

Medicare Open Enrollment Period

With summer fading into fall, that also means Medicare's annual Open Enrollment Period (OEP) is fast approaching. You play a vital role in providing outreach and education to beneficiaries, as many may not realize how important it is to review plans every year. Formulating an outreach plan and reviewing the tools available to you will help you prepare for OEP.

A new resource that may be valuable is the [Wisconsin Open Enrollment Organizer](#), it can be emailed to beneficiaries and has online fillable fields or it can be printed and handed out. You may find other useful resources in the [Open Enrollment Toolkit](#) section of the GWAAR Medicare outreach and assistance resources page. These documents can also be customized with your local contact information and be distributed out in the community.

There are many opportunities to share your message about open enrollment. You can customize an article about open enrollment and include it in your agency newsletter and share with local senior centers, local papers, on your website or even on social media. Customizing flyers or other documents and distributing them to pharmacies, senior housing, libraries, churches or other community partners is also a great way to inform your community about Medicare open enrollment.

For more outreach material check out the following:

- CMS [Medicare Open Enrollment Period outreach and media materials](#)
- CMS [Social Media Toolkit for OEP](#)
- SHIP TA Center [Medicare Part D Open Enrollment Articles 2025](#)
- [2025 Social Media Posts](#)

To view other outreach material, visit the GWAAR [Medicare Outreach and Assistance Resources](#) webpage. Over the next few weeks you will start to see some reorganization of the Medicare outreach and assistance resources page.

By the [GWAAR Medicare Outreach Coordinator](#)

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Navigating Medicare

Medicare Mingle

Join us for the next Medicare Mingle! This is the chance for SHIP Counselors to discuss various Medicare topics, offer support to other counselors, ask advice and explore outreach strategies. Stephanie Haas, Medicare Outreach Coordinator, will be the host of these meetings and there to support SHIP counselors with Medicare outreach efforts.

Last Medicare Mingle for 2025:

September 17th 1:00pm-2:00pm: [Zoom Link](#), [Add to Outlook](#)

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