

# OPEN ENROLLMENT PERIOD QUICK GUIDE

## NAVIGATING SALES AND MARKETING DURING THE NEW OEP

### OPEN ENROLLMENT PERIOD IS JANUARY 1 TO MARCH 31.

The Federal Government has eliminated the existing MA disenrollment period and replaced it with a new Medicare Advantage open enrollment period (OEP). The new OEP allows individuals enrolled in an MA/MAPD plan, including newly MA-eligible individuals, to make a one-time election to go to another MA/MAPD plan or Original Medicare.

Reflects Government's focus on consumer choice and competition.

Additional time for beneficiaries to make health plan decisions.

#### WHY OEP?

Beneficiaries are enrolled in plans that best suit their needs and budgets.

Potentially allows more beneficiaries to select plans with higher star ratings.

#### Who Can Make a Change?

- › Enrollees in an MA or MAPD Plan
- › Newly MA-Eligible Individuals



#### Who May Not Make a Change?

- › Beneficiaries Enrolled in Original Medicare.
- › Beneficiaries Enrolled in a Medicare Cost Plan.
- › Beneficiaries Enrolled in a Standalone Part D Plan.



Together, all the way.®



## MAKING CHANGES DURING OEP

What Changes Are Allowed? 	What Changes Are <u>Not</u> Allowed? 
<p>MA-Only to MA-Only</p> <p>MA-Only to MAPD</p> <p>MAPD to MA-Only</p> <p>MAPD to MAPD</p> <p>MA-Only or MAPD to Original Medicare (with or without PDP)</p>	<p>Switching from Original Medicare</p> <p>Addition of Part-D to Original Medicare</p> <p>Enrollment into a Medicare Cost Plan</p> <p>Standalone PDP to a different Standalone PDP</p>

## MARKETING DURING OEP

Permitted 	Not Permitted 
<p>Send marketing materials when a beneficiary makes a proactive request.</p> <p>At the beneficiary's request, have one-on-one meetings.</p> <p>At the beneficiary's request, provide information on the OEP.</p> <p>Market to Age-ins, Duals, Diabetics (C-SNP Plans - AZ and Mid-Atlantic Markets) and LIS Beneficiaries.</p> <p>Stay in touch with your existing customers.</p>	<p>Sending unsolicited materials advertising or referencing the OEP opportunity.</p> <p>Specifically targeting beneficiaries who are in the OEP by purchasing mailing lists or other means of identification.</p> <p>Engaging in or promoting activities intended to target OEP for further sales.</p> <p>Calling or otherwise contacting former enrollees who have selected a new plan during AEP.</p>

