

2025 Medicare & Health Insurance Marketplace Open Enrollment Social Media Toolkit

> National Indian Health Board

To our partners in Tribal Health,

For 2025–2026 Open Enrollment, the National Indian Health Board (NIHB) continues our commitment to ensuring every American Indian and Alaska Native has access to the health coverage they need and deserve. This toolkit reflects our belief that strong coverage strengthens individuals, families, and Tribal Nations, and that trusted, culturally informed support is essential to navigating today's health insurance options.

This year's toolkit includes updated graphics, sample posts, and key messages designed to help Tribal communities stay informed about Medicare, Medicaid, and the Health Insurance Marketplace. These posts highlight important changes to Medicare benefits, remind Elders to stay safe from fraud and scams, and encourage Tribal citizens to review, compare, and enroll in coverage that meets their needs for 2026.

We also added new messaging about the ACA Marketplace and the importance of working with Tribal Enrollment Assisters. Enrollment Assisters at IHS, Tribal, and Urban Indian health programs play a vital role in helping community members understand their choices, apply for coverage, avoid scams, and make informed decisions. Their trusted relationships and cultural knowledge remain at the heart of this work.

As always, the stories and experiences shared by Tribal Enrollment Assisters continue to guide our approach. Many community members face challenges such as complex coverage rules, changes in income or eligibility, or confusion about Medicare and Marketplace plans. By lifting up real-world examples and providing clear, accessible information, our goal is to support Tribal communities in making confident decisions about their coverage.

We invite you to use and adapt this content in your social media outreach throughout the Open Enrollment season. Thank you for your continued partnership and for all you do to support the health and wellbeing of Tribal Nations.

Sincerely,
The National Indian Health Board

Sample Captions

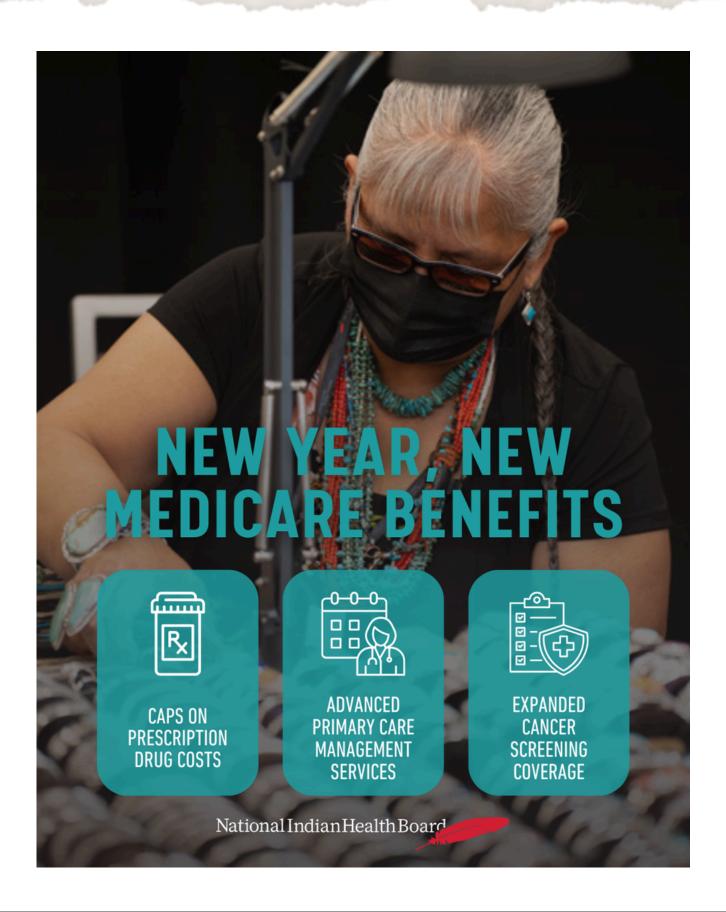
- Medicare Open Enrollment is here! From Oct 15 Dec 7, make sure your coverage meets your needs for 2026. Tribal citizens: work with a trusted enrollment assister to get the right plan.
- Did you know Medicare covers many preventive services at no extra cost? From flu shots to wellness visits, take advantage of these benefits! Talk to your Tribal enrollment assister to learn what's covered.
- Enrollment doesn't have to be confusing. Don't navigate the enrollment process alone, Tribal enrollment assisters can help you choose the plan that's right for you!
- Starting in 2026, Medicare will cap out-of-pocket costs for prescription drugs at \$2,100 per year. After that, covered medications are free for the rest of the year. Need help with figuring out what Part D plan is best for you? Tribal enrollment assisters are here for you. Don't navigate enrollment alone!
- Medicare now pays for monthly care coordination through Advanced Primary Care Management Services. This means monthly care coordination with 24/7 access to your provider! Connect with a Tribal enrollment assister to review your options.
- Your Medicare number is like a credit card don't share it with anyone who contacts you unexpectedly. Medicare will never call or visit to ask for your number or offer "free" services. Report suspected fraud: 1-800-MEDICARE
- Scammers may target Elders with fake offers for free medical equipment or services. If it sounds too good to be true, it probably is. Always check with your Tribal clinic or enrollment assister first.
- Did you know? If you get care at an IHS or Tribal facility, you can still use your Medicare benefits! Medicare and Indian Health Services work together to support your care. Work with a trusted Tribal enrollment assister to get the right plan for you.

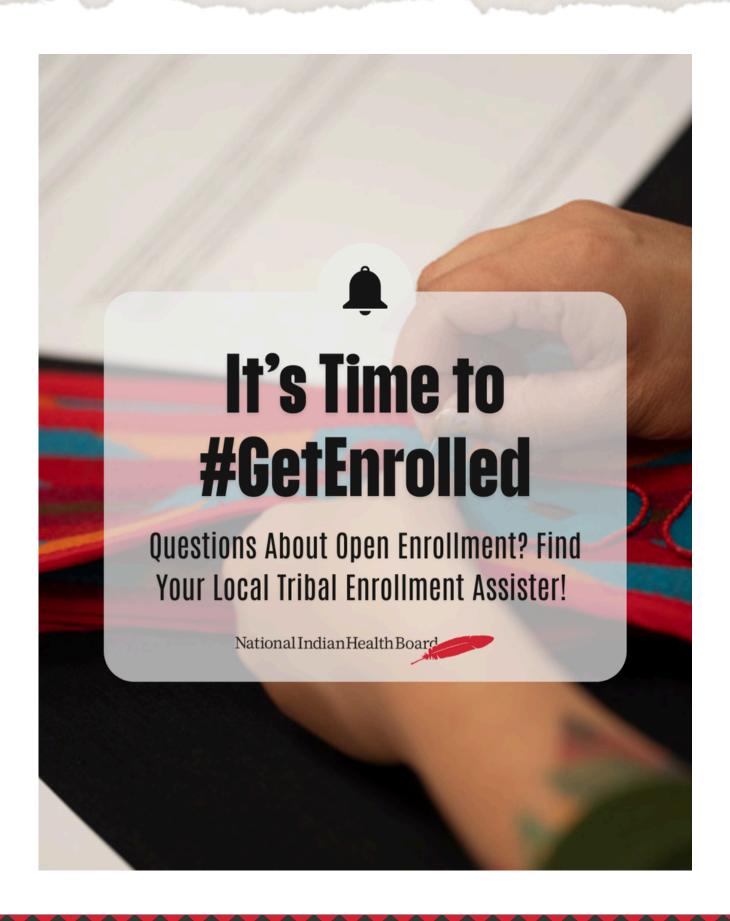
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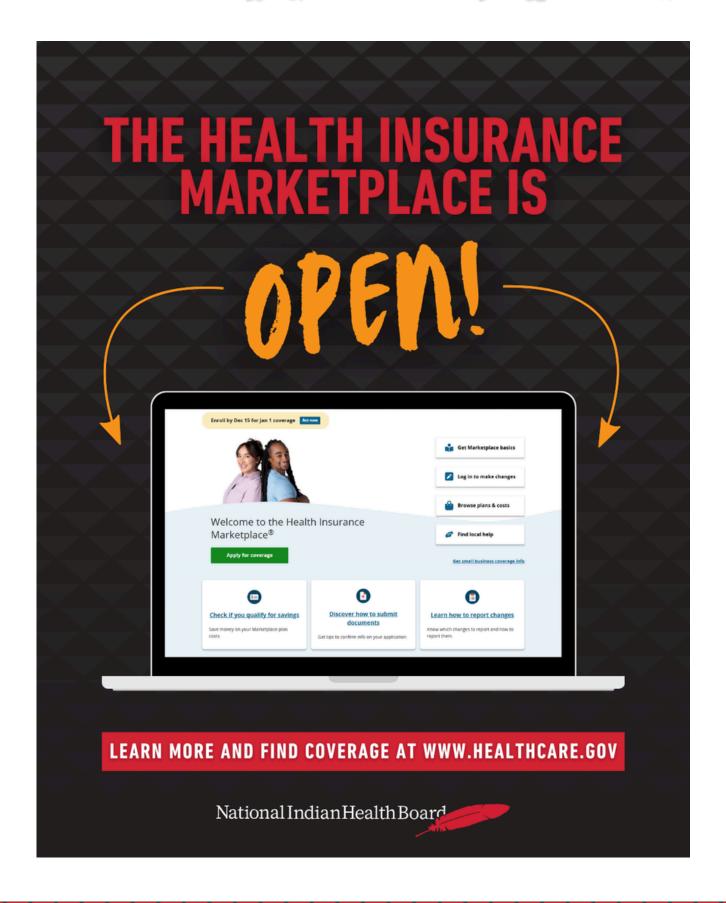
- #GetCovered
- #MarketplaceOE
- #HealthyNativeCommunities
- #Nativesl eadPublicHealth

Sample Graphics









Stay Safe from Scams -Know What to Watch For

Medicare scams are on the rise, here's some tips for spotting them:



UNSOLICITED CALLS OR MESSAGES

Medicare will never call, text, or email you to ask for personal or financial information.



FAKE OFFERS OR "FREE" SERVICES

Be cautious of anyone offering free medical equipment, tests, or gift cards in exchange for your Medicare information.



REQUESTS FOR YOUR MEDICARE OR SOCIAL SECURITY NUMBER

Never share your Medicare card number unless you initiated the contact with a verified provider or assister.



PRESSURE TO ENROLL OR SWITCH PLANS

Scammers may try to rush you to sign up quickly.
Always confirm with your Tribal enrollment assister or trusted Medicare representative before making changes.

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