



Open Enrollment Period

Broker Marketing Resources & Toolkit



Table of Contents

This members-only toolkit helps you elevate your Open Enrollment Period (OEP) outreach and demonstrate your value to clients with ready-to-use social media, print, and translation resources designed to showcase your professionalism and expertise.

Social Media



See now

Print Material



See now

Translation Services



See now

Social Media

OEP Socials

Templates for spreading the word



Download now

Google Social

Templates for spreading the word



Download now

OEP Social Text

For members to use



Download now

Facebook Individual Social

Templates for spreading the word



Download now

Facebook Group Social

Templates for spreading the word



Download now

Print Material

OEP PSA For members to use



PUBLIC SERVICE ANNOUNCEMENT
Open Enrollment (11/01/25 – 01/15/26)

This year’s open enrollment period begins on November 1. The millions of Americans who are uninsured or do not get coverage through work will have the opportunity to shop for policies that will take effect in 2026. But they only have about ten-weeks to do so. This open enrollment period will end on January 15 for those plans whose coverage begins on January 1.

Those who currently lack insurance should sign-up without delay. And those who have had coverage this year should investigate whether there’s a better deal available to them for coverage that will kick in next year. Picking a plan can be complicated, but it’s worth it -- and there’s help available to ensure that consumers make wise decisions for themselves and their families.

There are a number of free resources available where you can find a professional health insurance agent who can help you. In fact, the National Association of Benefits and Insurance Professionals (NABIP) offers a "Find an Agent" tool on its website.

Visit [agent-finder.org](#), enter your zip code, and you’ll find licensed agents and brokers in your area who can identify the right plan for you and your family.

Most licensed agents offer policies from many companies, so you can evaluate several options to find the best fit. Agent members of NABIP continually advocate and provide services for their customers long after the sale of the policy.

For more information, visit [nabip.org](#). There’s no cost to use the site.

This Public Service Announcement has been brought to you by NABIP and this station.

Download now

Find an Agent - Press Release For members to use



FOR IMMEDIATE RELEASE
INSERT DATE, 2025

Press Contact:
INSERT NAME
INSERT CONTACT INFORMATION

NABIP Promotes Open Enrollment Consumer Tool to Help Americans Find Health Coverage

Washington, DC - This year’s open enrollment period begins on November 1. The millions of Americans who are uninsured or do not get coverage through work will have the opportunity to shop for policies that will take effect in 2026. However, they only have about ten weeks to do so. This open enrollment period will end on January 15 for those plans whose coverage begins on January 1.

“Choosing the right health insurance plan can be overwhelming for consumers, especially with so many options on the exchanges,” stated NABIP CEO Jessica Brooks-Woods. “There is help available to navigate the insurance landscape, whether it’s confirming eligibility for subsidies, evaluating provider networks, or finding the plan that best fits their healthcare needs.

“Licensed, professional agents and brokers have the knowledge and expertise to assist people in weighing their health insurance options and ensuring they claim all the subsidies to which they may be entitled through the exchanges.

“There are a number of free resources available where you can find a professional health insurance agent who can help. In fact, NABIP offers a "Find an Agent" tool on its website. Visit [agent-finder.org](#), enter a zip code, and you’ll find licensed agents and brokers in that area who can help identify the right plan for the consumer.”

###

About The National Association of Benefits and Insurance Professionals
[NABIP](#) is the preeminent organization for health insurance and employee benefits professionals, working diligently to ensure all Americans have access to high-quality, affordable healthcare and related benefits. To meet that vital mission, NABIP advances the interests of its members and advocates for sound public-policy solutions. NABIP represents and provides professional development opportunities for more than 100,000 licensed health insurance agents, brokers, general agents, consultants and benefit professionals through more than 200 chapters across America.

Download now

OEP Op-ed for Chapters For members to use



Secure Your Health and Peace of Mind: Open Enrollment for 2026 Starts Now
By: **Insert Name**

Please remember that this is a SAMPLE TEMPLATE and should not be used verbatim. To increase its impact and avoid duplication issues, personalize this editorial by incorporating a local perspective or unique insights relevant to your community. Submitting identical op-eds to multiple publications is generally considered plagiarism unless they are syndicated, and most publications require exclusive editorial content. Tailoring the piece will not only meet editorial standards but also make it more compelling to local readers, increasing its chances of being picked up by your local publication.

It’s time to sign up for health insurance again. From November 1 to December 15, 2025, millions of Americans will visit Healthcare.gov or their state’s online exchange to shop for coverage for 2026. Whether you’re seeking new coverage or reviewing your current plan, this open enrollment period is crucial for securing the health insurance that meets your needs.

Choosing the right health plan can be overwhelming, and that’s where licensed health insurance agents come in. Agents do more than help you select a plan — they provide support throughout the entire policy year, assisting with everything from claims issues to understanding benefits and adjusting coverage if your needs change. With extensive knowledge of the insurance marketplace, agents offer expert, personalized advice, helping consumers choose plans that fit their specific needs and budget.

The National Association of Benefits and Insurance Professionals (NABIP) is a leading organization representing licensed health insurance agents and brokers nationwide, dedicated to ensuring that their agents provide the highest quality service and stay up-to-date on the latest policy changes. To find a licensed agent in your community, you can use NABIP’s [Agent-Finder Tool](#). This free tool connects consumers with professionals who can help them navigate the enrollment process and choose the right health plan.

Many consumers are eligible for federal tax credits to make health insurance more affordable. These subsidies help reduce premiums for low- and middle-income individuals and families purchasing coverage through the exchanges. In fact, about 92% of exchange plan enrollees receive some form of financial assistance, making it easier to find a quality plan within budget. Licensed agents can help ensure you’re aware of these savings, maximizing your coverage options.

According to research, areas with greater access to health insurance agents often experience lower premiums — by as much as 13%. This highlights the valuable role agents play in advocating for consumers and helping them navigate the insurance marketplace.

Insurance agents consistently earn high marks from those who work with them. According to a survey from the Kaiser Family Foundation, 84% of shoppers who received agent assistance found it helpful, underscoring the value of their guidance during this critical decision-making period.

Open enrollment is your annual opportunity to secure the health insurance you need for the coming year. Whether you're shopping for new coverage or reassessing an existing plan, this period from November 1 to January 15, 2026, is essential. Don’t wait — explore your options, take advantage of subsidies, and work with a licensed agent to choose a plan that will protect your health and

Download now

Print Material *(continued)*

OEP Full Page Ad

For members to use

Frustrated With Open Enrollment?

NABIP advisors make all the difference, guiding you through the complexities of Open Enrollment with expert support.

Starting November 1, millions of Americans will have the opportunity to shop for health insurance that will take effect in 2025. With the open enrollment period ending on January 15, now is the time to explore your options.

Choosing the right plan can be overwhelming, but licensed agents and brokers are here to help. From confirming subsidy eligibility to evaluating provider networks, they offer expert guidance to find the plan that best fits your needs.

NABIP advisors can help you:

- Navigate confusing choices
- Select a plan based on your needs
- Understand costs not covered
- Avoid costly mistakes

Get the protection and peace of mind you need from a trusted partner.



Find a local NABIP agent in your area today – just visit **agent-finder.org** to get started.



www.nabip.org



Download now

OEP Members Ad

For members to use

NABIP Members Can Make the Difference.

Trusted NABIP advisors can help with Marketplace and Medicare Open Enrollment



NABIP 2025 Certified

NABIP members deliver unmatched trust and expertise, all backed by a Code of Ethics, which helps to protect the healthcare options around Marketplace and Medicare Open Enrollment.

The professional guidance **NABIP** members provide for seniors, ACA members and others is often available at **no additional cost - delivering value you can rely on.**

To find a local NABIP agent, head to Agent-Finder.org.

NABIP Members can help you:

- Navigate confusing choices
- Select a plan based on your needs
- Understand tax credits and subsidies
- Avoid costly mistakes



National Association of Benefits and Insurance Professionals



Download now

Go to website now

[Back to Table of Contents](#)

Download now

Download now

2026 - NABIP.ORG



