NABIP
Shaping the *future* of healthcare



2026 Annual Enrollment Period

Broker Marketing Resources & Toolkit

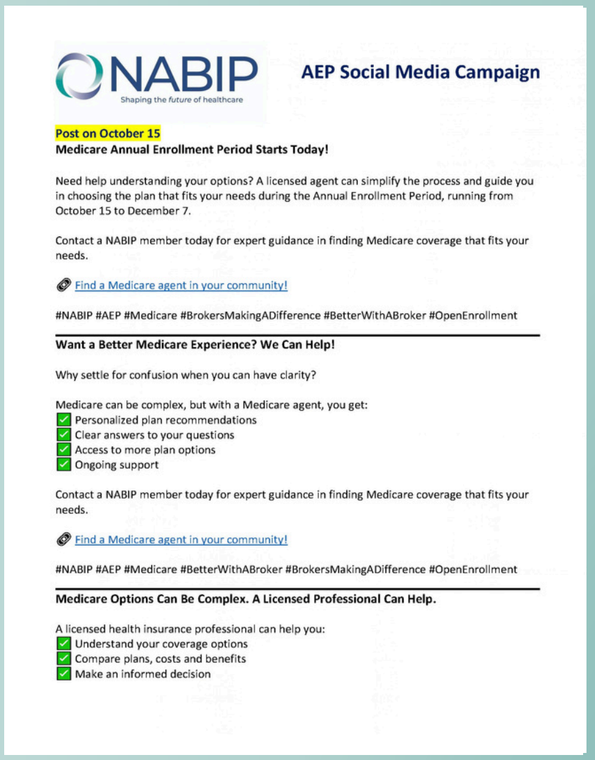
Social Media

AEP Socials
Templates for spreading the word



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AEP Social Text
Templates for spreading the word



NABIP
Shaping the future of healthcare

AEP Social Media Campaign

Post on October 15

Medicare Annual Enrollment Period Starts Today!

Need help understanding your options? A licensed agent can simplify the process and guide you in choosing the plan that fits your needs during the Annual Enrollment Period, running from October 15 to December 7.

Contact a NABIP member today for expert guidance in finding Medicare coverage that fits your needs.

Find a Medicare agent in your community!

#NABIP #AEP #Medicare #BrokersMakingADifference #BetterWithABroker #OpenEnrollment

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Want a Better Medicare Experience? We Can Help!

Why settle for confusion when you can have clarity?

Medicare can be complex, but with a Medicare agent, you get:
- ✅ Personalized plan recommendations
- ✅ Clear answers to your questions
- ✅ Access to more plan options
- ✅ Ongoing support

Contact a NABIP member today for expert guidance in finding Medicare coverage that fits your needs.

Find a Medicare agent in your community!

#NABIP #AEP #Medicare #BetterWithABroker #BrokersMakingADifference #OpenEnrollment

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Medicare Options Can Be Complex. A Licensed Professional Can Help.

A licensed health insurance professional can help you:
- ✅ Understand your coverage options
- ✅ Compare plans, costs and benefits
- ✅ Make an informed decision

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Social Media
Templates for spreading the word



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Social Media

Medicare Certification Socials
Templates for spreading the word



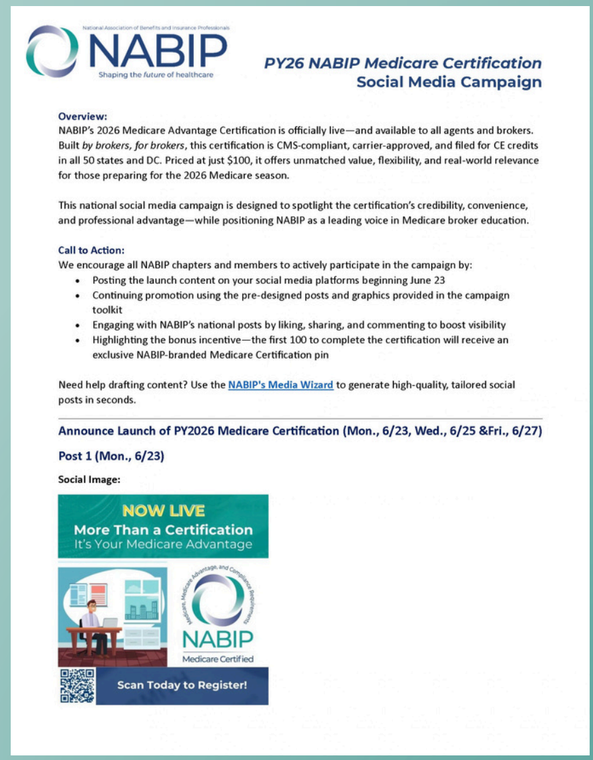






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Medicare Certification Social Text
Templates for spreading the word



National Association of Benefits and Insurance Professionals
NABIP
Shaping the future of healthcare

PY26 NABIP Medicare Certification Social Media Campaign

Overview:
NABIP's 2026 Medicare Advantage Certification is officially live—and available to all agents and brokers. Built *by brokers, for brokers*, this certification is CMS-compliant, carrier-approved, and filed for CE credits in all 50 states and DC. Priced at just $100, it offers unmatched value, flexibility, and real-world relevance for those preparing for the 2026 Medicare season.

This national social media campaign is designed to spotlight the certification's credibility, convenience, and professional advantage—while positioning NABIP as a leading voice in Medicare broker education.

Call to Action:
We encourage all NABIP chapters and members to actively participate in the campaign by:

- Posting the launch content on your social media platforms beginning June 23
- Continuing promotion using the pre-designed posts and graphics provided in the campaign toolkit
- Engaging with NABIP's national posts by liking, sharing, and commenting to boost visibility
- Highlighting the bonus incentive—the first 100 to complete the certification will receive an exclusive NABIP-branded Medicare Certification pin

Need help drafting content? Use the NABIP's Media Wizard to generate high-quality, tailored social posts in seconds.

Announce Launch of PY2026 Medicare Certification (Mon., 6/23, Wed., 6/25 &Fri., 6/27)

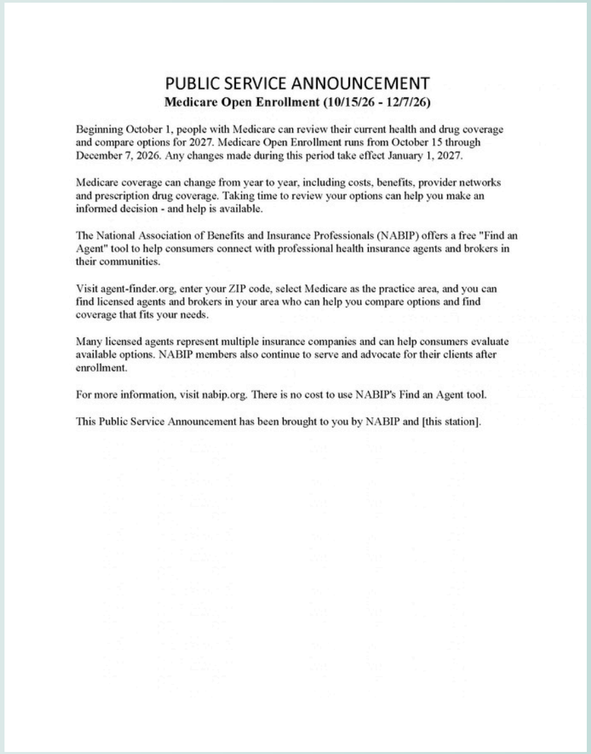
Post 1 (Mon., 6/23)

Social Image:

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Print Material

OEP PSA
For members use



PUBLIC SERVICE ANNOUNCEMENT

Medicare Open Enrollment (10/15/26 - 12/7/26)

Beginning October 1, people with Medicare can review their current health and drug coverage and compare options for 2027. Medicare Open Enrollment runs from October 15 through December 7, 2026. Any changes made during this period take effect January 1, 2027.

Medicare coverage can change from year to year, including costs, benefits, provider networks and prescription drug coverage. Taking time to review your options can help you make an informed decision - and help is available.

The National Association of Benefits and Insurance Professionals (NABIP) offers a free "Find an Agent" tool to help consumers connect with professional health insurance agents and brokers in their communities.

Visit agent-finder.org, enter your ZIP code, select Medicare as the practice area, and you can find licensed agents and brokers in your area who can help you compare options and find coverage that fits your needs.

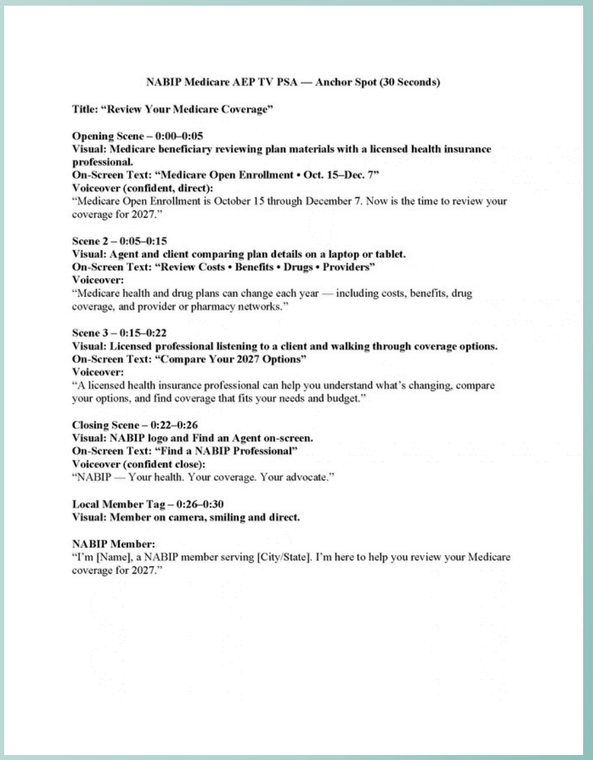
Many licensed agents represent multiple insurance companies and can help consumers evaluate available options. NABIP members also continue to serve and advocate for their clients after enrollment.

For more information, visit nabip.org. There is no cost to use NABIP's Find an Agent tool.

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

Download Now

AEP TV PSA
For members use



NABIP Medicare AEP TV PSA — Anchor Spot (30 Seconds)

Title: "Review Your Medicare Coverage"

Opening Scene – 0:00–0:05
Visual: Medicare beneficiary reviewing plan materials with a licensed health insurance professional.
On-Screen Text: "Medicare Open Enrollment • Oct. 15–Dec. 7"
Voiceover (confident, direct):
"Medicare Open Enrollment is October 15 through December 7. Now is the time to review your coverage for 2027."

Scene 2 – 0:05–0:15
Visual: Agent and client comparing plan details on a laptop or tablet.
On-Screen Text: "Review Costs • Benefits • Drugs • Providers"
Voiceover:
"Medicare health and drug plans can change each year — including costs, benefits, drug coverage, and provider or pharmacy networks."

Scene 3 – 0:15–0:22
Visual: Licensed professional listening to a client and walking through coverage options.
On-Screen Text: "Compare Your 2027 Options"
Voiceover:
"A licensed health insurance professional can help you understand what's changing, compare your options, and find coverage that fits your needs and budget."

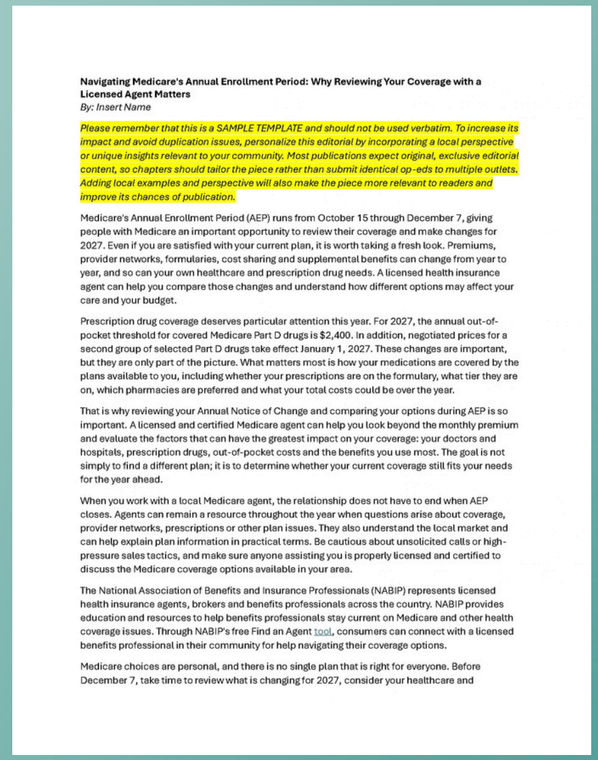
Closing Scene – 0:22–0:26
Visual: NABIP logo and Find an Agent on-screen.
On-Screen Text: "Find a NABIP Professional"
Voiceover (confident close):
"NABIP — Your health. Your coverage. Your advocate."

Local Member Tag – 0:26–0:30
Visual: Member on camera, smiling and direct.

NABIP Member:
"I'm [Name], a NABIP member serving [City/State]. I'm here to help you review your Medicare coverage for 2027."

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OEP Op-Ed for Chapters
For members use



Navigating Medicare's Annual Enrollment Period: Why Reviewing Your Coverage with a Licensed Agent Matters
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. Most publications expect original, exclusive editorial content, so chapters should tailor the piece rather than submit identical op-eds to multiple outlets. Adding local examples and perspective will also make the piece more relevant to readers and improve its chances of publication.

Medicare's Annual Enrollment Period (AEP) runs from October 15 through December 7, giving people with Medicare an important opportunity to review their coverage and make changes for 2027. Even if you are satisfied with your current plan, it is worth taking a fresh look. Premiums, provider networks, formularies, cost sharing and supplemental benefits can change from year to year, and so can your own healthcare and prescription drug needs. A licensed health insurance agent can help you compare those changes and understand how different options may affect your care and your budget.

Prescription drug coverage deserves particular attention this year. For 2027, the annual out-of-pocket threshold for covered Medicare Part D drugs is $2,400. In addition, negotiated prices for a second group of selected Part D drugs take effect January 1, 2027. These changes are important, but they are only part of the picture. What matters most is how your medications are covered by the plans available to you, including whether your prescriptions are on the formulary, what tier they are on, which pharmacies are preferred and what your total costs could be over the year.

That is why reviewing your Annual Notice of Change and comparing your options during AEP is so important. A licensed and certified Medicare agent can help you look beyond the monthly premium and evaluate the factors that can have the greatest impact on your coverage: your doctors and hospitals, prescription drugs, out-of-pocket costs and the benefits you use most. The goal is not simply to find a different plan; it is to determine whether your current coverage still fits your needs for the year ahead.

When you work with a local Medicare agent, the relationship does not have to end when AEP closes. Agents can remain a resource throughout the year when questions arise about coverage, provider networks, prescriptions or other plan issues. They also understand the local market and can help explain plan information in practical terms. Be cautious about unsolicited calls or high-pressure sales tactics, and make sure anyone assisting you is properly licensed and certified to discuss the Medicare coverage options available in your area.

The National Association of Benefits and Insurance Professionals (NABIP) represents licensed health insurance agents, brokers and benefits professionals across the country. NABIP provides education and resources to help benefits professionals stay current on Medicare and other health coverage issues. Through NABIP's free Find an Agent tool, consumers can connect with a licensed benefits professional in their community for help navigating their coverage options.

Medicare choices are personal, and there is no single plan that is right for everyone. Before December 7, take time to review what is changing for 2027, consider your healthcare and

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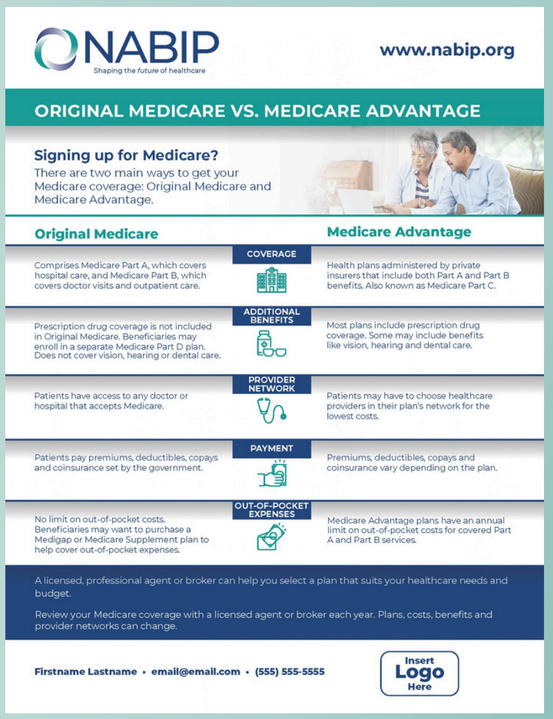
Print Material *(continued)*

Medicare and Group Health Insurance
For members use



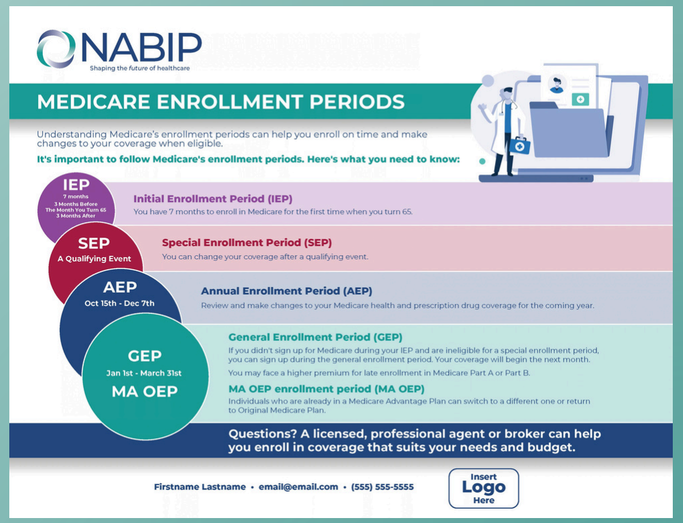
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Original Medicare vs. Medicare Advantage
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Out-Of-Pocket Costs of Medicare
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Medicare Policy Impacts
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Protecting Medicare Part D
For members use



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Webinar

Ready for AEP: Navigating the 2027 Medicare Annual Enrollment Period

For members to watch



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