

# Open Enrollment Timelines

Must-know dates for financial advisors!



## October 1st

Start to initiate analyses for clients for the 2025 Open Enrollment season to get clients excited and prepared. Clients can complete their profiles, but please note that all analyses for 2025 will be held until Open Enrollment begins.

## October 15th

Medicare analyses will be published in the order they were received.

## November 1st

Marketplace analyses will be published in the order they were received.

## December 7th

Medicare Open Enrollment ends. Make sure to initiate Medicare clients' HealthPlanning Analyses before Dec 2nd and schedule a call before the 7th.

## January 15th

Marketplace Open Enrollment ends in most states. Check your state's Marketplace to verify dates. Make sure to initiate Marketplace clients' HealthPlanning Analyses before Jan 10th and schedule a call before the 15th.