

Upcoming Changes and Strategic Planning for AEP



As we approach the Annual Enrollment Period (AEP), it's crucial to stay informed about significant changes in the Medicare landscape. These changes, influenced by various market dynamics and regulatory adjustments, could impact your clients' plans and coverage. Here's a comprehensive overview of what to expect and how to strategically navigate the AEP.

Insurance carriers are strategically reassessing their plans to mitigate potential financial risks. This involves making tough decisions such as pulling out of specific markets, reducing certain benefits, and even designating some Prescription Drug Plans (PDPs) as non-commissionable. These adjustments reflect a proactive approach to ensuring the long-term sustainability and viability of the plans offered to Medicare beneficiaries.

Important CMS Update:
Inflation Reduction Act and Medicare - [View](#)



Strategic Plan for AEP:

In August, kick off your AEP preparations by sending out personalized AEP letters to your clients. Tailor these letters to two specific groups:

- ✓ **For your Med Supp members**, reassure them that their trusted Medicare Supplement plan will remain unchanged, but remind them that adjustments to their Part D plan may be on the horizon. Let them know that you are available to assist them through this process and encourage them to use tools like SunFire to ensure their Rx drug lists are up to date.
- ✓ **When addressing your MAPD members**, be transparent about the potential of negative changes in many plans. Set clear expectations that these changes will come into effect on January 1, 2025, and promise to keep them informed through email as more details become available.

To further support your clients' understanding, **create engaging and informative content** where you walk through the Annual Notice of Change (ANOC) step by step. Share these resources to ensure that only your clients have access to this important information.

As October approaches, schedule emails to be sent out on the 1st of the month. These emails should outline the upcoming plan changes and offer a preliminary diagnosis of how these adjustments may impact each client. Ensure that carrier representatives provide you with the ANOC by September so that you can accurately communicate these changes to your clients in a timely manner.

Client Engagement

To enhance client engagement and ensure a smooth AEP process, consider hosting informative and interactive events such as **in-person group meetings and Q&A sessions**. These sessions can provide a platform for clients to ask questions, voice concerns, and gain a deeper understanding of their plan options. Additionally, **personally reaching out to each member in the early days of October** to guide them through the re-enrollment process can offer a personalized touch and instill confidence in their plan decisions.

Sending out **Scope of Appointment (SOA)** forms to all current clients is a proactive step to prepare for upcoming appointments starting on October 15. **By reaching out to clients in September** to gather their Rx drug lists and then following up in October to review their plans, you can streamline the enrollment process and ensure that their coverage aligns with their healthcare needs.



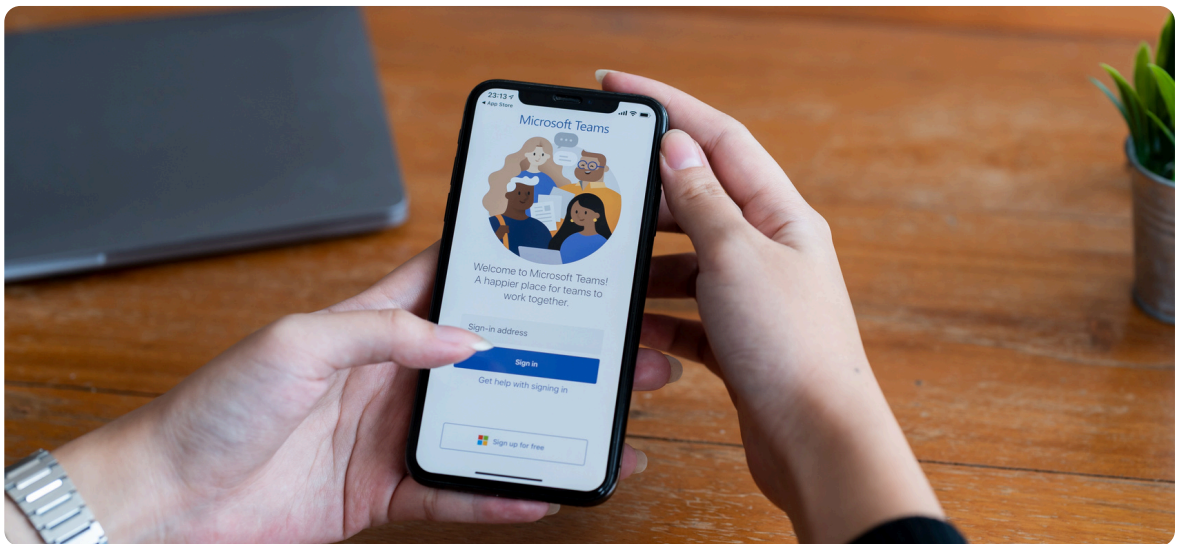
These personalized touchpoints and strategic planning efforts can help build trust with clients, demonstrate your commitment to their well-being, and ultimately lead to a successful AEP season for both you and your clients.



Efficiency Tips

When it comes to efficiently managing your client base during AEP, it's essential to make the most of your time and resources. Utilizing **bulk meetings and phone calls** allows you to reach as many clients as possible in a streamlined manner. By identifying clients who have decided to stay on their current plan, you can easily cross them off your list and focus your attention on those who may need assistance with plan changes.

Instead of time-consuming home visits, consider **inviting clients to visit you at a designated location** for personalized consultations. This not only saves you time but also provides a professional setting for productive discussions about their plan options.



In today's digital age, leveraging social media can be a powerful tool for client updates and support. Consider creating a private **Facebook group** where clients can access important information, ask questions, and engage with each other. This interactive platform can enhance communication and foster a sense of community among your clients.

By implementing these efficiency tips, you can optimize your workflow, prioritize client needs, and ensure a successful AEP.



Handling Non-commissionable PDPs

When handling non-commissionable Prescription Drug Plans (PDPs), it is essential to prioritize your clients' best interests above all else. Regardless of commissions, your primary focus should be advising clients on the plan that suits their healthcare needs and budget most effectively.

Annual Notice of Change Highlights

When focusing on deductible and copay/tier changes, it's important to delve into the specifics of how these adjustments could impact your clients' out-of-pocket costs and overall healthcare expenses.

By highlighting the potential changes in deductibles, copayments, and tier structures, you can help clients understand the financial implications of their plan choices and make informed decisions.

Additionally, as each Annual Notice of Change (**ANOC**) will provide updates on Rx drug changes, it's crucial to thoroughly review these updates with your clients and explain any modifications to their prescription drug coverage.

Summary

By following this strategic plan, you can efficiently manage the AEP period, keep clients informed, and ensure they are enrolled in the best possible plans for their needs.

By staying ahead of the curve and proactively addressing any potential changes or challenges, you demonstrate your dedication to ensuring that your clients have access to the most beneficial and cost-effective healthcare coverage options available.

Resources

<https://www.psmbrokerage.com/inflation-reduction-act-medicare-reforms>

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