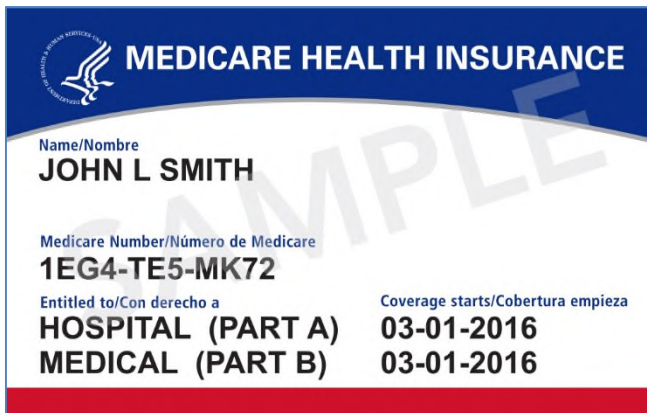




New Medicare Card



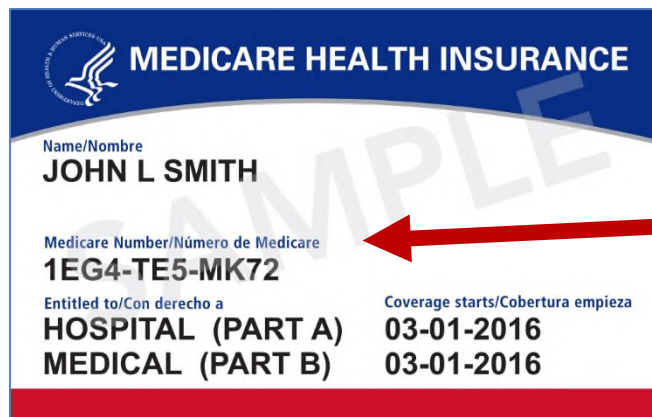
Information for Partners & Stakeholders

May 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 coverage for Hospital (Part A) and Medical (Part B), both starting on 03-01-2016. A red arrow points from the text box on the right 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	Coverage starts/Cobertura empieza
HOSPITAL (PART A)	03-01-2016
MEDICAL (PART B)	03-01-2016

New Medicare Number

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

Sending New Medicare Cards

- Medicare started 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 to existing beneficiaries will be randomized by geographic location, with states grouped into one of seven “waves”
- In April, CMS launched [Medicare.gov/newcard](https://www.medicare.gov/newcard) where people with Medicare can sign up for emails about the card mailing and 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
Newly Eligible People with Medicare	All – Nationwide	April 2018 - Ongoing
1	Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia	Mailing started: May 2018
2	Alaska, American Samoa, California, Guam, Hawaii, Northern Mariana Islands, Oregon	Beginning May 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

<https://www.cms.gov/Medicare/New-Medicare-Card/NMC-Mailing-Strategy.pdf>

New Medicare Card Awareness Survey Strategy

Pre-Outreach Baseline: Early January 2018, National Sample

Between periods of active outreach, awareness levels may decline, so this effort helped establish a new baseline measure

Implementation Wave 1: Early to Mid April 2018, National + Local Oversample

This survey helps compare awareness as mailings begin to baseline and to later implementation states. Early results indicate that awareness is holding steady from earlier timeframes.

Receipt of the New Card should improve awareness substantially, as direct mail has been shown to be an effective outreach strategy.

Implementation Wave 2: Summer 2018, National + Local Oversample

This survey will examine the extent to which alterations in outreach messaging and strategy improve awareness, along with targeted local communications

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 25 to Mid-April:**
 - Messaging about mailing address accuracy and protection from fraudsters
 - **Mid-April – 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, what to do if you don't receive a card or need help, and being aware of potential scams

Your Guide for Outreach (continued)

Specific messaging for people with Medicare

January to Mid-April

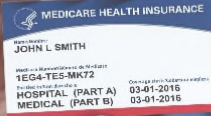
- New Medicare cards with new Medicare Numbers are coming
- Make sure the Social Security Administration has your current mailing address
- Beware of scam artists contacting you about your new card

Mid-April to October

- MAILING BEGINS!
- 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)
- Continue to be alert and watch for fraud

Outreach & Education Materials – Fillable Flyers

<https://www.cms.gov/Medicare/New-Medicare-Card/Outreach-and-Education/Products-to-share-with-beneficiaries.html>





**New Medicare Cards
have started to mail!**

Join us to learn more about your new Medicare card.

Medicare is mailing new Medicare cards on a rolling basis at no cost to everyone with Medicare. Your new Medicare card includes a new number unique to you, instead of your current Social Security-based number.

Learn More!
Medicare.gov/NewCard | 1-800-MEDICARE (1-800-633-4227)
TTY users can call 1-877-486-2048




**¡Las nuevas tarjetas
de Medicare se han
comenzado a enviar
por correo!**

**Únase a nosotros para obtener más
información sobre su nueva tarjeta de Medicare.**

Medicare está enviando nuevas tarjetas de Medicare de forma continua sin costo alguno para todas las personas que tienen Medicare. Su nueva tarjeta de Medicare incluye un número nuevo exclusivo para usted, en lugar de su número de Seguro Social.

¡Aprenda más!
Medicare.gov/NewCard | 1-800-MEDICARE (1-800-633-4227)
Los usuarios de TTY pueden llamar al 1-877-486-2048




Outreach & Education Materials – Updated Widgets

MAILING NOW

New Medicare cards with new numbers. Find out when to expect yours.

#NewCardNewNumber



LEARN MORE

MAILING NOW

New Medicare cards with new numbers. Find out when to expect yours.

#NewCardNewNumber



LEARN MORE

MAILING NOW

New Medicare cards with new numbers. Find out when to expect yours.

#NewCardNewNumber

LEARN MORE

MAILING NOW

New Medicare cards with new numbers. Find out when to expect yours.


#NewCardNewNumber

LEARN MORE

MAILING NOW

New Medicare cards with new numbers. Find out when to expect yours.

#NewCardNewNumber



LEARN MORE

Outreach & Education Materials – Graphic & PSA

AN OFFICIAL MESSAGE FROM MEDICARE

NEW MEDICARE CARDS ARE COMING!

Medicare is mailing millions of new cards with new numbers. Everyone with Medicare will get one. Your Medicare benefits stay the same.

NOTICE SOMETHING DIFFERENT?

Each new card will have a unique new Medicare number to help protect your identity.

MEDICARE HEALTH INSURANCE
JOHN L SMITH
ID NUMBER: 1E04-7ES-MK72
PART A: 03-03-2016
PART B: 03-03-2016

SOCIAL SECURITY NUMBERS HAVE BEEN REMOVED!

ARRIVING AUTOMATICALLY BY MAIL.

Look out for scams. Don't pay for your new card—it's free. Guard your card like you would health insurance or credit cards.

FIND OUT WHEN YOUR CARD IS MAILING.

Sign up at medicare.gov/newcard to get emails that tell you when cards are being mailed to your area.

MY FRIEND GOT HER CARD. WHERE'S MINE?

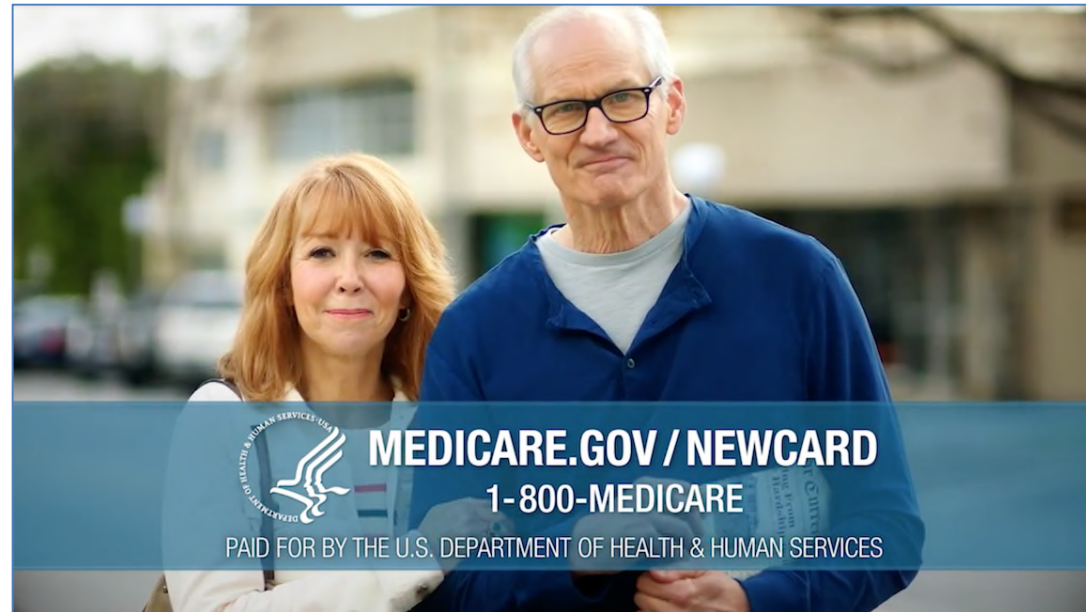
It takes about a month for everyone in your mailing area to get their cards.

MY NEW CARD IS HERE. NOW WHAT?

When your new card arrives, destroy your old one. You can use your new card right away. Bring it to your next appointment.

GOT QUESTIONS? FIND OUT MORE HERE:
medicare.gov/newcard
1-800-MEDICARE

Information provided by the U.S. Department of Health & Human Services




MEDICARE.GOV / NEWCARD
1-800-MEDICARE

PAID FOR BY THE U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

Outreach & Education Materials – Social Media Guide

New card.
Same Medicare.



Medicare.gov



Avoid phone scams

Medicare.gov

New Card! New Number! *Mailing in 2018*

NEW Medicare Card

Current Medicare Card

MEDICARE HEALTH INSURANCE	
1-800-MEDICARE (1-800-633-4222)	
NAME OF BENEFICIARY JANE DOE	
MEDICARE CLAIM NUMBER 000-00-0000-A	SEX FEMALE
IS ENTITLED TO HOSPITAL (PART A) MEDICAL (PART B)	EFFECTIVE DATE 07-01-2016 07-01-2016
SIGN HERE → <i>Jane Doe</i>	

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

Medicare.gov

Outreach & Education Materials – New Video



<https://youtu.be/Rf9q0dVinF8>

Stay Connected

[Medicare.gov/NewCard](https://www.medicare.gov/NewCard)

New Card destination for people with Medicare. Sign up for email alerts and view map to see where cards are mailing.

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

Top source for providers, partners and stakeholders. Find technical guidance, presentations, and outreach materials.

[Productordering.cms.hhs.gov](https://www.productordering.cms.hhs.gov)

Create an account and order free Medicare brochures, posters, and other education and outreach materials on new Medicare cards and other topics.

Comments and questions are always welcome! Send to:

NewMedicareCardSSNRemoval@cms.hhs.gov