



Medicare Lead Generation Outlook For 2027: AEP, OEP & Buyer Opportunities

Description

By James Schulze

This article discusses CMS data and the outlook for 2027 Medicare enrollments. It also highlights Medicare lead options for 2027 AEP, OEP and year-round, their associated costs, compliance, and when agents should buy them.

The Medicare lead generation market enters 2027 with significant opportunities for insurance agents and agencies. Millions of Americans will review their coverage, compare plans, and consider changes during the Medicare enrollment periods. However, competition for qualified consumers means agents must carefully manage their marketing budgets. Choosing the best Medicare leads, understanding enrollment rules, and controlling acquisition costs will remain essential to building a profitable business.

At The Leads Warehouse, we have spent more than 21 years helping insurance professionals reach prospective customers. Our selection of aged Medicare leads, real-time Medicare leads, and Medicare inbound calls gives agents several ways to build their sales pipelines.

Medicare lead generation outlook for 2027: What CMS data tells us

According to the Centers for Medicare & Medicaid Services ([CMS](#)), approximately **34 million Americans are projected to enroll in Medicare Advantage plans in 2027**, representing **47.4%** of Medicare beneficiaries. CMS also projects that **97%** of beneficiaries will have access to **at least 10** Medicare Advantage plans, creating substantial competition among insurers. CMS also expects average monthly Medicare Advantage premiums to decline from **\$14.37** in 2026 to approximately **\$12** in 2027, a drop of **16.5%**. While lower premiums may encourage consumers to compare coverage, benefits, provider networks, and prescription costs remain important considerations.

Three factors will influence Medicare lead generation in 2027:

1. **Plan competition** â?? More choices encourage consumers to compare coverage.
2. **Changing benefits** â?? Annual adjustments create opportunities for plan reviews.

3. **New beneficiaries** â?? Americans aging into Medicare provide year-round opportunities.

For agents, these conditions reinforce the importance of purchasing qualified Medicare leads and matching consumers with appropriate coverage options.

Medicare AEP and OEP: When should agents buy leads?

Medicare lead buying follows a seasonal calendar. The Annual Enrollment Period (AEP) runs October 15 through December 7, allowing eligible beneficiaries to make certain Medicare Advantage and prescription drug plan changes for the following year. This creates concentrated shopping activity and strong demand for Medicare AEP leads.

The Medicare Advantage Open Enrollment Period (OEP) runs January 1 through March 31. Unlike AEP, it primarily serves consumers already enrolled in Medicare Advantage who want to make a permitted change or return to Original Medicare.

A practical lead-buying strategy includes:

- **During AEP** â?? Focus on consumers comparing coverage for the following year.
- **During OEP** â?? Reach eligible Medicare Advantage members considering changes, while following applicable marketing restrictions.
- **Year-round** â?? Target consumers aging into Medicare or qualifying for Special Enrollment Periods.

Agents must remember that consumer interest does not automatically establish enrollment eligibility.

Best aged Medicare leads â?? affordable, year-round prospecting

For agents seeking affordable marketing opportunities, aged Medicare leads remain one of the most flexible options. These consumers previously expressed interest in Medicare-related information, but their inquiries are no longer new. Because aged leads generally cost substantially less than fresh inquiries, agencies can purchase larger quantities and maintain consistent prospecting activity.

Aged Medicare leads are particularly useful for agents working throughout the year rather than concentrating entirely on AEP. Consumers approaching Medicare eligibility or reviewing supplemental coverage may still appreciate speaking with a licensed professional.

The Leads Warehouse offers aged Medicare leads supporting several buying strategies:

- **Geographic targeting** â?? Select states and zip codes where agents are licensed.
- **Lead age segmentation** â?? Test different age ranges and acquisition costs.
- **High-volume prospecting** â?? Maintain an affordable pipeline of potential customers.
- **Year-round marketing** â?? Build opportunities beyond major enrollment periods.

Successful campaigns require professional follow-up, appropriate consent, and an understanding that older inquiries may no longer reflect current consumer needs.

Real-time Medicare leads â?? reaching consumers while interest is fresh

Real-time Medicare leads provide information from consumers who recently requested Medicare-related information. These prospects may be comparing Medicare Advantage, Medicare Supplement, or other coverage options. Because the inquiry is fresh, prompt follow-up can improve the likelihood of connecting and having a conversation with the prospect.

When companies buy real-time Medicare leads, they should evaluate:

- **Delivery speed** – How quickly is the inquiry delivered?
- **Exclusivity** – Is the lead shared or sold exclusively?
- **Qualification** – What coverage interests and consumer information are collected?
- **Consent** – Does documentation support the intended marketing activity?

Exclusive Medicare leads may reduce competition for individual inquiries, but exclusivity does not guarantee enrollment. The Leads Warehouse offers real-time Medicare leads for agencies seeking fresh consumer inquiries alongside their aged lead campaigns (read our [blog](#), –Aged Medicare Leads vs. Real-Time Medicare Leads During AEP–).

Medicare inbound calls – connecting with interested consumers

Medicare inbound calls provide another approach to customer acquisition. Instead of purchasing contact information and initiating outbound calls, agents receive conversations from consumers interested in Medicare-related services. These calls can be valuable for agencies with licensed representatives available to discuss coverage options.

When purchasing Medicare inbound calls, buyers should evaluate call sources, qualification requirements, geographic targeting, and pricing. Consumer intent is important because not every caller is eligible or ready to enroll. Agencies should also verify that calls originate from compliant marketing activities. For more information on inbound calls, read our [blog](#), –Why Medicare Inbound Calls Are Valuable During AEP–.

How much do Medicare leads cost in 2027?

Medicare lead prices vary based on age, exclusivity, qualification, and delivery method. Aged Medicare leads generally offer the lowest cost per lead (CPL). Real-time leads command higher prices because consumer interest is recent, while inbound calls typically carry higher upfront costs because agents receive live conversations.

Lead Type	Relative Cost	Primary Advantage
Aged	Lowest (pennies up to \$0.50 per lead)	Affordable volume
Real-time	Moderate to High (\$2 to \$60 per lead)	Fresh consumer intent
Inbound calls	Highest (\$30 to \$120 per call)	Live conversations

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However, the lowest lead price does not always produce the lowest **customer acquisition cost or CPA**, which is the amount of lead spend required to convert one customer. Agencies should track qualified conversations, appointments, enrollments, and acquisition costs rather than judging campaigns solely by CPL.

Medicare marketing compliance and lead quality in 2027

Medicare marketing compliance remains essential when buying leads. CMS regulates Medicare Advantage and Part D marketing, while federal and state rules may also govern consumer outreach. The [CMS 2027 Final Rule](#) and [enrollment guidance](#) provide important information for agents.

Before launching campaigns, agencies should verify:

- **Consumer consent** â?? Confirm permission for the intended outreach.
- **Enrollment eligibility** â?? Understand AEP, OEP, and Special Enrollment Period (SEP) requirements.
- **Marketing rules** â?? Follow applicable CMS, TCPA, and state regulations.
- **Documentation** â?? Maintain appropriate lead source and consent records.

Compliance should be evaluated *before* purchasing leads, not after a campaign begins.

Building a profitable Medicare lead buying strategy for 2027

Successful Medicare marketing programs often combine several lead sources. Aged Medicare leads provide affordable volume and continuous prospecting opportunities. Real-time leads help agents reach consumers while intent is fresh, while Medicare inbound calls create direct conversations with interested prospects. Together, these products help agencies balance acquisition costs, staffing, and seasonal demand.

As the Medicare market evolves in 2027, agents should focus on buying the right Medicare leads at the right time, measuring enrollment costs, and maintaining compliant outreach practices. The Leads Warehouse helps insurance professionals purchase aged Medicare leads, real-time Medicare leads, and Medicare inbound calls to support profitable customer acquisition throughout the year. Are you ready to talk about how you can grow your Medicare sales pipeline for AEP?

About the author

James Schulze is the President and CEO of The Leads Warehouse, a marketing data company with over 20 years of experience in bringing lead generation solutions to companies selling into the home, automotive, financial, insurance, health and life, and legal sectors. He works directly with clients to optimize conversion strategies and ROI across multiple verticals.

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If you are serious about growing your [Medicare](#) business, the right mix of leads is important. Our team works with agencies to maximize their ROI on health insurance sales leads. Call **1-800-884-8371** or visit [The Leads Warehouse](#) to get started.

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