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First Mid Insurance Group Earns Top Medicare Rankings Ahead of Open Enrollment

Experts encourage beneficiaries to review coverage carefully and remain alert to potential Medicare fraud

Mattoon, IL (October 6, 2026) As millions of Medicare beneficiaries prepare to review their coverage during the upcoming Open Enrollment period, First Mid Insurance Group's (FMIG) Senior Solutions division is entering the season with national recognition for its performance and expertise in serving Medicare clients.

In Senior Marketing Specialists' (SMS) latest Key Accounts Leaderboard, FMIG earned four top 10 rankings among 67 key accounts, including third place in ancillary product sales and attachment rate, fifth in Medicare Advantage and prescription drug plan applications, and sixth in year-over-year growth. The Senior Solutions team also submitted 73 more applications in 2026 than at the same point last year.

The recognition comes ahead of Medicare Open Enrollment, also known as the Annual Enrollment Period, which runs from October 15 through December 7. During this time, beneficiaries can review their health and prescription drug coverage and make changes for the coming year.

"A plan that worked well this year may still be the right choice, but people should not assume that without reviewing the details. We're here to help clients understand plan changes and avoid potential pitfalls," said Mike Hurm, head of the Senior Solutions division at First Mid Insurance Group. "Annual Enrollment brings a great deal of information, advertising and outreach—and can also create opportunities for scams. Beneficiaries should take time to understand their options, verify who they are speaking with, and protect their personal information. As part of the broader First Mid organization, we take that responsibility seriously."

Before deciding whether to retain or change coverage, beneficiaries should review their plan's Annual Notice of Change, total out-of-pocket costs, prescription drug coverage, provider network, and pharmacy participation. Changes in health, medications, or preferred providers may also affect whether current coverage remains appropriate.

FMIG also encourages beneficiaries to remain vigilant against suspicious solicitations during the enrollment period. Medicare advises that it will not call beneficiaries to sell them a plan or visit their homes to sell Medicare products.

FMIG recommends beneficiaries take the following precautions:

- Do not provide a Medicare number, Social Security number, banking information, or other sensitive information in response to an unexpected request.
- Be cautious of callers who pressure someone to act immediately or offer free products or services in exchange for a Medicare number.
- Do not enroll in a health or prescription drug plan over the telephone unless the beneficiary initiated the request for assistance.
- Review Medicare Summary Notices and explanations of benefits for unfamiliar services or charges.

FMIG's latest recognition also extends to individual members of its Senior Solutions team. Matthew Barnes, Senior Solutions Account Executive, has ranked among the top 10 individual ancillary producers during both the first- and second-quarter SMS leaderboard reviews.

"We've made a lot of progress, but we know there is still room to grow," said Michael Smith, head of the Senior Solutions Select Health Unit at FMIG. "This recognition is rewarding because it reflects the work our team puts in every day. We're proud of what they have accomplished and excited to carry that momentum through the rest of the year."

Beneficiaries can obtain official Medicare information at [Medicare.gov](https://www.medicare.gov) or by calling 1-800-MEDICARE (1-800-633-4227). Suspected Medicare fraud may also be reported through the U.S. Department of Health and Human Services Office of Inspector General at oig.hhs.gov/fraud.

For more information on the services and support that First Mid Insurance Group offers to Medicare beneficiaries and seniors, visit firstmidinsurance.com/senior-solutions/ or call 1-800-373-7505.

About First Mid Insurance Group: First Mid Insurance Group is a nationally ranked top 100 insurance broker, a top 5 bank-owned agency, and one of the Midwest's largest independent insurance agencies, with locations throughout Illinois, Missouri, and Wisconsin. Its team of more than 100 professionals helps individuals, families, and businesses manage risk through a broad range of insurance solutions, including Medicare and health insurance. First Mid Insurance Group has served its communities since 1913. For more information, visit firstmidinsurance.com.

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