***New Medicare Card - New Beneficiary-focused Partner Outreach***

***Resources and Web Page Updates***

CMS has updated its New Medicare Card web pages to provide new resources for beneficiaries, partners and stakeholders. New resources are available for download as we prepare for the card mailing starting in April 2018. Included on:

[**Medicare.gov**](http://www.medicare.gov/) (updated with materials to be used with beneficiaries):

* [Blog](https://blog.medicare.gov/2018/01/25/new-medicare-cards-protect-personal-information/)
* Beneficiary Fact Sheet ([English](https://www.medicare.gov/Pubs/pdf/12018-10-Things-to-Know-About-New-Medicare-Card.pdf?) and [Spanish](https://www.medicare.gov/Pubs/pdf/12018-S-10-Things-to-Know-About-New-Medicare-Card.pdf?))
* Informational [Video](https://www.youtube.com/watch?v=DusRmgzQnLY)
* A new short URL, [go.medicare.gov/newcard](https://www.medicare.gov/forms-help-and-resources/your-medicare-card.html), is being introduced

**[CMS.gov/newcard landing page](https://www.cms.gov/medicare/new-medicare-card/nmc-home.html)** (redesigned):

* Information about the [geographic card mailing strategy](https://www.cms.gov/Medicare/New-Medicare-Card/NMC-Mailing-Strategy.pdf)
* Informational Video

[**CMS.gov/newcard Partners & Employers tab**](https://www.cms.gov/Medicare/New-Medicare-Card/Partners-and-Employers/Partners-and-employers.html)**:**

* Link to English and Spanish Beneficiary Fact Sheet (same as above)
* New Medicare Card widgets - link to new information on Medicare.gov ([English](https://www.cms.gov/Medicare/New-Medicare-Card/Partners-and-Employers/English-beneficiary-widget-landing-page.html) & [Spanish](https://www.cms.gov/Medicare/New-Medicare-Card/Partners-and-Employers/Spanish-beneficiary-widget-landing-page.html))
* Social Media Toolkit
  + [Guide to sharable new Medicare card social media posts](https://www.cms.gov/Medicare/New-Medicare-Card/Partners-and-Employers/NMC-Guide-to-Sharable-New-Medicare-Card-.pdf)
  + [New Medicare card social media graphics](https://www.cms.gov/Medicare/New-Medicare-Card/Partners-and-Employers/NMC-Social-Media-Graphics.zip)
* [PSA script](https://www.cms.gov/Medicare/New-Medicare-Card/Partners-and-Employers/NMC-PSA.PDF) for pharmacies/providers/stakeholders

As part of CMS’ outreach and education activities, ongoing social media posts on Medicare’s Facebook and Twitter will occur with retweeting on @CMSgov handle. New Medicare Card related emails will be sent each month to over 400,000 beneficiaries who asked to receive emails from CMS.

*Note: Please send your questions and comments to our Partnership mailbox:* [*PARTNERSHIP@cms.hhs.gov*](mailto:PARTNERSHIP@cms.hhs.gov) *and include New Medicare Card Project in the subject line.*