



# Gearing Up for Medicare Open Enrollment

## October 15 – December 7

### Sample Social Media Posts

*You can help spread the word about Medicare Open Enrollment! Paste the posts below on social media platforms such as Facebook and Twitter to encourage your followers to visit Medicare.gov. Like our [Medicare Facebook page](#) and follow us at [@MedicareGov](#). Use CMS social media graphics, as well as the #Medicare and/or #OpenEnrollment hashtags to engage in the conversation during Medicare Open Enrollment.*

### SHORTENED URLS FOR USE IN POSTS

Homepage: [Medicare.gov](http://Medicare.gov)

Plan Finder Search Page: <http://go.cms.gov/planfinder>

Social Security Extra Help with Medicare Prescription Drug Plan Costs:

<http://go.cms.gov/helpwithRx>

Medicare & You Handbook: <http://go.cms.gov/handbook>

### FACEBOOK

#### General Posts

- Lower costs, better coverage, or perhaps just learning that your current plan is still best for your situation. You'll never know unless you go: <http://go.cms.gov/planfinder>
- During Medicare Open Enrollment, think about how your health care needs have changed this year. Then, compare new Medicare Advantage and prescription drug plans available for 2017 with what you have now. You may find better coverage, lower costs, or both: <http://go.cms.gov/planfinder>
- The Medicare Open Enrollment period is the one time all year when you can review and compare your current Part C or Part D plan with new options for 2017—and make changes for 2017. You could find lower costs, better coverage, or both. Start here: <http://go.cms.gov/planfinder>
- Just as your health needs may change from year to year, so do Medicare plan costs and coverage. Even the plan you have may have new changes for 2017. Use the annual Medicare Open Enrollment period to compare all of the Part C and Part D offerings and see what's best for you. Start here: <http://go.cms.gov/planfinder>

- Medicare Open Enrollment is an opportunity to take good care of yourself. By comparing Part C and Part D plans and costs for 2017 vs. what you have now, you could find a plan that better fits your health needs, budget, or both. Get started now: <http://go.cms.gov/planfinder>
- Whether you have original Medicare (Parts A and B) or a Medicare Advantage Plan (Part C), you have a number of free preventive benefits, including some cancer screenings and an annual wellness visit. See the 2017 *Medicare & You* handbook for a complete list: <http://go.cms.gov/handbook>

#### *Plan Finder Posts*

- During Open Enrollment, use the Plan Finder at Medicare.gov to compare plans and costs. It makes finding the best choice for you so much easier. Try it now: <http://go.cms.gov/planfinder>
- In 2017, if you reach Medicare's Part D prescription drug coverage gap, you could save on covered brand-name drugs and see increased savings on generics, too. Now's the time to start comparing plans and costs: <http://go.cms.gov/planfinder>
- Here's the game plan for Medicare Open Enrollment: Use the Plan Finder at Medicare.gov to compare your current Part C or Part D plan with the new line-up for 2017. See if you can beat your current plan on coverage, costs, or both. Then make the call to keep what you have or change by Dec. 7. Go now: <http://go.cms.gov/planfinder>

#### *State Health Insurance Plan (SHIP) Posts*

- You have many places to turn for help with your Medicare Open Enrollment. Call 1-800-MEDICARE, review the *Medicare & You* 2017 handbook, visit your State Health Insurance Plan office, or go to medicare.gov/find-a-plan. [OR ADD LOCAL SHIP NUMBER AND/OR URL]
- You have many places to turn for help with your Medicare Open Enrollment. Call 1-800-MEDICARE, review the *Medicare & You* 2017 handbook, visit your State Health Insurance Plan office, or go to medicare.gov/find-a-plan. [OR ADD LOCAL SHIP NUMBER AND/OR URL]

#### *"Extra Help"/Low Income Subsidy Posts*

- Make less than \$17,820 a year? You may qualify for "Extra Help" paying for Medicare prescription drugs and Part D copays, premiums, and deductibles. Call Social Security at 1-800-772-1213 or apply online: <http://go.cms.gov/helpwithRx>

- If you make less than \$17,820 (\$24,030 for married couples), you may qualify for the “Extra Help” program. It could reduce your prescription costs to no more than \$3.30 for generics and \$8.25 for brand-name drugs. Apply here: <http://go.cms.gov/helpwithRx>
- It’s estimated that more than 2 million people with incomes under \$17,820 qualify for the “Extra Help” program and don’t know it. They could be getting generic prescription drugs for no more than \$3.30 each, brand-name drugs for \$8.25 each. Apply here: <http://go.cms.gov/helpwithRx>

#### *Countdown to Open Enrollment*

- Don’t miss your one chance all year to make changes in your Medicare Part C or Part D plans. Compare what you have now with all your options for 2017. You may find better coverage, lower costs, or both. Start here: <http://go.cms.gov/planfinder>
- You don’t want to miss out on your chance to find better coverage, lower costs or both. Compare your 2016 Part C or Part D plan today with all your options for 2017—before it’s too late. Go now: <http://go.cms.gov/planfinder>
- Time’s running out on your only opportunity to compare your current Part C or Part D plan with all your other options for 2017. Even if you love your current choice, it’s smart to look over the 2017 version because most plans change from year to year. See it now: <http://go.cms.gov/planfinder>
- On December 8, it will be too late to find out if you could get coverage that better fits your needs, lower costs, or both for 2017. There’s only one way to find out and the time is now. Start here: <http://go.cms.gov/planfinder>
- Today’s the day to review your 2016 Medicare Part C or Part D plan and see how it may be changing for 2017. Compare it to the other plans available for 2017 to see if there’s something better for your health care, your budget, or both. Start now: <http://go.cms.gov/planfinder>
- You may find a Part C or Part D plan that lowers your out-of-pocket costs, provides better coverage for your current health care needs—or both. Do right by yourself—compare and review plans while you still can: <http://go.cms.gov/planfinder>
- After midnight, you will no longer have the opportunity to compare your current Part C or Part D plan with all your 2017 choices—and make changes that could give you better coverage, lower costs, or both. A better 2017 starts right here, right now: <http://go.cms.gov/planfinder>

## TWITTER

### *General Posts*

- Lower costs, better coverage, or confirmation your plan is still best for YOU!  
<http://go.cms.gov/planfinder> #Medicare #OpenEnrollment
- #OpenEnrollment is OPEN! Review and compare your current Part C or Part D plan with new options for 2017 at [Medicare.gov](http://Medicare.gov). #Medicare
- Have #Medicare (Parts A & B) or Medicare Advantage (Part C)? Some FREE preventive tests are included! Find out more at [Medicare.gov](http://Medicare.gov).

### *Plan Finder Posts*

- Compare #Medicare plans and costs easily this #OpenEnrollment season with the Plan Finder. Try it now: <http://go.cms.gov/planfinder>
- By enrolling in #Medicare Part D, you could save 60% on covered brand-name drugs and even more on generics! <http://go.cms.gov/planfinder>
- Have an #OpenEnrollment game plan? Use the Plan Finder to compare your plan & cost with the new 2017 line-up here: <http://go.cms.gov/planfinder>

### *State Health Insurance Plan (SHIP) Posts*

- Need 2017 #Medicare #OpenEnrollment assistance? Call 1-800-MEDICARE, or go to [medicare.gov/find-a-plan](http://medicare.gov/find-a-plan). [OR ADD LOCAL SHIP NUMBER AND/OR URL]
- Let us help you this #Medicare #OpenEnrollment season! Resources and call number here: <http://go.cms.gov/planfinder> [OR ADD LOCAL SHIP NUMBER AND/OR URL]
- Unsure how to navigate #Medicare #OpenEnrollment? Let us help you: <http://go.cms.gov/planfinder> [OR ADD LOCAL SHIP NUMBER AND/OR URL]

### *“Extra Help”/Low Income Subsidy Posts*

- Make less than \$17,820 a year? You may qualify for “Extra Help” w/ #Medicare! Call SSA at 1-800-772-1213 or apply: <http://go.cms.gov/helpwithRx>
- Do you & your spouse make <\$24,030/combined? See if you qualify for “Extra Help” this #Medicare #OpenEnrollment: <http://go.cms.gov/helpwithRx>
- If you are 1 of the ≈2 million people making <\$17,820/year, you may qualify for “Extra Help” w/ #Medicare. Apply here: <http://go.cms.gov/helpwithRx>



*Countdown to Open Enrollment*

- Don't miss your chance to make changes to your #Medicare Part C or D plans! Go here: <http://go.cms.gov/planfinder>
- It's not too late to see if you can find 2017 #Medicare Part C or Part D coverage that's better for you. Start now: <http://go.cms.gov/planfinder>
- Reviewing & comparing your Part C or D plan can help you find better coverage this #OpenEnrollment. Start now: <http://go.cms.gov/planfinder>
- Today's the last day to compare your current Part C or D plan and make changes. Get 2017 off to a better start: <http://go.cms.gov/planfinder>