

From: **Krejckant, Max** <MKrejckant@YourFMO.com>
To: **Wilson, Sydney P.** <SPWilson@Amerilife.com>
Subject: The Wednesday Wake-Up
Date: 13.11.2024 13:01:04 (+01:00)

The Wednesday Wake-Up



PRESENTED BY



ACA Open Enrollment for 2025: What You Need to Know

By **TechTarget** – November 1, 2024

Each year, CMS tweaks its Affordable Care Act open enrollment strategy to streamline the consumer experience and improve access to care and coverage.

This year, CMS shared its approach to ACA open enrollment for the 2025 enrollment season and how any adjustments aim to benefit consumers. Open enrollment runs from Nov. 1, 2024 to Jan. 15, 2025, with the cut-off for full-year coverage on Dec. 16 at 5 a.m. EST. [ARTICLE](#)

Cigna Healthcare, Infirmary Health Reach Medicare Advantage Agreement

By **PR Newswire** – November 1, 2024

The agreement includes value-based aspects that are focused on improving customer health, lowering costs and achieving high-quality ratings. Infirmary Health is the largest nonprofit, non-governmental healthcare provider in Alabama. Based in Mobile and Baldwin Counties, Infirmary Health serves 11 counties in southern Alabama as well as the Florida panhandle and southern

Mississippi with more than 700 doctors and 6,500 other team members, treating more than 1.5 million patients per year. [ARTICLE](#)

ACA: HHS Notice of Benefit and Payment Parameters for 2026 Proposed Rule

By **CMS** – October 4, 2024

The Affordable Care Act (ACA) is more popular than ever: A new report shows that nearly 50 million people – or one in seven Americans – have had ACA Marketplace coverage at some point.

The Department of Health and Human Services (HHS), Centers for Medicare & Medicaid Services (CMS) issued the proposed “Notice of Benefit and Payment Parameters” for the 2026 plan year (or proposed 2026 Payment Notice) that proposes standards for the Health Insurance Marketplaces, as well as for health insurance issuers, brokers, and agents who connect millions of consumers to ACA coverage. The rule proposes additional safeguards, beginning in 2025, to protect consumers from fraudulent changes to their health care coverage, as well as options to ensure the integrity of the Federally Facilitated Marketplace (FFM). Additionally, if finalized as proposed, the rule would make it easier for consumers to understand their costs and enroll in coverage through HealthCare.gov beginning in plan year 2026. [ARTICLE](#)

The Power of Role-Playing in Sales: Mastering Conversations to Boost Success

By Anthony Iannarino – *The Sales Blog* – October 29, 2024

Some of the best sales organizations use role-play to sharpen their skills. Role-play is a powerful tool because it allows sales teams to practice the language they need to use. [Sales is a conversation](#). Sales managers who emphasize role-play provide their teams a safe place to find the right words—or borrow them from other sales reps who have mastered their talk tracks. [COLUMN](#)

The Word of the Week:

trepidation

[**trep-i-dey-sh uh n**]

Noun

1. **tremulous fear, alarm, or agitation.**

Synonyms: disquiet, apprehension, panic, alarm, fright, fear, dread, anxiety

2. *Archaic.* trembling or quivering movement; tremor.

The information contained in these morning briefings is for your professional edification; it is not for use with clients or the public.

