

# Have Questions About the Medicare Annual Enrollment Period?



## What is AEP?

The Annual Enrollment Period (AEP) runs from October 15 through December 7 of each year and is a time when all Medicare beneficiaries are eligible to make changes to their Medicare coverage.

## How does AEP affect me and my patients?

During this time of year, beneficiaries may look to you to answer questions about their plan options. HealthMatch.com may be able to help! We have outlined some general do's and don'ts for how to market to your patients year-round.

## General Do's:

- Remain neutral when assisting beneficiaries with enrollment decisions
- Answer questions or discuss the names and merits of plans including benefit information
- Announce new or continuing affiliations with specific plans once a contract has been signed
- Make communication materials available, both inside and outside areas where care is delivered
- Provide information and assistance in applying for Low-Income Subsidies

## General Don'ts:

- Persuade patients to enroll in a specific plan
- Mail marketing materials on behalf of plans/sponsors
- Conduct health screenings as a marketing activity
- Offer anything of value to entice enrollees to select you as their provider

Still have questions about enrollment periods?

Call us at:

1-844-551-1755

