



National Health Council Resources – 2025 Medicare Part D Social Toolkit

This week, the National Health Council released a series of educational resources to help seniors, their caregivers, and others involved in Medicare open enrollment decisions navigate some new changes to Part D pharmacy benefits.

Starting in 2025, Medicare will limit all beneficiaries' total out-of-pocket drug costs to \$2,000 a year, introduce the Medicare Prescription Payment Plan, a new option for patients to spread drug costs over the year, instead of paying upfront. This could be particularly helpful for people who need high-cost drugs, have chronic conditions, are hoping to have more predictable budgeting, or endure unexpected drug expenses during the year. Even more, the Extra Help program is being expanded so more people can receive financial assistance to offset the costs of their medicine. Medicare will automatically apply the \$2,000 annual limit, but patients will need to opt-in to the monthly payment option through their plan (at any time during or after open enrollment) and apply to Medicare to receive assistance from the Extra Help program.

Below is a collection of sample social media posts to amplify these materials and messages related to the new Medicare opportunities. We welcome you to personalize the content and share with your professional networks to help continue the conversation.

NHC has also posted about the resources on [Twitter/X](#) and [LinkedIn](#), so please feel free to share or repost these messages, as well.

NHC SOCIAL HANDLES

- Twitter/X: @NHCouncil
- LinkedIn: @National Health Council

RESOURCES TO HIGHLIGHT

- National Health Council's Medicare Part D webpage features an explainer video, pocket card reference guide, social media graphics, and more materials to come: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>

SAMPLE SOCIAL MEDIA POSTS

- Big changes are coming to Medicare in 2025: If you or a loved one relies on prescription medications, the new \$2,000 annual out-of-pocket cap and option to “spread” costs throughout the year could make a huge difference in affordability. Learn more from @National Health Council's resources: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>
- Managing out-of-pocket prescription drug costs can be overwhelming. @National Health Council's new resources can help you get the information you need to shop for the plan and options that best meet your needs: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>

- Medicare plans are changing in 2025, so it's crucial to compare your current plan with others to make sure you're getting the coverage you need. Take time during open enrollment to explore your choices. Visit @National Health Council's resources for more guidance: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>
- Starting in 2025, Medicare's new \$2,000 annual out-of-pocket limit, opt-in choice for monthly medicine payments, and expanded eligibility for the Extra Help program can help you or your loved ones better manage prescription costs. Check out @National Health Council's website to see how these changes could impact you: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>
- Be in the know about new payment options coming to Medicare in 2025 as you help a parent or senior loved one evaluate Medicare plans during open enrollment. See @National Health Council's new resources for more information: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>
- As Medicare open enrollment gets underway, seniors and other patients with high-cost medicine needs may have questions about Medicare's new payment options. @National Health Council's educational resources have answers: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>
- In 2025, Medicare plans will undergo some important changes, so what worked for you or a loved one this year might not be the best fit moving forward. Now is the time to compare your current plan with new options, especially if managing high-cost medications. Make the most of open enrollment and ensure your coverage still meets your needs. See @National Health Council for more: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>
- Overwhelmed trying to help a parent or relative pick the best Medicare plan for them? Start this open enrollment period by checking out @National Health Council's new resources. Learn about changes to the costs and payment pathways that can help make medicine costs more manageable: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>
- In addition to improvements for out-of-pocket costs and budgeting, Medicare's Extra Help program is expanding in 2024 to help more people receive financial assistance to offset the costs of their medicines. It's important to note some of these changes require patients to opt-in or apply for assistance, so use this open enrollment period to consider your options. Visit @National Health Council for helpful resources: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>
- Affording medicines for high-cost treatment plans or chronic conditions can be a strain, but some new options for Medicare in 2025 could help your or a loved one manage expenses. @National Health Council has you covered with these new educational guides: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>
- Major changes to Medicare are coming in 2025 that could benefit you or your loved ones. Out-of-pocket prescription drug costs will be capped at \$2,000 annually, you'll have the option to spread those costs throughout the year with the new Prescription Payment Plan, and more people will be eligible for the Extra Help program. These changes offer relief for those managing high-cost medications or chronic conditions. Visit

@National Health Council's website to learn more about how these updates might impact your budget: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>

- Are you or a loved one facing high prescription drug costs? Medicare's new changes for 2025 could help. With a \$2,000 annual out-of-pocket cap and the new Prescription Payment Plan, you'll have more control over your medication costs and payment timing. Take the time to explore your options during open enrollment this year and view @National Health Council's resources for guidance: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>
- Planning for Medicare in 2025? You'll want to be aware of two big changes: an out-of-pocket cap of \$2,000 for prescription drugs and the option to spread medicine costs over the year through the Medicare Prescription Payment Plan. These new benefits are especially helpful for those facing high medication costs or dealing with chronic conditions. Be sure to explore options and talk with your loved ones during open enrollment. Visit @National Health Council's web page to learn more: <https://nationalhealthcouncil.org/big-changes-to-medicare-drug-coverage/>