



Open Enrollment Period

Broker Marketing
Resources & Toolkit



Social Media

OEP Socials

Templates for spreading the word



Download Now

Google Social

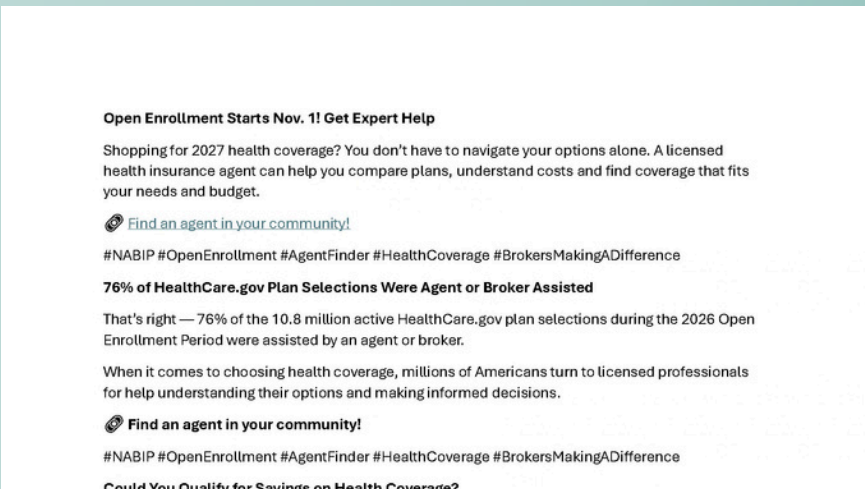
Templates for spreading the word



Download Now

OEP Social Text

Templates for spreading the word



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 use

PUBLIC SERVICE ANNOUNCEMENT – 30 SECONDS
2027 Open Enrollment

Open Enrollment begins November 1 — and you don’t have to navigate health insurance alone. In fact, 76% of active HealthCare.gov plan selections during the 2026 Open Enrollment Period were assisted by an agent or broker.

A licensed NABIP agent can help you compare plans, understand your options and find coverage that fits your needs and budget — and be a resource throughout the year.

Find a licensed agent in your community at [agent-finder.org](#).

Brought to you by the National Association of Benefits and Insurance Professionals and this station.

Download Now

Find an Agent - Press Release For members use



FOR IMMEDIATE RELEASE
Insert Date, 2026

Press Contact:
Kelly Loussedes, SVP of Public Relations
202.595.3074 or kloussedes@nabip.org

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

Washington, DC —Open Enrollment for 2027 individual health insurance coverage begins November 1, giving millions of Americans an opportunity to review their current coverage and explore their options for the coming year.

For consumers using HealthCare.gov, Open Enrollment runs through December 15, 2026, with coverage beginning January 1, 2027. State-based Marketplace deadlines may vary.

“Choosing health coverage can be overwhelming, especially when consumers are comparing premiums, deductibles, provider networks, prescription drug coverage and other out-of-pocket costs,” said Mychal Walker, president of the National Association of Benefits and Insurance Professionals (NABIP). “Licensed agents and brokers help consumers understand their options and make informed decisions based on their individual healthcare needs and budget.”

The value of professional guidance is reflected in the numbers. According to the Centers for Medicare & Medicaid Services (CMS), 76% of the 10.8 million active HealthCare.gov plan selections during the 2026 Open Enrollment Period were assisted by an agent or broker. That represents a 22-percentage-point increase compared with the 2021 Open Enrollment Period.

Consumers should review their health coverage each year because plan benefits, premiums, provider networks and prescription drug coverage can change. Licensed benefits professionals can help consumers compare available options, understand potential out-of-pocket costs and determine whether they may qualify for financial assistance.

“The fact that more than three-quarters of active HealthCare.gov plan selections were agent- or broker-assisted demonstrates just how important professional guidance is to consumers,” Walker said. “And that support doesn’t end once someone enrolls. Benefits professionals are year-round resources for their clients, helping them understand their coverage and navigate questions that arise throughout the year.”

To help consumers connect with licensed professionals in their communities, NABIP offers its free Find an Agent tool. By visiting [agent-finder.org](#), consumers can search for a licensed health insurance agent or broker who can help them understand their coverage options and navigate the enrollment process.

“Open Enrollment is an important opportunity to make sure your health coverage still meets your needs,” Walker said. “We encourage consumers to review their options, ask questions and take advantage of the expertise licensed agents and brokers provide.”

###

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. NABIP represents more than 100,000 licensed health insurance agents, brokers, general agents, consultants and benefits professionals through more than 150 chapters.

Download Now

OEP Op-Ed for Chapters For members use

Open Enrollment is Here: Expert Guidance Can Help You Find the Right Coverage

By [NAME], [TITLE], NABIP [CHAPTER 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.

Open Enrollment is here, giving millions of Americans an important opportunity to review their health insurance coverage and explore their options for 2027.

For consumers using HealthCare.gov, Open Enrollment runs from November 1 through December 15, 2026, with coverage beginning January 1, 2027. State-based Marketplace deadlines may vary.

Whether you’re shopping for new coverage or reviewing your current plan, don’t put your health insurance on autopilot. Plans can change from year to year, including premiums, deductibles, provider networks, prescription drug coverage and other out-of-pocket costs. Your own healthcare needs may have changed, too.

Choosing the right health plan can be complicated, but you don’t have to navigate the process alone. Licensed health insurance agents and brokers can help consumers compare available plans, understand costs and benefits, evaluate provider networks and prescription drug coverage, and determine whether they may qualify for financial assistance.

The value of professional guidance is reflected in the numbers. According to the Centers for Medicare & Medicaid Services (CMS), 76% of the 10.8 million active HealthCare.gov plan selections during the 2026 Open Enrollment Period were assisted by an agent or broker. That underscores the important role licensed professionals play in helping millions of Americans navigate their health coverage options.

Their value doesn’t end once Open Enrollment is over. Licensed benefits professionals serve as year-round resources for their clients, helping them understand their benefits, address coverage questions and navigate changes in their healthcare needs.

The National Association of Benefits and Insurance Professionals (NABIP) represents licensed agents and brokers across the country who are committed to helping individuals, families and employers understand their healthcare options and make informed coverage decisions.

Financial assistance may also be available to eligible consumers purchasing coverage through the Marketplace. Premium tax credits can help reduce the cost of coverage for those who qualify. Eligibility depends on factors such as household income and family size, and a licensed agent can help consumers understand the assistance that may be available to them.

As you compare plans, remember that the lowest monthly premium isn’t necessarily the best fit. Consider the total cost of coverage, including deductibles, copayments and other out-of-pocket

Download Now

Print Material *(continued)*

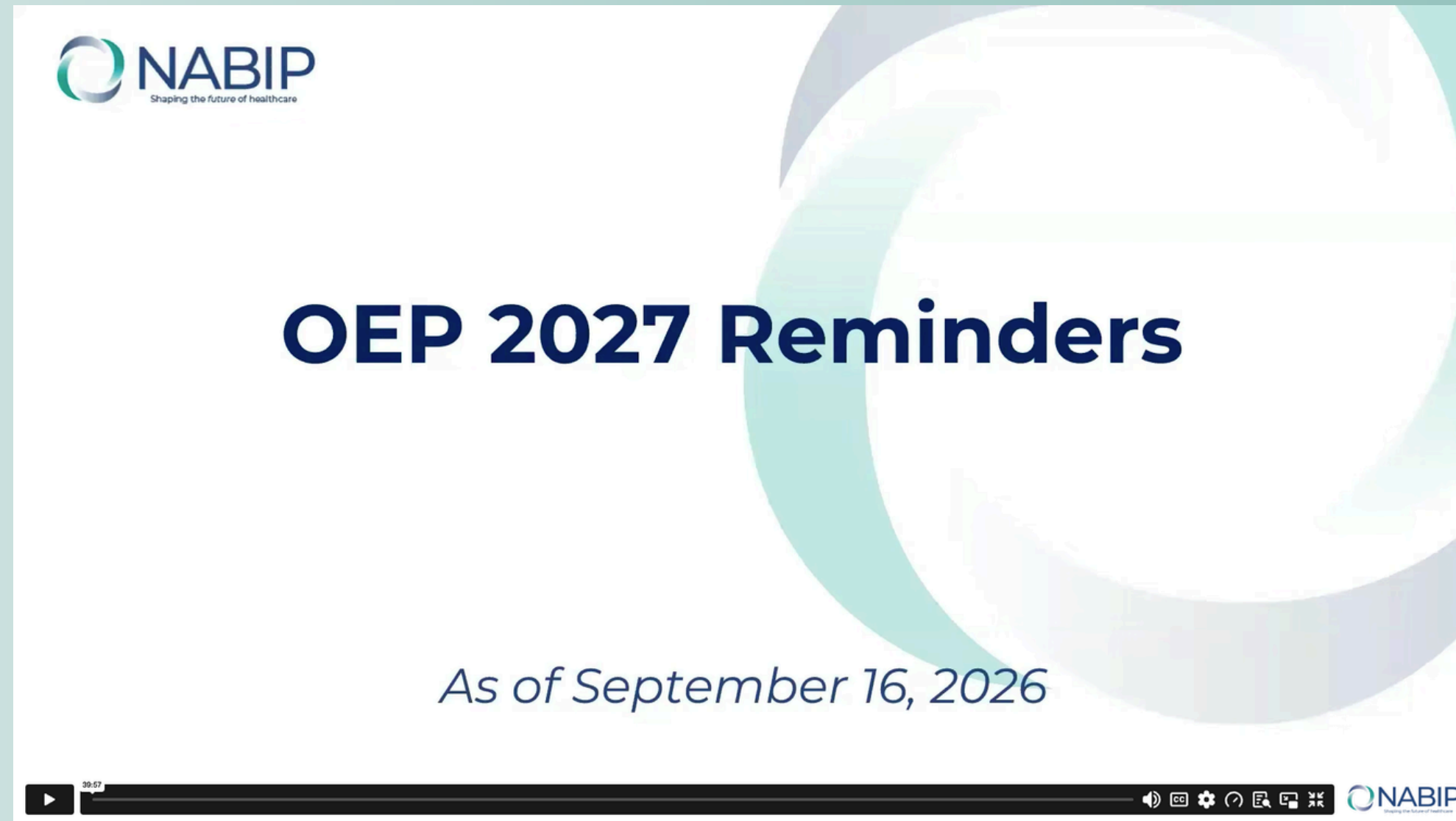
A Stronger Marketplace Infographic For members use



[Download Now](#)

Webinar

Ready for OEP: What Benefits Professionals Need to Know About the Individual Market
For members to watch



Watch Now

