**Medicare Minute – AEP?**



What’s all the buzz about? Medicare’s AEP – Annual Enrollment Period is just like group health plan open enroll except “ALL” Medicare enrolled members explore their choices for the new year. The enrollment period runs full course from 10/15 – 12/7 with benefits beginning 1/1 annually. With less than 65+ days, Medicare’s AEP is not just for those 65+, it’s for all Medicare-eligible enrolled members with Medicare Part A & Part B benefits. The window to elect and enroll with choices to enhance the basics of original Medicare as private market solutions bridging the gaps of Medicare. **(Agents, it’s time to shine!)**

Did I say, Medicare Infomercials? That’s when you know game on! Then after the holidays, Happy New Year, there’s a 2nd enrollment / change opportunity for Medicare Advantage enrollees that allows Medicare Advantage enrollees (Part C) a 2nd opportunity to change plans between 1/1 – 3/31. For agents, now is the time to prepare for the upcoming selling season with Medicare’s certification through AHIP and the health plans of choice that an agent elects to promote / sell. CMS / Medicare / SSA requires an annual re-certification for agents working in this segment of sells based on strict safeguards to protect Medicare eligible members working with agents promoting and selling Medicare products.

There are other opportunities to grow your Medicare business by hosting Medicare seminars (education / marketing) provide great opportunities to go the distance. Lots of compliance since it’s about safeguarding our seniors, make sure you’re working closely with your FMO / Carrier partner to ensure compliance for a successful AEP selling season. Medicare’s not your bag, then find a Medicare partner to work with you!

For the consumer, it’s the craziest time of the year, they are the “bullseye”, receiving text messages, internet ads, phone solicitations, direct mail pieces and door to door sells, which is prohibited for Medicare Advantage sales calls. Reach out to your clients early to educate, inform on the basics of Medicare changes, AEP & MA-OE timelines, reminding them “You” are there to assist during this very competitive-confusing enrollment period.

***You – DAHU / TAHU / NAHU agents are there to help navigate the maze of choices!***

***Join DAHU’s 2nd Annual Medicare Summit! Get informed –*** [***www.dahu.org/Medicare***](http://www.dahu.org/Medicare)***Summit***

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