

# Say No to Scammers

CMS Medicare Fraud - COVID Vaccine

*Video, display, social – **UPDATED MARCH 18, 2021***



# Video Scripts





# :15 VIDEO – “Straight Talk”

*[Open on a senior woman and Medicare recipient against a brightly-colored background for integration with digital/social. She talks to the camera not as a spokesperson, but as a peer, talking as if addressing a friend.]*

—

If you're like me, you're eager to get your COVID vaccine.

But that makes scammers eager to prey on us.

Just remember, there is no cost for the vaccine.

Keep your personal info between you and trusted health care professionals.

—

**SUPER:**

*An official message from Medicare.gov*



# :15 Video - "Say No to Scammers 1"

## Opening slate:

What do you say if someone asks you to pay for your COVID vaccine?

### Person 1:

I don't fall for scams.

### Person 2:

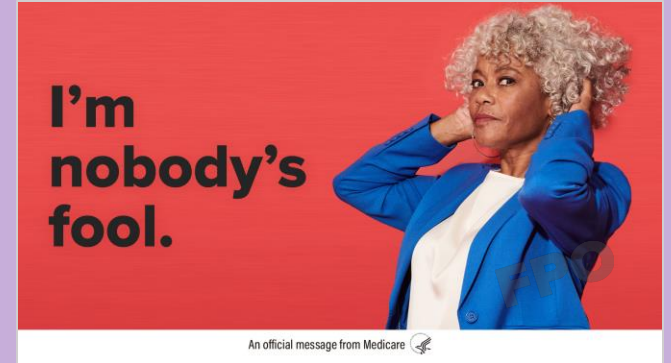
I'm *nobody's* fool.

### Person 3:

Not a shot!

## Closing slate:

Learn to detect and prevent vaccine fraud at [Medicare url].



**NOTE: Can be combined with following script to create a :30 video as well**

## :15 Video - "Fraudsters"



Click [HERE](#) to view video.



# Social



# Social – V6


## Social copy 6

What do you say if someone other than a trusted healthcare provider asks for your Medicare number?

## Graphic copy 6


Heck no!


*\*This ad can also be adapted into a version addressing treatment in place of vaccines*

**Medicare**  
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What do you say if someone other than a trusted healthcare provider asks for your Medicare number?






An official message from Medicare 

**Detect and prevent COVID-19 Medicare fraud**

MEDICARE.GOV/FRAUD [Learn More](#)

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47 Comments 52 Shares

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# Social – V7


## Social copy 7

What do you say when scammers use the pandemic to try to pull a fast one on you?

## Graphic copy 7


Not on my watch.


*\*This ad can also be adapted into a version addressing treatment in place of vaccines*

**Medicare**  
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What do you say when scammers use the pandemic to try to pull a fast one on you?






An official message from Medicare 

**Detect and prevent COVID-19 Medicare fraud**

MEDICARE.GOV/FRAUD [Learn More](#)

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# Social – V8

## Social copy 8

There is zero cost to you for the COVID vaccine. So, what do you say to someone who asks you to pay for your shot?


## Graphic copy 8

I social distance from scammers.

**Medicare**  
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There is zero cost to you for the COVID vaccine. So, what do you say to someone who asks you to pay for your shot?






I **SOCIAL DISTANCE**  
from scammers.

FPO

An official message from Medicare 


**Detect and prevent COVID-19 Medicare fraud**


MEDICARE.GOV/FRAUD [Learn More](#)




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*\*This ad can also be adapted into a version addressing treatment in place of vaccines*

# Social – V9


## Social copy 9

You do not have to pay to get the COVID vaccine. So, what do you say to someone trying to sell you a spot on a vaccine waitlist?

## Graphic copy 9


Doctor's orders: no vaccine scams.

*\*This ad can also be adapted into a version addressing treatment in place of vaccines*


**Medicare**  
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You do not have to pay to get the COVID vaccine. So, what do you say to someone trying to sell you a spot on a vaccine waitlist?






FP


An official message from Medicare 


**Detect and prevent COVID-19 Medicare fraud**


MEDICARE.GOV/FRAUD [Learn More](#)

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# Social – V10

## Social copy 10

What do you say if someone claiming to be from Medicare calls asking for your Medicare number?


## Graphic copy 10


I think NOT!

 Medicare  
Sponsored

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What do you say if someone claiming to be from Medicare calls asking for your Medicare number?






An official message from Medicare 

**Detect and prevent COVID-19 Medicare fraud**

MEDICARE.GOV/FRAUD [Learn More](#)

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# Social – V11

## Social copy 11

If someone contacts you on social media asking for your Medicare number, what do you say?


## Graphic copy 11


GET LOST.

 Medicare  
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If someone contacts you on social media asking for your Medicare number, what do you say?






An official message from Medicare 

**Detect and prevent COVID-19 Medicare fraud**

MEDICARE.GOV/FRAUD [Learn More](#)

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# Display



# Display options

1. Vaccine scammers have no shot.
2. I social distance from scammers.
3. Doctor's orders: no vaccine scams.

*Second slate for all:* **Learn to detect and prevent vaccine fraud at [Medicare.gov/fraud](https://www.medicare.gov/fraud).**



*\*This ad can be adapted into a version addressing treatment in place of vaccines*