



Medicare Open Enrollment



Communications Plan

Office of Communications

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Communications Objectives

- To inform beneficiaries that Open Enrollment is the annual opportunity for them to review, compare and enroll in Medicare health and drug plans.
- To remind beneficiaries to use Medicare informational channels and resources, particularly the “5-Star” plan rating system.

Communications Objectives Continued

- To remind beneficiaries about Medicare benefits (ex: donut hole prescription drug discount, free preventive benefits) as they compare plans.
- Increase awareness and utilization of Medicare's "extra help" program that helps people with limited income to pay for their prescription medications.

Timeline – 2 Phases

- Pre-implementation (Aug-Sept)
 - Outreach to information intermediaries to prepare them to educate beneficiaries
- Beneficiary Outreach (Oct-Dec)
 - Educate beneficiaries about Open Enrollment Period (Oct 15 – Dec 7) and Medicare benefits

Pre-Implementation Phase

Information Intermediaries

- Partners
- Providers
- Plans
- Stakeholders

Beneficiary Outreach Phase

- Timeline
- Key Messages
- Tactics:
 - Paid & Earned Media Campaign
 - CMS Information Channels
 - Local Outreach
 - CMS Education Resources

Open Enrollment Timeline - October

- October 1
 - Plan Marketing Begins
 - Plan Finder Goes Live
- October 15
 - Open Enrollment Begins
 - CMS Media Campaign Begins

Open Enrollment Timeline – Nov/Dec

- Week of November 28
 - Urgency Messaging Begins
- December 7
 - Open Enrollment Ends

Key Messages

- Open enrollment is the time to review your current health/drug plans and make changes if you want
- Don't have to do anything if you're satisfied that your current coverage meets your needs
- People with Medicare continue to be eligible for a number of free preventive benefits and discounts on prescription drugs
- Protect your personal information

Tactics: Paid Media Campaign

- Paid Advertising – General Market
 - National broadcast
 - National print
 - National paid search
- Paid Advertising – African American
 - National broadcast
- Paid Advertising – Hispanic
 - Geo-targeted radio, print
 - National paid search

Tactics: Paid Media Campaign Continued

AN IMPORTANT MESSAGE FROM MEDICARE



"I found a better deal on prescriptions."



"We found lower co-pays."



"I found a plan that works better for me."

WHAT WILL YOU FIND DURING MEDICARE OPEN ENROLLMENT?

You'll never know unless you go. Compare your current plan to new options. See if you can lower some costs or find a plan that better suits your needs. Many people do. Even if you like your current plan, check to see if the costs or coverage are changing at medicare.gov. Or call 1-800-MEDICARE for help.

Medicare Open Enrollment Oct. 15 - Dec. 7

WWW.MEDICARE.GOV
1-800-MEDICARE (TTY 1-877-486-2048)



UN MENSAJE IMPORTANTE DE MEDICARE



¡Me gusta ahorrar dinero!

Encontré mis medicamentos recetados y copagos a costos más bajos al comparar planes durante la inscripción abierta de Medicare.

Elija lo mejor para su salud. Compare su plan de Medicare actual con las opciones disponibles para el 2015 y vea si puede encontrar un plan que se ajuste mejor a sus necesidades. Aún si le agrada su plan actual, verifique si han cambiado costos o coberturas. ¡Es fácil! Llame al 1-800-MEDICARE o visite "Buscar planes de salud y de medicamentos" en es.medicare.gov.

¡No espere! ¡El Período de inscripción abierta de Medicare es desde el 15 de octubre hasta el 7 de diciembre!



1-800-MEDICARE (TTY 1-877-486-2048) ♦ ES.MEDICARE.GOV

Tactics: Earned Media

- National
 - Landscape of plans announcement (9/21)
 - Media tours
 - Article distribution
- Regional
 - Phone banks and other local events
 - Interviews with Regional Administrators and other local spokespeople

Tactics: Social Media

- Facebook
 - Posts Medicare Facebook page, [facebook.com/Medicare](https://www.facebook.com/Medicare)
- Twitter
 - @MedicareGov, twitter.com/medicaregov
 - Hashtag #MedicareOE
- Medicare Blog
 - blog.medicare.gov



Tactics: Communications Materials

SAMPLING BELOW:

[cms.gov/Outreach-and-Education/Reach-Out/Find-tools-to-help-you-help-others/Medicare-Open-Enrollment.html](https://www.cms.gov/Outreach-and-Education/Reach-Out/Find-tools-to-help-you-help-others/Medicare-Open-Enrollment.html)

- Blog postings (English)
- Ready-made articles (English & Spanish)
- Editable event flyer (English & Spanish)
- Live read public service announcement scripts (English & Spanish)
- Social media graphics

Tactics: CMS Information Channels

- Medicare.gov
 - Plan Finder and 5-star rating system
- 1-800-MEDICARE
 - CSRs trained to use Plan Finder
- YouTube
 - Informational videos on CMS' channel, [youtube.com/user/CMSHHSgov](https://www.youtube.com/user/CMSHHSgov)
- Publications
 - *Medicare & You* Handbook
 - Fact sheets

1-800-MEDICARE

- The Call Center will continue to follow all of the best practices used in previous years to ensure a successful (and uneventful) 2016 Open Enrollment Period.
- The Call Center is ramping up to support the projected call volumes based on previous years. Previous year's OEP call volume was very consistent.
 - 2013 – call volume was 4,687,329 (October 15 – December 7)
 - 2014 – call volume was 4,602,644 (October 15 – December 7)
 - 2015 – call volume was 4,650,681 (October 15 – December 7)
- As a result, we are confident in our forecast and staffing for this year.
- 1-800 MEDICARE will have approximately 3,500 CSRs available during the week to handle Medicare calls and between 600 and 973 CSRs on the weekends.

Tactics: Local Outreach

SHIPs

- Kickoff events
- Ongoing Open Enrollment outreach events w/partners
- Beneficiary counseling sessions

CMS Regional Office

- Interviews with local media
- Conference/Event promotion & participation

Tactics: Educational Resources

- Web-based Toolkit [cms.gov/Outreach-and-Education/Reach-Out/Find-tools-to-help-you-help-others/Medicare-Open-Enrollment.html](https://www.cms.gov/Outreach-and-Education/Reach-Out/Find-tools-to-help-you-help-others/Medicare-Open-Enrollment.html)
- Training Sessions
- Open Door Forums
- Conferences
- Congressional Briefings
- Listserv Messages

Medicare & Marketplace Web Links

Medicare.gov Marketplace Landing Page

[Medicare.gov/about-us/affordable-care-act/medicare-and-the-marketplace.html](https://www.medicare.gov/about-us/affordable-care-act/medicare-and-the-marketplace.html)

Healthcare.gov Medicare Landing Page

[HealthCare.gov/if-i-have-medicare-do-i-need-to-do-anything/](https://www.healthcare.gov/if-i-have-medicare-do-i-need-to-do-anything/)

CMS.gov Medicare & the Marketplace FAQs

[CMS.gov/Medicare/Eligibility-and-Enrollment/Medicare-and-the-Marketplace/Downloads/Medicare-Marketplace_Master_FAQ_8-28-14_v2.pdf](https://www.cms.gov/Medicare/Eligibility-and-Enrollment/Medicare-and-the-Marketplace/Downloads/Medicare-Marketplace_Master_FAQ_8-28-14_v2.pdf)

Fraud Prevention Resources

Quick Facts about Health Plans and Protecting Personal Information Fact Sheet (CMS Product No. 11147) [Medicare.gov/Pubs/pdf/11147.pdf](https://www.Medicare.gov/Pubs/pdf/11147.pdf)

Protecting Yourself and Medicare from Fraud booklet (CMS Product No. 10111) [Medicare.gov/pubs/pdf/10111.pdf](https://www.Medicare.gov/pubs/pdf/10111.pdf)

To report suspected fraud call 1-800-MEDICARE.

Questions?

