



# Medicare Part D Open Enrollment Marketing Execution Guide

## Overview

Medicare Part D offers an opportunity for people aged 65+ to get coverage for prescription drug services. Medicare is an insurance plan provided by the federal government and overseen by the Centers for Medicare and Medicaid Services (CMS). Medicare is divided into four sections, all of which cover different services. For patients to be eligible for Medicare Part D, they must be enrolled in Parts A and B. Medicare Part D is likely to save patients money, especially if they are taking more than one prescription.

The Centers for Disease Control and Prevention published a report in 2018 showing that more than 87% of adults aged 65+ take at least one prescription drug per month and that almost 40% take five or more prescription drugs per month. Medicare Part D coverage can save patients money and stress when they are prescribed medication. The open enrollment period for 2024 is from October 15 to December 7. During this period, patients can join a new Medicare drug plan, drop an existing plan, or switch from Original Medicare to a new coverage option. Make your patients aware of all the available options to enroll in Medicare Part D.

Older adults continue to struggle with a lack of regular prescription coverage availability. Medicare Part D offers a solution that can positively impact the lives of adults aged 65+. Many patients are unaware of what Medicare Part D coverage is and the benefits it can provide. This makes it even more important for your community members to have access to information about Medicare Part D. As a local pharmacist, you can be a valuable resource to your patients, who may have questions about Medicare Part D.

Use this guide to promote the 2024 Medicare Part D open enrollment period and key changes to your patients.

## Marketing support

The following print and digital marketing materials are available in the “Medicare Part D” libraries on the [SOCi](#) platform and [Brand Central Station](#) in two different designs and in both English and Spanish.

### Print

- 2024 Changes Bag Stuffer
- 2024 Changes: We Can Help Bag Stuffer
- Open Enrollment Period Dates Bag Stuffer
- Open Enrollment Period Dates Poster
- Open Enrollment Period Dates Flyer
- Open Enrollment Period Dates Window Cling

### Digital

- Social Media Graphic: Open Enrollment Period Dates
- Social Media GIF: Open Enrollment Period Dates
- Social Media Graphic: Did You Receive a Letter?
- Social Media Graphic: Follow These Steps
- Social Media GIF: Follow These Steps
- Social Media GIF: We Can Help
- Social Media GIF: Changes: We Can Help
- Social Media Graphic: 2024 Changes
- Social Media GIF: 2024 Changes
- Facebook Cover Image
- Twitter Cover Image





## Tips for in-store preparation and promotion

- Display marketing materials prominently throughout your store to keep the Medicare Part D open enrollment period top of mind.
- Have your staff remind patients aged 65+ of the open enrollment period when they check out at the pharmacy counter.
- Let your patients know that you can answer their questions about Medicare Part D open enrollment.
- Order more print marketing materials from [Brand Central Station](#) if your supplies are running short.



## Tips for digital promotion

- Update your cover photo on Facebook and Twitter with the Medicare Part D graphics available on [Brand Central Station](#) so that your patients will know about the open enrollment period.
- Post weekly on social media throughout the open enrollment period by utilizing the provided marketing materials or creating original posts. Original content that is personalized to your pharmacy can amplify your message and grab the attention of your patients.
- Share educational posts and videos (consider a Q&A with staff answering common questions about Medicare Part D coverage) to reach a larger audience and catch your patients' attention.
- Share helpful educational articles on Medicare Part D or the [Medicare landing page](#) on your social media accounts.
- Monitor messages and comments on your social media accounts in case you get questions from patients about Medicare Part D. Respond promptly to all messages and comments.

**For questions about promoting the 2024 Medicare Part D open enrollment period, please contact your advertising manager or email [gnpmarketing@amerisourcebergen.com](mailto:gnpmarketing@amerisourcebergen.com).**