

# Protect Yourself from Marketing F.R.A.U.D.

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[www.HealthHelp.ca.gov](http://www.HealthHelp.ca.gov)

# Who Are We?

- **Department of Managed Health Care**
  - **State Agency**
  - **Regulate HMOs**
  - **Provide consumer protection for 22.7 million HMO members**

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# Our Fraud-Fighting Partners

- **CMS**
- **Plan Compliance Divisions**
- **Senior Medicare Patrol**
- **Law Enforcement Agencies**
- **Consumers**

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# F.R.A.U.D.

- **F.lags**
- **R.eport**
- **A.ction**
- **U.You**
- **D.iligent Detection**

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# Marketing Misconduct

- **Enrolled without Knowledge/Authorization**
- **Use of “Scare Tactics”**
- **Misrepresentations**
  - **Benefits**
  - **Costs**

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# New Trends

- Medical providers
- Gifts
- Educational Meetings
- Public Places
- Telemarketing Calls
- Materials at Residence
- Solicitors & “MediConnect Presentations”

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# Lead Generators

2015 MEDICARE HEALTH PLAN UPDATE  
 RETURN REPLY REQUESTED  
 PLEASE ACKNOWLEDGE BY: 10/31/2014

PERMIT TO  
 USE POSTAGE  
 PAID  
 PERMIT NO 1179  
 OVA550 OK

54664 D 25

### REQUEST FOR INFORMATION

Please see that I receive all the Medicare benefits for which I am entitled.

Name: \_\_\_\_\_ Date of Birth: / /

Phone: / /

Spouse: \_\_\_\_\_ Date of Birth: / /

F5605-06 Please verify address \_\_\_\_\_ today

#### Message: 2015 Medicare Health Plan Update

You may not be getting all the Medicare benefits for which you are entitled. There are new plans for 2015 that you should be aware of.

**You may be missing out on what you are entitled to receive.**  
 Complete and return the attached free card to find out if you currently receive all the benefits you are entitled to.

There is no obligation and all the information is FREE! Return this card or call!

English 800.487.0184  
 Español 800.487.1826

This solicitation is insurance related. An agent may represent you. Not affiliated with any government agency. No cost or obligation.



U.S.P.



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# Your Input Matters!



**First Responder**

**“Eyes and Ears”**

**Important Partners**



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# Empowered F.R.A.U.D. Fighters!



**The possibilities are endless!**

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# Questions? Contact Information

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