



AGENTACADEMY

MEDICARE AEP PREP CHECKLIST

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AEP PREP OVERVIEW

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AEP is the time when your clients can make virtually any change that they are eligible for. That may include:

- Enroll in Medicare Advantage for the first time
- Switch from one Medicare Advantage plan to another
- Join a Medicare prescription drug plan
- Switch from one prescription drug plan to another
- Drop prescription drug coverage completely

Remember that your clients can enroll in Medicare Supplements (or drop their Medigap coverage) at any time – though if it is not their initial enrollment period, it may not be guaranteed issue.

The Medicare Sales Timeline



Carriers begin working on and submitting new plans to CMS for approval for the following plan year.



Certifications for the following plan year become available.



October 1 - Dec 7: Annual Enrollment Period.



Benefit 'First Looks' begin (may be sooner) even if they are still pending CMS final approval.



October 1: Final plan details are released to the public and marketing can legally begin.



Plans sold during AEP become effective.



January 1 - March 31: Open Enrollment Period (OEP). Clients can switch to a new plans sold during AEP become effective.

PREPARING FOR AEP SALES

To-do items before AEP:

- Complete AHIP training
- Are you contracted with all of your carriers?
- Complete carrier product training
- Order supplies
- Familiarize yourself with changes in the market
- Familiarize yourself with compliance changes.

PREPARING FOR AEP SALES

Client Outreach

Once you've completed your to-do list, it's time to start reaching out to your existing book of clients. It's best to start with the people who already remember your name. You may be able to book yourself up before you know it!

Getting back in touch. Make your existing clients feel like they come first, and they'll keep coming back. Plus, you'll lower your risk of losing your clients to other agents in your area who acted quicker than you did.

"I'd love for you to be one of my first appointments this year so we can make sure you're still happy with your coverage."

PREPARING FOR AEP SALES

Prospect - finding new clients for AEP

This can be done throughout the year, and new prospects can help fill your AEP schedule.

- Visit local senior centers and senior groups
- Partner with doctors and hospital systems
- Host CMS compliant marketing and educational events
- Invest in digital advertising
- Post consistently on your social media pages

PREPARING FOR AEP SALES

Set Goals for AEP Sales: S.M.A.R.T. goals can keep you on track and hold you accountable for having a successful AEP.

S.M.A.R.T. stands for **specific, measurable, attainable, relevant, and timely.**

Writing down your goals and turning them into S.M.A.R.T. goals can turn your entire AEP strategy around. Your goals should stretch you but be reasonable. They should include concrete numbers that you can write down and easily keep track of.

Consider setting a goal for the amount of appointments you want to attend during AEP and for the amount of policies you want to sell. For example, if your close rate is about 20% (you sell policies on about 20% of your appointments), and you want to sell at least 20 policies during AEP, then you should set at least 100 appointments.

MEDICARE AEP PREP SUMMARY

Complete your contracting and certification and order your supplies.

Read up on market changes and compliance updates and complete your product training.

Set goals, engage in marketing efforts, schedule appointments and start selling!



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