

## Your Communication Plan

Outreach Ideas by Month	
JAN	<p>Post your New Year's Resolutions and a link to tips for how to stay on track.</p> <ul style="list-style-type: none"> <li>• Many people resolve to exercise and eat right. Share some tips from trustworthy sources, such as the <a href="#">CDC</a>.</li> <li>• January is National Hobby Month. Share something about your hobby or a hobby you want to try and how others can get started.</li> <li>• The Medicare Advantage Open Enrollment lasts from January 1 to March 31, but CMS has strict rules against marketing for it.</li> <li>• Reassignments and Enrollment Changes take effect on January 1.</li> <li>• Clients should watch for the CMS Non-Renewal Action Notice and the Qualifying Health Coverage Notice.</li> </ul>
FEB	<ul style="list-style-type: none"> <li>• February is American Heart Month. Post something to raise heart health awareness. Use reliable sources, such as the <a href="#">CDC</a> or the <a href="#">National Heart, Lung and Blood Institute</a>.</li> </ul>
MAR	<ul style="list-style-type: none"> <li>• March is National Sleep Awareness Month. Share tips on getting a good night's rest. Use reliable sources, such as the <a href="#">CDC</a>.</li> </ul>
APR	<ul style="list-style-type: none"> <li>• Celebrate April Fool's Day by sharing some of your favorite (non-offensive!) jokes.</li> <li>• Warn your clients about IRS scams. Use reliable sources, such as the <a href="#">IRS</a> or <a href="#">FTC</a>.</li> <li>• April is Stress Awareness Month. Share some stress-management tips or facts from <a href="#">American Institute of Stress</a> or other reliable sources.</li> <li>• It's time for some spring cleaning. Share some cleaning tips or hacks.</li> </ul>
MAY	<ul style="list-style-type: none"> <li>• May is Healthy Vision Month. Remind your clients to take care of their eyes with regular eye exams.</li> <li>• May is also Mental Health Awareness Month. Share something from the <a href="#">CDC</a> or another reliable source.</li> <li>• Clients should watch for the Social Security LIS and MSP Outreach Notice.</li> </ul>
JUN	<ul style="list-style-type: none"> <li>• Help your clients plan a summer vacation by sharing a list of the top vacation spots for retirees. You can do an online search to find some. Remember to use reliable sources.</li> <li>• AHIP Medicare Training starts in June, so it's time to start thinking about AEP. Over the summer, verify that you have your client's correct contact information and their preferred communication methods and start getting your retention letters ready.</li> </ul>
JUL	<ul style="list-style-type: none"> <li>• Celebrate the Fourth of July with an inspirational image from the royalty free image source of your choice.</li> <li>• Continue efforts to verify that you have your client's correct contact information and their preferred communication methods and to get your retention letters ready.</li> </ul>
AUG	<ul style="list-style-type: none"> <li>• It's important to stay safe during the summer heat. Share some health tips from a reliable source like the <a href="#">CDC</a>.</li> <li>• You can also share a recipe for your favorite summertime thirst quencher.</li> <li>• Finish up efforts to verify that you have your client's correct contact information and their preferred communication methods and to get your retention letters ready.</li> </ul>
SEP	<ul style="list-style-type: none"> <li>• Post something to celebrate grandparents on Grandparents Day, which falls on the first Sunday after Labor Day. If you want, you can add a personal touch by sharing a photo of your grandparents.</li> <li>• September is Healthy Aging Month. Post tips on how to be healthy at any age. Use reliable sources, such as the <a href="#">National Institute on Aging</a>.</li> <li>• Mail out your retention letters.</li> <li>• If you're using remote technology to meet with and enroll clients, make sure they're ready. Guide them through a tutorial if needed.</li> <li>• Clients should watch for the Social Security Notice to Review Eligibility for Extra Help; Plan Annual Notice of Change &amp; Evidence of Coverage; Plan LIS Rider; Loss of Deemed Status Notice; and the Medicare &amp; You Handbook.</li> </ul>

# Your Communication Plan

## Outreach Ideas by Month

OCT

- Announce that plan information is available at Medicare.gov starting October 1.
- AEP starts October 15. Start meeting with and enrolling your clients.
- Kick off AEP on October 15 with a post.
- Celebrate Halloween with a fun image from the royalty free image source of your choice.
- Clients should watch for Plan Non-Renewal Notice; Notice of Creditable Coverage; Change in Extra Help Copayment Notice; and Reassignment Notice.

NOV

- Keep the AEP energy going strong with more client meetings and events.
- Follow up with any clients you haven't heard from.
- Post an AEP reminder on your blog and social media.
- Celebrate Thanksgiving by posting about how thankful you are for your clients. Add one of your favorite Thanksgiving recipes.
- November is Diabetes Awareness Month. Share important facts from reliable sources, such as the [American Diabetes Association](#).
- Clients should watch for LIS Choosers Notice; CMS Non-Renewal Reminder Notice; Social Security Part B and Part D Income-Related Adjustment Amount Notice; Social Security LIS Redetermination Decision Notice; and Social Security LIS and MSP Outreach Notice.

DEC

- AEP ends on December 7. Post a "Last Call" reminder on your website and social media.
- Reach out to clients so you can finish any remaining enrollments.
- Spread joy with a happy holidays message. Include changes to your office hours or a list of dates when your business operations will be closed.
- It's getting cold and icy. Share tips on keeping warm and avoiding falls outside. Use reliable sources, such as the [National Institute on Aging](#) and the [CDC](#).
- Clients should watch for Social Security Benefit Rate Change (BRI) Notice; and Reassign Formulary Notice.

## Year-Round Posting Ideas

- Post an inspirational image from the royalty-free image source of your choice.\*
- Share an article from [SeniorLiving.org](#), [Senior Planet](#) or another good source with interesting articles for seniors.
- Share tips on health and safety from [Medicare](#), the [SSA](#), the [FTC](#), the [National Institute on Aging](#) or another trustworthy source.
- Use the buttons on each article to share something from [WAP's blog](#).
- Share something from [WAP's Facebook](#), [Twitter](#) or [LinkedIn](#).

\* Royalty-free images are available online through sites like dreamstime.com, pixabay.com and pexels.com. These are third party sites and are not endorsed by or affiliated with WAP. Agents must use licensed images and comply with copyright laws.

## Year-Round Marketing Ideas

- Maintain an e-newsletter, social media account and/or website.
- Send thank-you cards.
- Send birthday cards.
- Keep your turning 65 marketing materials ready and your campaigns active.
- Enrollment in SNPs is year-round. Keep your campaigns active. (Be sure to include required disclaimers.)