

Have Questions About the Medicare Open Enrollment Period?



What is OEP?

OEP (Open Enrollment Period) is a one-time opportunity for individuals enrolled in a MA ONLY or an MAPD plan to switch plans or drop their plan altogether.

How does OEP affect me and my patients?

OEP should not have any affect on how you market to or interact with your patients. The same marketing rules apply year-round. 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:

- Accept Medicare enrollment applications
- 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



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