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FOR IMMEDIATE RELEASE

Medigap Helpline Program 'Year in Review'

The Medigap Helpline Programs provide free telephone counseling services, public education, and training for professionals on Medicare-related insurance for individuals in Wisconsin. The Medigap Helpline is a part of the Wisconsin State Health Insurance Assistance Program (SHIP).

Insurance Counseling

In 2025, the Medigap Helpline program's insurance counselors provided one-on-one Medicare insurance-related counseling to **9,971 beneficiaries** across all 72 Wisconsin counties. During the Medicare Annual Open Enrollment Period (October 15 - December 7) alone, the Medigap Helpline provided insurance counseling to 2,481 beneficiaries.

Outreach and Public Education

In 2025, the Medigap Helpline program completed outreach and public education that reached **105,464 Wisconsin residents** on Medicare-related insurance topics at a total of **100 unique events** across Wisconsin. These outreach efforts included informational booths, health/senior fairs, presentations, press releases, radio interviews, TV interviews, and collaboration with other local & state agencies.

In total, the Medigap Helpline program's eleven staff reached over 115,000 individuals across Wisconsin through our insurance counseling, outreach, and public education in 2025.

For further questions or assistance about Medicare-related health insurance coverage in Wisconsin, contact the Medigap Helpline at **1-800-242-1060** to speak with a counselor.

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SHIP
State Health Insurance
Assistance Program

Navigating Medicare

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