



# Preparing for Medicare Open Enrollment:

Maximizing Opportunities for Your  
Pharmacy & Patients in 2025

DATE:  
**Sept. 18**

TIME:  
**11 AM CT**





**Chasity  
Chapman-Middleton**

Customer Success Manager  
*Lumistry*



**Steven Gripp**

Sales Manager  
*Advisor Advantage Marketing*

**Meet our  
presenters**



With over 50 years of experience in agent and agency development, AAM knows the intricacies of Medicare and complexities of your business, and we strive toward providing support and resources to maximize your growth and profitability long-term.

## ABOUT Advisor Advantage Marketing

# What we'll cover

- ✓ Navigating the Medicare landscape
- ✓ 2025 plan changes
- ✓ Considerations for plan selections
- ✓ Optimizing appointment scheduling
- ✓ Marketing your comparison consultations



## **Why your role in Medicare Open Enrollment is crucial...**

**Builds trust and  
strengthens patient  
relationships**

**Provides cost savings  
opportunities and  
increases medication  
adherence**

**Empowers your  
pharmacy with better  
insights into patient  
needs**

**Enhances patient  
care and boosts  
revenue potential**



# Breaking down the Medicare landscape

# Medicare Parts



## Part A Hospital Insurance

Inpatient care

Skilled nursing facility service

Nursing home care

Hospice care

Home health services



## Part B Medical Insurance

Outpatient services

Doctor's appointments

Medical equipment

Mental health services

Preventative services



## Part C Medicare Advantage

"All-in-one" that bundles Part A, B, & D

Covers all of Original Medicare plus additions that are dependent on the plan such as:

dental, vision, OTC items, and more...



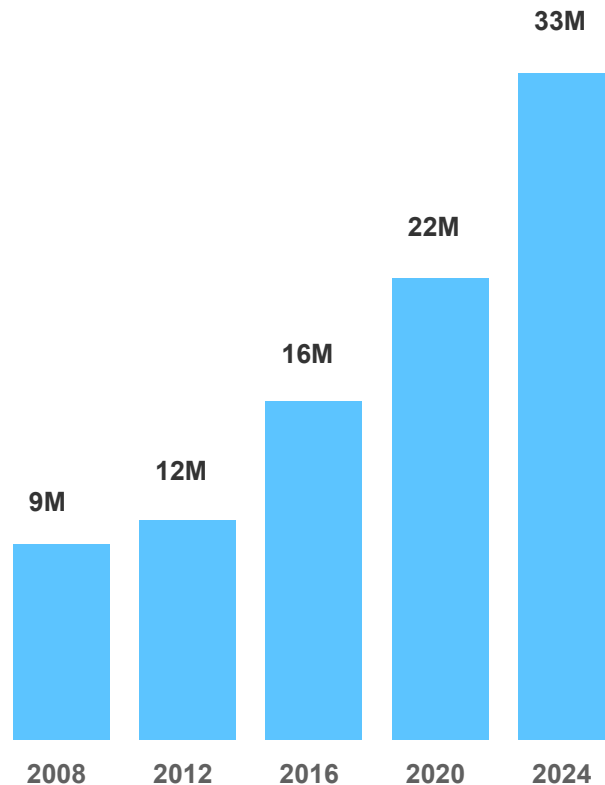
## Part D Prescriptions

Prescription drugs

Offered by private companies approved by Medicare

# Total Medicare Advantage Enrollment

Includes Medicare Advantage plans: HMOs, PPOs (local and regional), PFFS, and MSAs.



SOURCE: KFF analysis of Centers for Medicare & Medicaid Services Part D enrollment data.

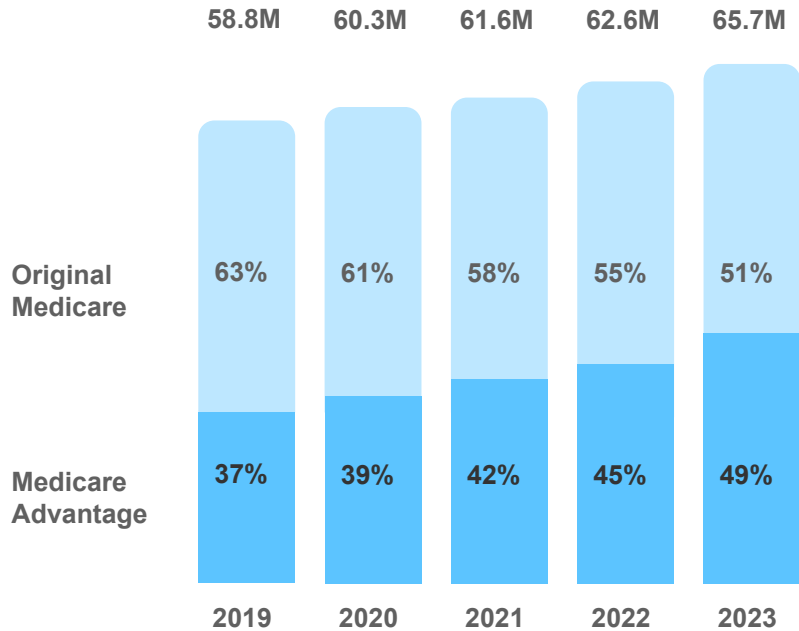




# Poll Question

# Medicare Enrollment Growth

## Original Medicare vs. Medicare Advantage



**51.6 M people are enrolled in Medicare Part D as of March 2023**

*This includes enrollment in stand-alone prescription drug plans as well as Medicare Advantage plans that offer prescription drug coverage.*

# Medicare Open Enrollment Periods

Initial Enrollment	Initial Enrollment (EP)	General Enrollment (GEP)	Special Enrollment (SEP)	Annual Enrollment (AEP)	Medicare Advantage MAEP
Who	Turning 65	Missed the initial enrollment period	Has previous employer coverage	Medicare plan enrollees	Advantage enrollees
Purpose	Enrolling in original Medicare	Enrolling in Part A or B	Enrolling in Part A or B	Re-evaluating coverage & making changes	Making a one-time plan change
When	3 months before or after 65th birthday	January 1- March 31	8 months from termination of employer contract	October 15 - December 7	January 1- March 31

# What's Changing in 2025?

## For Pharmacies

Out-of-Pocket Cap Impact

Simplified Part D Structure

More Covered Weight Loss Drugs

Midyear Medicare Advantage Statements

Behavioral Health Provider Expansion

## For Patients

\$2,000 Prescription Cap

No More 'Donut Hole'

More Covered Weight Loss Drugs

Midyear Benefits Notifications

Enhanced Caregiver Support

Improved Access to Mental Health Care

D-SNP SEP Regulation Change



# Strategic selection & contract considerations

# Plan Contract Considerations

## Understand performance metrics

- ❑ Metrics can differ from plan to plan
- ❑ Focus on PQA measures (adherence, safety)

## Monitor plan performance

- ❑ Review plan star ratings & network inclusion
- ❑ Track claims processing accuracy

## Know your patients & their plans

- ❑ Review plans patients are on
- ❑ Understand plan formularies & coverage
- ❑ Help patients navigate plan changes

## Assess profitability of reimbursement rates

- ❑ Compare reimbursement rates across plans
- ❑ Account for DIR fees & dispensing costs

 ***Communicate with your PSAO & ask questions!***

# Resources for Plan Comparisons

- **Medicare.gov**
  - Medicare Plan Finder tool
  - Comprehensive information on Medicare plans
- **Navigatemycare.com**
  - User-friendly platform for comparing Medicare plans
  - Provides personalized plan recommendation
- **Advisor Advantage Marketing**
  - A network of knowledgeable agents to guide you and your patients through plan selections





# **Optimizing your workflows & marketing your comparison consultations**



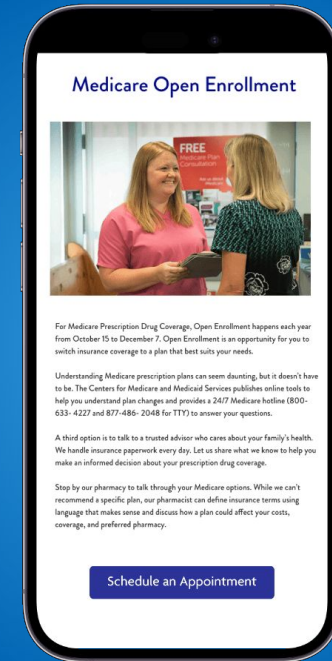
# Why leverage online appointment scheduling?

**Self-service option:** Allow patients to schedule vaccination appointments 24/7 – without calling the pharmacy

**Easy tracking:** Online schedulers make it easier for teams to keep track of appointments

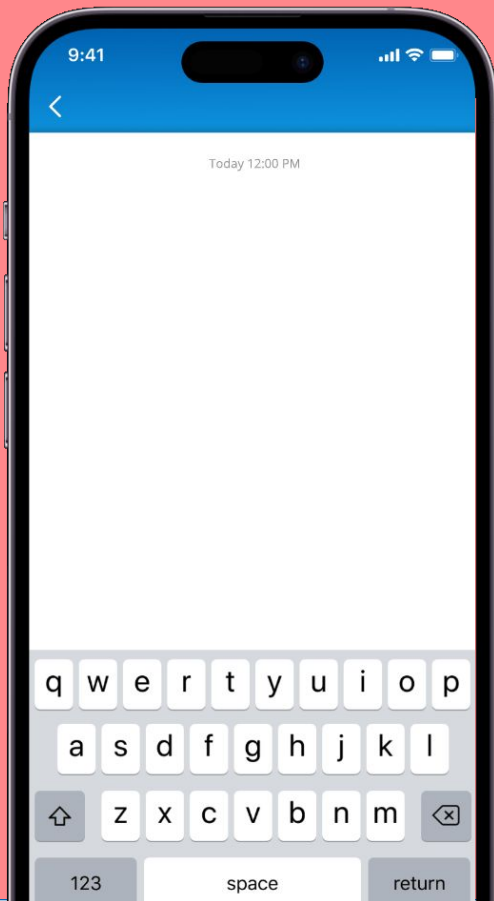
**Reduces no shows:** Keeps appointments top-of-mind through automated reminders & syncs with external calendars

**80%** of patients today prefer digital channels to manage their healthcare





# Poll Question



## Who to communicate with (& how)?

### Patients turning 65:

- Educate on Medicare, provide resources, & offer assistance.

### Patients that are:

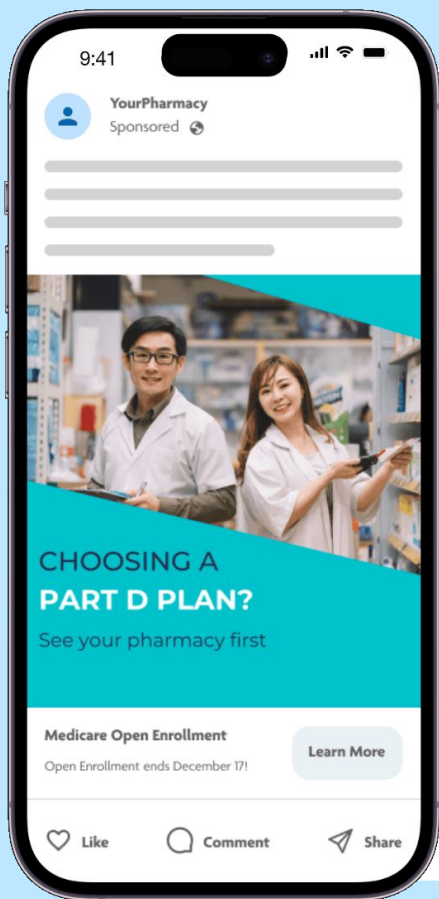
- On plans with unfavorable economics,
- On non-preferred plans,
- Or on plans you or your PSAO is not contracting with:
  - Offer comparison assistance and encourage them to talk to the pharmacy first before switching.

**76%**

Of people prefer a text  
to a phone call

**Adults 55+**

Send and receive approx.  
500 texts a month



## Social media tips

- **Emphasize Cost Savings:** Highlight how choosing the right Medicare plan can help patients save money on prescriptions and healthcare services.
- **Use Clear CTAs:** Include a strong call-to-action, like “Schedule your Medicare comparison today!” with a direct link to book appointments online.
- **Share Success Stories:** Post testimonials from patients who have benefited from your Medicare comparison services.

# Website & SEO

People are searching the web for Medicare assistance...

Now is the time to optimize your website to gain traffic for those searching in your area for guidance during Medicare Open Enrollment.



# Interactive Voice Response (IVR)

**Manage Call Volume:** Use IVR to handle routine calls like prescription refills during peak times to free up time for Medicare consults.

**Provide After-Hours Support:** Allow patients to submit refills or get Medicare-related information outside of business hours.

**Update Menu Options:** Tailor IVR prompts to direct patients to Medicare experts or schedule Medicare consultations quickly.

**Leverage On-Hold Messaging:** Share important Medicare deadlines and info while patients wait, keeping them informed.



*\* For current Lumistry IVR customers that are interested in partnering with AAM, Lumistry will match digital marketing ad spend dollar for dollar up to \$1000 throughout AEP.*

## Contact us



[lumistry.com/webinar-demo](https://lumistry.com/webinar-demo)



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**Questions?**





THANK YOU