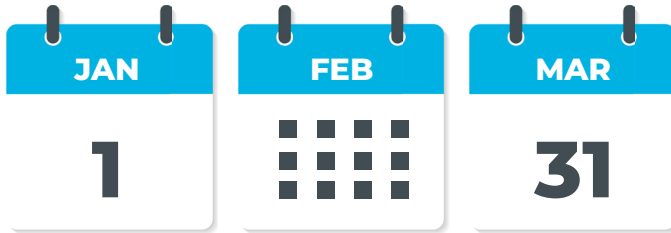


Medicare Open Enrollment Period (OEP)



January 1 to March 31



Coverage begins 1st of month after enrollment

➤ **Only one change is permissible:**

This enrollment opportunity is available to beneficiaries who are currently enrolled in a Medicare Advantage (MA) plan and allows the following:

- To switch to another MA plan (with or without drug coverage)
- Disenrollment from the MA plan and return to Original Medicare
- Enrollment into a standalone PDP

➤ **During OEP, beneficiaries MAY NOT:**

- Switch from Original Medicare to a Medicare Advantage Plan
- Join a Medicare Prescription Drug Plan (if currently enrolled in Original Medicare)
- Switch from one standalone Medicare Prescription Drug Plan to another

➤ **Marketing Guidance:**

- Plans, including agents/brokers, MAY NOT knowingly conduct any OEP marketing to Medicare Advantage members during the OEP timeframe. This prohibition includes knowingly targeting or sending any unsolicited marketing materials, by telephone, direct mail and/or e-mail.

➤ **Examples of 'Knowingly Targeting' for OEP:**

- Sending unsolicited materials advertising the ability/opportunity to make an additional enrollment change or referencing the OEP.
- Messaging specifically calling out the OEP; including dates/timeframe – even in an 'educational' context for existing members/clients.
- Marketing to beneficiaries who are in the OEP because they made a choice during the Annual Enrollment Period (AEP) by purchase of mailing lists or other means of identification.
- Engage in or promote agent/broker activities that intend to leverage the OEP as an opportunity to make further sales.
- Call/Contact former enrollees who elected a new plan during the AEP.

➤ **Marketing activities focused on other enrollment opportunities may continue to be conducted, such as (but not limited to):**

- Age-Ins
- 5-star Plans (if available)
- Dual-eligible and LIS beneficiaries



If you have any questions, call your Warner Pacific Medicare Sales Consultant at **(800) 801-2300** or email **medicarecompliance@warnerpacific.com**.