



## Medicare Advantage Open Enrollment Period (OEP)

January 1 - March 31

### Connect with your book of business

Staying in touch with your book of business is important during OEP. January is the time to reach out to your clients to:

- **make sure they have coverage** (it's not uncommon for carriers to experience system issues at the start of the plan year);
  - walk them through their [MyMedicare.gov](https://www.mymedicare.gov) account to verify coverage or have them [register for an account](#) to get a more personalized Medicare experience;
- **make sure they received their new insurance ID cards for 2021** (if they haven't received them, check with the carrier);
- **review their plan's extra benefits** such as dental, vision, hearing, transportation, OTC, gym memberships, etc. and answer any questions they may have about using these benefits;
- **remind them to schedule their annual wellness exam** so they can take advantage of the preventive services covered by Medicare; and
- **discuss ancillary plans that will help fill the gaps in their coverage** such as Hospital Indemnity, Critical Illness, Short Term Care, Long Term Care, Home Care, and comprehensive Dental, Vision, Hearing plans.

### Did you know?

[MyMedicare.gov](https://www.mymedicare.gov) has resources for beneficiaries to track their health screenings, provides them with a two year calendar for preventive screenings they are eligible for, and allows them to print a personalized on the go report to take with them to their doctor visit. Watch this [one-minute video](#) to learn more!

**PRO TIP:** share CMS informational videos on your social media business pages.



### Compliance Spotlight

Be sure to review our [Post AEP and OEP Reminders](#) for more information on selling compliantly during OEP.



### Training at Your Fingertips

This month our training team will be focusing on Strategies for 2021 Sales Success, Making the Most of OEP Opportunities, and Conquering Social Media. [View our full schedule](#) and register for an event.

## CareFree Insurance Services, Inc.

**We're here for you!**

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