



Annual Enrollment Period:
October 15 - December 7

Use this two-page guide to prepare your book of business, strengthen referral channels, and enter AEP with a clear operational plan.

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120 - 90 Days Before AEP

Review and plan

- ☐ Review prior-year results: enrollments, retention, referrals, revenue, and event ROI
- ☐ Set AEP goals for new business, retention, appointment volume, and revenue
- ☐ Review territory strategy and identify target counties, ZIP codes, and growth opportunities
- ☐ Audit your book of business for contact updates, coverage fit, and renewal needs
- ☐ Flag high-risk retention cases and clients who may need extra outreach

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90 - 60 Days Before AEP

Build your pipeline

- ☐ Meet with top referral partners and community contacts
- ☐ Refresh compliant educational materials and referral process guides
- ☐ Confirm intake, scheduling, and follow-up procedures
- ☐ Build your outreach calendar for seminars, community events, and appointments
- ☐ Reserve booths, speaking opportunities, and local event presence

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60 - 45 Days Before AEP

Get operationally ready

- ☐ Audit your CRM and verify client records, notes, emails, and caregiver contacts
- ☐ Test online enrollment tools, carrier portals, e-signature tools, and document upload systems
- ☐ Create simple dashboards to track appointments, enrollments, referrals, and retention activity
- ☐ Begin client reviews for benefits, medications, provider access, and upcoming plan changes
- ☐ Fill 50 - 70% of October appointment slots before AEP begins



WHAT TO FOCUS ON NOW



Existing Clients First



High-value Referral Partners



Appointment Capacity



Clean Data and Workflows



Final prep, execution, and
follow-through

Use this page to tighten final preparations,
manage the rush of AEP, and complete a strong
post-season follow-up.

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30 Days Before AEP

Finalize materials and workflow

- ☐ Verify approved materials: sales kits, plan comparisons, formularies, and enrollment forms
- ☐ Prepare appointment packets, business cards, educational handouts, and caregiver resources
- ☐ Build prospect lists from referrals, current leads, community contacts, and client introductions
- ☐ Train your team on new benefits, plan changes, network updates, and compliance requirements
- ☐ Define daily AEP workflow for appointments, document collection, follow-up, and escalations

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Final Week Before AEP

Eliminate surprises

- ☐ Confirm carrier portal access, login credentials, and broker support contacts
- ☐ Organize applications, scope of appointment forms, and compliance documents
- ☐ Test laptop, printer, scanner, mobile hotspot, video tools, and backup systems
- ☐ Confirm appointment reminders, staffing coverage, and first-week schedule readiness
- ☐ Make sure everyone knows roles, timing, and escalation paths

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During AEP

Run a disciplined cadence

- ☐ Prioritize existing clients, time-sensitive renewals, and high-probability prospects
- ☐ Track appointments, applications, pending items, and follow-ups every day
- ☐ Use scope of appointment, documentation, and compliant communication consistently
- ☐ Reserve time each week for problem cases, carrier questions, and service issues
- ☐ Watch capacity and protect turnaround time to prevent last-minute bottlenecks



CLOSING THE LOOP



Confirm submitted enrollments and resolve outstanding issues.



Update your CRM with outcomes, retention notes, and next-step reminders.



Thank referral partners, event hosts, and community contacts.



Review conversion, retention, referral performance, and revenue results.



Document lessons learned and start next year's playbook while it's still fresh.