

**FOR IMMEDIATE RELEASE**

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## **More Than 1,900 Agents Choose NABIP's Medicare Certification**

***Broker-Developed Training Drives 133% Enrollment Growth in the First 30 Days***

WASHINGTON, D.C. — One month after launching its PY2027 Medicare, Medicare Products & Fraud, Waste and Abuse (FWA) Certification, the National Association of Benefits and Insurance Professionals (NABIP) today announced record first-month enrollment in its Medicare Certification, highlighting growing demand for broker-developed Medicare training.

More than 1,900 agents and brokers enrolled in NABIP's Medicare Certification during its first 30 days which is a 133% increase over the comparable launch period last year. Revenue climbed 165% to more than \$160,000, while participation from FMO and carrier partners increased 333%, reflecting growing demand for a Medicare certification designed specifically for licensed agents and brokers.

Developed by brokers who understand the challenges of today's Medicare market, NABIP's self-paced certification helps agents meet CMS training requirements, navigate regulatory changes, and better serve Medicare beneficiaries. Built around the needs of licensed agents and brokers, the program emphasizes practical application, and not just regulatory compliance.

"The strong response we've seen during the first month reflects growing confidence in a certification built specifically for agents and brokers," said Brooke Willson, NABIP's Senior Vice President of Strategy and Innovation. "Agents want education that's practical, current, and immediately applicable to their business. Our certification combines comprehensive Medicare training, broad carrier acceptance, and free continuing education, and all while supporting the association that advocates for their profession."

### **Medicare Certification Benefits**

For just \$100, participants receive:

- Accepted by 80 Medicare carriers and organizations nationwide, including UnitedHealthcare, Aetna, Elevance Health, and Humana. View participating carriers at <https://www.nabiptraining.org/nabip/carriers>.
- FREE Continuing Education (CE) included with registration and accepted in all 50 states and Washington, D.C.
- Comprehensive, broker-developed training covering Medicare, Medicare Products, Fraud, Waste and Abuse (FWA), Medicare marketing requirements, compliance issues, and the latest regulatory updates.
- A nationally recognized NABIP Medicare Certification digital badge to showcase expertise on websites, LinkedIn, email signatures, and other marketing materials.

With the Medicare Annual Enrollment Period approaching, now is the time to complete your Medicare Certification. Join the more than 1,900 agents and brokers who have already chosen NABIP's Medicare Certification and get ready for a successful Annual Enrollment Period.

**Register today:** <https://www.NABIPTraining.org/NABIP/Medicare>

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[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 and provides professional development opportunities for more than 100,000 licensed health insurance agents, brokers, general agents, consultants and benefit professionals through more than 150 chapters across America.