



## **SILVER KEY LAUNCHES SOCIAL ENTERPRISE**

October 2, 2017, Colorado Springs, CO -- Silver Key announces Key Benefits, the first known social enterprise insurance agency in the United States. Silver Key is a non-profit organization that partners with service providers in the Colorado Springs community to provide quality of life, dignity and independence for thousands of senior citizens.

Key Benefits offers a free Benefits Navigator service to individuals eligible for Medicare, giving senior citizens a safe place to obtain guidance on the multitude of Medicare benefit options facing those turning 65. Our Benefits Navigators can also guide existing Medicare beneficiaries about options to help them select the best plan or supplement to meet their needs.

"This is a critical time for our community to support those affected by changes in health care," says Silver Key CEO Pat Ellis. "With constant changes in the benefit industry and the consolidation of insurance providers, many face this year's Annual Election Period (AEP, or open enrollment) with the burden of having to select a new plan. Not only do we provide free services to the community through our Benefits Navigators, but a portion of each Medicare purchase through Key Benefits goes back to provide Silver Key services to our community."

In addition to enrolling clients in a Medicare plan, our Benefits Navigators also assist with enrolling in the "Extra Help with Prescription Drugs" program, helping clients determine their Medicare Savings Program status, locating free or low-cost dental, hearing and vision providers, identifying sources of funding through local charitable trusts, determining eligibility for VA benefits, directing clients resources that can assist with special needs and, in many instances, conducting a needs analysis and resource availability utilizing the NCOA benefits tool.

The AEP for Medicare this year runs from October 15 through December 7 (overlapping with Colorado Exchange Open Enrollment November 1 - December 15). Southern Colorado seniors have this time period to investigate their options to make changes to their benefits and/or select a new plan. For information on Key Benefits informational sessions or to schedule a call directly with a Benefits Navigator, individuals can go to [www.KeyBenefitsCO.com](http://www.KeyBenefitsCO.com).