

# MEDICARE OPEN ENROLLMENT PARTNER SOCIAL MEDIA TOOLKIT

**MEDICARE  
OPEN ENROLLMENT**  
OCT. 15–DEC. 7

## Spread the word about Medicare Open Enrollment!

Medicare Open Enrollment runs from Oct. 15 – Dec. 7. Use our social media graphics and the **#MedicareOE** hashtag to engage in the conversation during Medicare Open Enrollment.

Use the posts below on social media platforms like Facebook and X (formerly Twitter) to encourage your followers to visit [www.Medicare.gov](http://www.Medicare.gov), “Follow” our [Medicare Facebook page](#), and follow us at [@MedicareGov](#).

### Shortened URLs for use in posts:

Homepage: [www.medicare.gov](http://www.medicare.gov)

Medicare Plan Finder: [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare)

Extra Help with Medicare Drug Costs: <https://go.medicare.gov/ExtraHelp>

Medicare Drug Coverage \$2,000 Out-of-Pocket Cap:  
<https://go.cms.gov/drug-coverage-cap>

## New for Medicare in 2025

### Facebook

Good news! Starting in 2025, you won't pay more than \$2,000 for your covered prescription drugs in a year. You can also choose to spread out your out-of-pocket prescription drug costs over the calendar year. Review your plan to make sure it covers your drugs and meets your needs and budget. <https://go.cms.gov/drug-coverage-cap>

Medicare plans change from one year to the next. Next year, all Medicare prescription drug plans will include a yearly \$2,000 cap on your out-of-pocket drug costs. The cap only applies to drugs covered by your plan. So, it's more important than ever to make sure your drugs are covered. Review and compare all your health and drug options and see if you can save. <https://go.cms.gov/drug-coverage-cap>

Starting next year, your yearly out-of-pocket costs for Medicare drug plan-covered prescription drugs will be capped at \$2,000. You can also choose to spread your out-of-pocket costs across the calendar year instead of paying all at once at the pharmacy. Review your plan to make sure it covers what you need: <https://go.cms.gov/drug-coverage-cap>

Plans change every year. With the new yearly \$2,000 cap on covered out-of-pocket drugs and the option to spread your prescription costs across the year, it's even more important to review and compare your health and drug plan options. You could find a better plan for your needs and budget. <https://go.cms.gov/drug-coverage-cap>



## X (formerly Twitter)

In 2025, if you have #Medicare drug coverage, your yearly out-of-pocket costs for all covered Rx drugs will be capped at \$2,000. You can also spread your out-of-pocket prescription costs across the calendar year. Make sure your plan still meets your needs: <https://go.cms.gov/drug-coverage-cap>

#DYK new benefits are coming to #Medicare drug coverage in 2025? You can choose to spread your out-of-pocket Rx costs across the calendar year and there will be a yearly \$2,000 cap on covered prescription costs. Check out your options: <https://go.cms.gov/drug-coverage-cap>

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Starting in 2025

You can spread your out-of-pocket prescription drug costs across the calendar year



Medicare Prescription Payment Plan

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## General Open Enrollment

### Facebook

Your health needs can change from year to year—so do Medicare plan costs and coverage. Medicare Open Enrollment lets you compare prescription drug and health options, to find the best coverage for you. Get started at [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare).

Now's the time to review and compare your Medicare coverage options for 2025. Check for lower costs or better coverage, or just make sure your current choice is still the best for your needs and budget. [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare)

What mix of Medicare benefits and costs works best with your needs and budget? Now's the time to review prescription drug and health options for 2025 to find what's right for you: [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare)

Plans change every year. Now's the time to find out if your current plan made changes for 2025. Is it still the best one for your healthcare needs? Other coverage options might work better for you! Compare options at [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare).

It's easy to compare Medicare coverage options, shop for 2025 plans, and feel confident in your choice. Get started at [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare).

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PLANS CHANGE. SO CAN YOUR NEEDS.



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WHAT ARE YOUR BEST COVERAGE OPTIONS?



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FIND THE RIGHT MIX.



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**X (formerly Twitter)**

Is your current #Medicare coverage choice still right for you for 2025? You may be able to find lower premiums & better coverage! [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare) #MedicareOE

#MedicareOE is here! Review your current #Medicare coverage, and compare it to new 2025 prescription drug and health options at [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare).

[www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare) makes it easy to compare coverage options, shop for 2025 plans, and feel confident in your choice. Now's the time to find the best fit for your needs and budget! #MedicareOE



# Countdown to End of Open Enrollment

## Facebook

You still have time to find Medicare coverage that could lower your out-of-pocket costs, give you better coverage for your current health needs—or both. Compare and review your options before Open Enrollment ends on Dec. 7: [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare)

Medicare Open Enrollment ends soon. Don't miss your chance to find better coverage, lower premiums, or both. Compare your current coverage choice with all your 2025 options before it's too late. Start at [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare).

Time is running out to find your best Medicare coverage for 2025! #MedicareOE ends Dec. 7. Don't wait to find out if you can save money, find better coverage, or both. [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare)

## X (formerly Twitter)

Before #MedicareOE ends, review your #Medicare prescription drug and health options and find out if lower premiums or extra benefits are available! [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare)

Don't miss out—only a few days left in #MedicareOE to review or change your Medicare coverage. [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare)

Only a few days left to make changes to your 2025 Medicare coverage during #MedicareOE—visit [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare) to compare coverage options and find the right fit for your needs.

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DECEMBER 2024

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**ONLY 1 WEEK LEFT!**

REVIEW AND COMPARE COVERAGE OPTIONS TODAY.

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DECEMBER 2024

X	X	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**ONLY 5 DAYS LEFT!**

YOU'LL NEVER KNOW UNLESS YOU GO.

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DECEMBER 2024

X	X	X	X	X	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**ONLY 2 DAYS LEFT!**

YOU CAN STILL GET A BETTER DEAL.

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DECEMBER 2024

X	X	X	X	X	X	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**LAST DAY!**

YOU'LL NEVER KNOW UNLESS YOU GO.

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# Medicare Fraud During Open Enrollment

## Facebook

Medicare will never call to ask for your Medicare Number, unless you contact Medicare first. If an unknown caller contacts you during #MedicareOE and asks for your Medicare Number, hang up and call 1-800-MEDICARE, or visit [www.medicare.gov/basics/reporting-medicare-fraud-and-abuse](http://www.medicare.gov/basics/reporting-medicare-fraud-and-abuse).

[Medicare.gov](http://www.medicare.gov) is the official source for Medicare information! During Open Enrollment, you may be coming across a lot of information from other sources. Start at Medicare.gov to get unbiased information to find the type of coverage that best meets your needs.

## X (formerly Twitter)

Medicare will never call you. If an unexpected or unknown caller contacts you during #MedicareOE, hang up. NEVER give out your Medicare Number over the phone. [www.medicare.gov/basics/reporting-medicare-fraud-and-abuse](http://www.medicare.gov/basics/reporting-medicare-fraud-and-abuse).

[Medicare.gov](http://www.medicare.gov) is the official source for Medicare information. You may come across a lot of info from other sources during #MedicareOE, but start at Medicare.gov to get unbiased information to find the type of coverage that best meets your needs.



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# State Health Insurance Assistance Program (SHIP)

## Facebook

4 ways to get info and help during #MedicareOE:

1. Call 1-800-MEDICARE
2. Look at your Medicare & You 2025 handbook
3. Contact your local SHIP (State Health Insurance Assistance Program) [OR ADD LOCAL SHIP NUMBER AND/OR URL]
4. Go to [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare)

Got questions when comparing options during Medicare Open Enrollment? Free, unbiased, reliable information is within reach: call 1-800-MEDICARE, look at the Medicare & You 2025 handbook, or contact your SHIP (State Health Insurance Assistance Program). [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare) [OR ADD LOCAL SHIP NUMBER AND/OR URL]

## X (formerly Twitter)

Need #MedicareOE assistance? Call 1-800-MEDICARE, or go to [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare). [OR ADD LOCAL SHIP NUMBER AND/OR URL]

Not sure how to navigate #MedicareOE? We can help: [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare) [OR ADD LOCAL SHIP NUMBER AND/OR URL]

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## Saving with the Prescription Drug Law

### Facebook

From more recommended vaccines for \$0 out-of-pocket, to \$35 for a month's supply of all Medicare-covered insulin, make sure you're getting the most out of your Medicare! #MedicareOE is the time to review your options and check that your coverage works for you. [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare)

Are you getting the most out of your Medicare? All Medicare-covered insulin is capped at \$35 for a month's supply. You can also get more recommended vaccines for \$0 out-of-pocket with Medicare Part D coverage. Check out your prescription drug and health options: [www.medicare.gov/plan-compare](http://www.medicare.gov/plan-compare)

### X (formerly Twitter)

From more recommended vaccines for \$0 out-of-pocket, to \$35 for a month's supply of all Medicare-covered insulin, it's been a big year for #Medicare! Make sure your coverage still works for you. <http://www.medicare.gov/plan-compare> #MedicareOE

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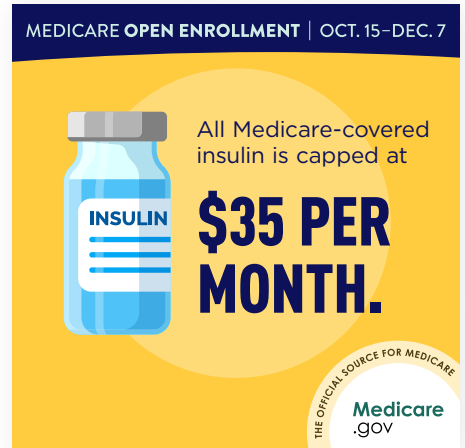
**GET YOUR SHOT AT SAVINGS.**

\$0 out-of-pocket!

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This advertisement features a woman with short, curly hair, wearing an orange top, pointing to her left arm where a bandage is visible. The background is a soft-focus indoor setting. The text is overlaid on the image in white and blue boxes.

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All Medicare-covered insulin is capped at

**\$35 PER MONTH.**

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This advertisement has a yellow background. On the left is a blue insulin bottle with a white label that says 'INSULIN'. To the right of the bottle, the text is in white and blue. The Medicare logo is in the bottom right corner.

# Getting Extra Help with Medicare Drug Costs

## Facebook

If you make less than \$23,000 per year (\$31,000 for married couples), you might qualify for Extra Help. It could cut your Medicare Part D drug costs to no more than \$4.50 for generic prescriptions and \$11.20 for brand-name drug prescriptions. Find out if you qualify: <https://go.medicare.gov/ExtraHelp>

Extra Help is a Medicare program that can pay for your drug coverage (Part D) premiums, deductibles, coinsurance, and other costs. If you make less than \$23,000 a year (\$31,000 for married couples), it's worth it to apply! Visit <https://go.medicare.gov/ExtraHelp> to learn more.

Due to a new law, more people qualify for more prescription drug savings with Extra Help. So, it could pay to apply, even if you don't think you qualify or were denied before. To apply, visit <https://go.medicare.gov/ExtraHelp>.

## X (formerly Twitter)

#DYK many people qualify for additional savings on their Medicare drug coverage (Part D) costs? Learn more about how to qualify for Extra Help: <https://go.medicare.gov/ExtraHelp>

If your income is below \$23,000 (\$31,000 for married couples), you might qualify for lower drug costs with Extra Help. It could pay to find out: <https://go.medicare.gov/ExtraHelp>.

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Save on Rx costs.



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SAVE MONEY  
WITH MEDICARE'S  
EXTRA HELP  
PROGRAM.



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MEDICARE'S  
EXTRA HELP  
PROGRAM  
REDUCES  
RX COSTS.

