2018	Mid-January →	February →	March →	April →
Products	<ul style="list-style-type: none"> • Print ad for local distribution • Medicare.gov blog, widget, fact sheet • Video: informational for beneficiaries • Audio PSA for major pharmacy chains • Poster in post offices • MSN message 		<ul style="list-style-type: none"> • Videos: Animated “destroy” for beneficiaries, video in provider waiting rooms • New poster in post offices 	
Medicare.gov	<ul style="list-style-type: none"> • Post blog, add Medicare card message to homepage • Promote go.medicare.gov/newcard and new beneficiary widget available on CMS.gov/newcard 		<ul style="list-style-type: none"> • Prominently feature new card image • Launch Medicare Number look up and replacement card features in MyMedicare.gov • Launch mailing status page 	
Call Center	<ul style="list-style-type: none"> • Continue queue messages updated after Medicare Open Enrollment 	<ul style="list-style-type: none"> • Update scripts & queue messages 	<ul style="list-style-type: none"> • Deploy updated scripts with card mailing 	
National Press			<ul style="list-style-type: none"> • Announce “new cards start mailing” with key mailing details 	
Digital, Paid & Earned Media	<ul style="list-style-type: none"> • Begin weekly Facebook and Twitter posts • Email sends • Social media toolkit for partners 		<ul style="list-style-type: none"> • Begin geo-targeted digital media in concert with mailing • Paid search ads send beneficiaries to Medicare.gov 	
Regional Outreach & Partnerships	<ul style="list-style-type: none"> • Distribute messaging, updates, and materials through local partners • Use listserv, phone calls, webinars, conferences, First Friday events • Continue to develop/identify new partners for beneficiary outreach 		<ul style="list-style-type: none"> • Use press kit for local distribution • Issue local press release with mailing • Share print ads with local and regional media and information intermediaries • Participate in call-in shows • Host senior events 	

Outreach & Education Materials on CMS.gov/newcard

Materials for people with Medicare

One-Page Flyer

- Stand-alone reprint handout of Medicare & You inside cover page
- Available in English, Spanish, Korean, Chinese, Japanese, or Vietnamese

Fact Sheet

- Information addressing common things to know about the new card

Widgets

- With link to go.medicare.gov/newcard

Informational Video

- Animated video about the new card and what to expect

Outreach & Education Materials on CMS.gov/newcard

Partner materials

Job aid for Partners

- Includes key messages to communicate to people with Medicare

***Tear-off Pads for Provider Offices**

- For provider office staff to give to people with Medicare
- Contain an image of the card and a reminder to make sure your mailing address is up to date with Social Security

***Small Posters for Provider Offices**

- Messaging similar to tear-off sheets

***Conference cards to hand out at events**

- To give to people with Medicare with similar messaging

Audio public service announcements script

- To run in National pharmacy chains

Widgets

- Partner focused with link to CMS.gov/newcard

*Available in English, Spanish, Korean, Chinese, Japanese, and Vietnamese

Outreach & Education Materials - Fact Sheet



10 things to know about your new Medicare card

Medicare is mailing new Medicare cards starting in April 2018. Here are 10 things to know about your new Medicare card:

- 1. Mailing takes time:** Your card may arrive at a different time than your friend's or neighbor's.
- 2. Destroy your old Medicare card:** Once you get your new Medicare card, destroy your old Medicare card and start using your new card right away.
- 3. Guard your card:** Only give your new Medicare Number to doctors, pharmacists, other health care providers, your insurers, or people you trust to work with Medicare on your behalf.
- 4. Your Medicare Number is unique:** Your card has a new number instead of your Social Security Number. This new number is unique to you.
- 5. Your new card is paper:** Paper cards are easier for many providers to use and copy, and they save taxpayers a lot of money. Plus, you can print your own replacement card if you need one!
- 6. Keep your new card with you:** Carry your new card and show it to your health care providers when you need care.
- 7. Your doctor knows it's coming:** Doctors, other health care facilities and providers will ask for your new Medicare card when you need care.
- 8. You can find your number:** If you forget your new card, you, your doctor or other health care provider may be able to look up your Medicare Number online.
- 9. Keep your Medicare Advantage Card:** If you're in a Medicare Advantage Plan (like an HMO or PPO), your Medicare Advantage Plan ID card is your main card for Medicare – you should still keep and use it whenever you need care. However, you also may be asked to show your new Medicare card, so you should carry this card too.
- 10. Help is available:** If you don't get your new Medicare card by April 2019, call 1-800-MEDICARE (1-800-633-4227). TTY users can call 1-877-486-2048.

You have the right to get Medicare information in an accessible format, like large print, Braille, or audio. You also have the right to file a complaint if you feel you've been discriminated against. Visit [cms.gov/about-us/agency-information/office-of-equity-access-to-information](https://www.cms.gov/about-us/agency-information/office-of-equity-access-to-information), or call 1-800-MEDICARE (1-800-633-4227) for more information. TTY users can call 1-877-486-2048.



CMS Product No. 13018
January 2018

Outreach & Education Materials - Video



<https://youtu.be/DusRmgzQnLY>

Outreach & Education Materials - Poster

New Card! New Number!

Mailing in 2018

NEW Medicare Card

Current Medicare Card

MEDICARE HEALTH INSURANCE

1-800-MEDICARE (1-800-633-4227)

NAME OF BENEFICIARY
JANE DOE

MEDICARE CLAIM NUMBER
000-00-0000-A

SEX
FEMALE

IS ENTITLED TO
HOSPITAL (PART A) 07-01-2016
MEDICAL (PART B) 07-01-2016

SIGN HERE → *Jane Doe*

NEW Medicare Card


MEDICARE HEALTH INSURANCE

Name/Nombre
JOHN L SMITH

Medicare Number/Número de Medicare
1EG4-TE5-MK72

Entitled to/Con derecho a
HOSPITAL (PART A) 03-01-2016
MEDICAL (PART B) 03-01-2016

Coverage starts/Cobertura empieza



CMS Product No. 12030-P
September 2017

Outreach & Education Materials - Conference Card

NEW MEDICARE CARDS!

COMING
IN 2018

Medicare will mail new Medicare cards between April 2018 – April 2019. To help protect your identity, your new card will have a unique Medicare Number instead of your Social Security Number. The new card won't change your coverage or benefits. Here's what you need to know:

- You don't need to do anything to get your new card, but you should make sure your mailing address is up to date.
- If your address needs to be corrected, contact Social Security at ssa.gov/myaccount or **1-800-772-1213**. TTY users can call **1-800-325-0778**.
- Medicare will never call you uninvited and ask for your personal information. Beware of anyone who contacts you about your new Medicare card.
- You'll get more information from Medicare when your new card is mailed.



CMS Product No. 12012
October 2017

Stay Connected

Find more technical information, detailed updates, training opportunities, and materials to share on the web:

[CMS.gov/newcard](https://www.cms.gov/newcard)

Comments and questions are always welcome! Send to:

NewMedicareCardSSNRemoval@cms.hhs.gov

Information for people with Medicare:

go.medicare.gov/newcard