

Author:

Editor:

Medicare Part D Content Brief & Editorial Framework

This is an example of a brief I created as part of my role managing the health insurance content vertical at MoneyGeek.

This document reflects my approach to SEO strategy, topic planning, and editorial guidance for large-scale consumer health insurance content. I independently developed scalable content briefs and frameworks designed to align high-intent search behavior with clear, accessible information on complex healthcare topics.

This template was replicated across all 50 states with localized data and plan-specific updates, supporting a broader initiative to expand search visibility and create consistent, user-focused content at scale. The brief also demonstrates my process for guiding writers, maintaining consistency across content, improving readability, and balancing SEO goals with a strong user experience.

Author:
Editor:

Best PDP in {{STATE}} Template

General/Publishing Guidelines

Proposed URL	/insurance/health/best-medicare-drug-plans-in-{{STATE}}/
SEO Title	Best Medicare Part D Plans in {{STATE}} (2022)
Breadcrumb	Best Medicare Part D Plans
Meta Description	160 characters or less using a keyword(s)
Story Purpose	Commercial
Parent Page	/insurance/health/

Writer Details

Writer	Please fill in
Strapi Author	Please fill in
Reviewer	Brenna Kelly
Expert(s)	NA

Writer Content Guidelines

Article Overview	This article should rank the best Medicare prescription drug plans (Part D) in each state based on our ranking system.
Writer Checklist	☐ Content in H2 and H3 sections is relevant and references or answers the question posed by the heading. ☐ Content flows well: Bulleted lists are added where necessary to improve flow and visualization. ☐ Keywords are naturally included and identified with color. ☐ 4–5 internal links to relevant pages are present throughout. ☐ Data or statistics are sourced with a text link in the body copy and a citation in the sources section. ☐ Expert quotes are added if requested.
Intended Audience	Seniors shopping for prescription drug plans.
Expert Interview?	No
Estimated Word Count	1,500
Key Visual Elements	Tip, Summary Ranking, Rich table

Data Sources	scoring sheet PDP Landscape Data CMS Fact Sheets for States
Keywords	Please naturally add in keywords where appropriate. Note, not all keywords in the list need to be used. These can be edited to fit the context or for grammatical accuracy. Punctuation can also be used to break up a keyword naturally. Please highlight or color words used in the body copy. Please include any words highlighted in purple in the content. • Medicare drug plans 2022 • {{STATE}} Medicare prescription drug plans 2022 • best rated Medicare Part D plans in {{STATE}} • best rated medicare Part D plans • best Medicare Part D plans • lowest price Medicare Part D • Medicare Part D plans 2022 comparison • prescription plans for seniors
Example URLs	These pages currently rank for the terms we hope to rank for. Please use them as a reference only. • https://www.investopedia.com/best-medicare-part-d-providers-5078070 (national example) • https://health.usnews.com/medicare/florida-medicare-drug-plans • https://www.valuepenguin.com/best-cheap-medicare-plans-florida • https://www.valuepenguin.com/best-medicare-part-d (national example) • https://medicarewire.com/medicare-part-d/florida/ • https://medicarewire.com/medicare-part-d/colorado/
Internal Linking Opportunities	Please naturally add in 4–5 of these and any other relevant internal links as text links in body copy using the guidelines below. • (List of links omitted) Do: ☐ Distribute links naturally throughout the page. ☐ Use relevant anchor text that accurately describes the destination page (text link should be similar to the title of the page linked to). ☐ Link to related pages and topics (e.g., if you use the term “the best health insurance companies,” link to The Best Health Insurance Companies page). ☐ Review the main health insurance page and the pages it links out to for health insurance linking opportunities. Don’t: ☐ Link to other pages in the first few sentences of the page. ☐ Include clunky call-outs like “check out our page on insurance.” Instead, naturally weave in links to relevant pages using keywords as anchor text like this: “If you find yourself without a job there still have health insurance options for the unemployed.” ☐ Link to a competitor or other website when we have a page about the topic. For example, if you’re discussing affordable health insurance, link to our Where can I find low cost insurance page instead of a page on Allstate’s site. See the full list of linking guidelines for more details and examples.

H1: Best Medicare Drug Plans in {{STATE}} (2022)

[Publisher: Banner text]

- 50 words or less declaring that, according to our analysis, the plan listed in the “Best Drug Plan Overall” sheet from [Organization Name] is the best overall Medicare drug plan in {{STATE}}.
 - Found here.
 - General note to writer: When accessing the data, please drop the (PDP) designation from the name of the plan. It is redundant to use. Thank you!
- Mention that this plan offers a good balance between cost and customer service ratings.
- If space allows, a unique detail about the plan could be added.
- Example: *Example omitted for company privacy.*
 - Potential [Source](#).

Publisher: Add Widget to Banner

Publisher: Add Author, Reviewer, and Editor to Banner

[Publisher: End banner text]

Introduction (about 100–125 words):

- Explain Medicare prescription drug plans (PDPs).
- Please include the following information:
 - Medicare Part D is the optional prescription drug plan offered by private insurers that can be added to Original Medicare.
 - If you are eligible for Medicare and enrolled in Parts A and B, you are eligible for a Part D plan.
 - Part D is often included with Medicare Advantage. If not, you can add it to the Medicare Advantage Plan.
 - There are numerous plans in each state that vary widely in benefits and cost. To assist in determining the best options, we analyzed each plan's cost (premium and deductibles) and customer service ratings to rank the plans.
 - Ultimately, the right plan will depend on personal health and prescription needs.

[Publisher Instructions: Summary Ranking]

Badge Title: Best Medicare

Badge Subtitle 1: Part D Plans

Badge Subtitle 2: 2022

Headline: Best Prescription Drug Plans in {{STATE}}

Best Overall - (Plan)

Runner-Up - (Plan)

Best Low-Cost - (Plan)

Highest Consumer Satisfaction - (Plan)

[Publisher: End Summary Ranking]

[Publisher: Flex Methodology Component]

Title: Methodology
Plans Analyzed: 1,153
Companies Compared: 48

Short methodology

- Researching Medicare Part D plans is an imperative first step to choosing prescription coverage. To assist in identifying the best Medicare Part D plan in {{STATE}}, we analyzed all of the prescription plans in the state. We reviewed the monthly premiums, annual deductibles and Centers for Medicare and Medicaid Services (CMS) star ratings to determine the best options in each category. Although not included in the scoring system, we also considered the copay and co-insurance of each drug tier.

Recency(watch icon)

- These rates were updated in 2022 and illustrated how stand-alone prescription drug plans in {{STATE}} accommodated different preferences.

Modal content(Learn more link).

Methodology

Prescription Drug Coverage in this analysis is based on our examination of data and information from the Centers for Medicare & Medicaid Services (CMS).

Title: Assessing Medicare Prescription Drug Plans

We utilized data from the CMS to determine the most beneficial PDP for seniors fitting certain criteria. Variables analyzed include the monthly premium cost data, the annual maximum out-of-pocket per plan and the CMS Star Rating.

Weights for each category were calculated as follows:

Best Overall and Runner Up: 40% premium, 20% deductible, 40% customer satisfaction

Best Cheap: 80 % premium, 10% deductible, 10% customer satisfaction

Highest Customer Satisfaction: 10% premium, 10% deductible, 80% customer satisfaction

Title: Data Depth

Overall, we analyzed 1,153 plans from 48 companies spanning the country before segmenting the data by state for more granular analysis.

[Publisher: End Flex Component]

H2: Best Overall Medicare Part D Plan

Subnav: Best Drug Plan Overall

Data Note: Please create the following table for the Best Overall and Runner Up sections. For the “Best Overall” and “Runner Up” Sections,” Writers will need to reference the top two results per state with a 40 premium/20 deductible/40 customer satisfaction weight.

Table Name: ins_health_state_pdp_bestoverall

PowerBI table omitted for privacy.

About 100–125 words explaining prescription drug plans and the importance of finding the plan that best matches your needs.

- Note to writer: Please include whatever fits best from the information below and condense if necessary.
- All Medicare Part D plans must cover a broad range of prescriptions. However, not every plan offers the same specific drugs. A plan's formulary will detail the drugs they offer.
 - Although each drug's tier was not included in the score, it is important to determine if the plan's formulary suits your needs.
- Other things that may be of value to consumers are in-network pharmacies, monthly premiums, deductibles, customer service, online presence (and ease of website use), etc.
 - For seniors — even if you don't need it, it's often best to sign up as soon as they're eligible to avoid a late registration penalty and paying full price for prescriptions.
 - National average premium is under \$40/month, so not a huge expense.
- Since Part D plans differ by state and provider, it's important to review the options in your state before enrolling. The best plan for you will strike a balance between cost, convenience and a favorable customer service experience.

[Publisher: White Tip Component with {{BestOverall}} Logo]

Example [here](#).

Title: Top Pick

- ~75–125 words stating that the plan listed in the “Best Drug Plan Overall” sheet is our top pick for Part D plans in {{STATE}}.
 - Based on your own research, please provide some qualities of the company that the best plan is associated with ([Organization Name]).
 - This could include things like the company's reputation, what type of individual is best served by the plan, etc.
 - To find this information, you could reference the plan's website or look at the PBI sheet for additional information.
 - Please be aware that the website may be stating upcoming 2023 prices while we are using 2022 figures.
 - Please also include:
 - Our score.
 - Customer service/CMS score.
 - Monthly premium.
 - Note to writer: All premiums are rounded up or down to represent a whole number. Please specify in the language that these are estimates, and actual premiums will vary slightly.
- Example:

- *The top pick for the best overall Medicare Part D plan in Alabama was AARP MedicareRx Walgreens, offered by UnitedHealthcare. With a score of 93, this plan balanced cost and customer satisfaction to offer an excellent prescription drug plan.*
- *The AARP MedicareRx Walgreens plan offers a low-to-moderate monthly premium of around \$29 per month. However, keep in mind that the deductible, copay and co-insurance will depend on the specific drug tier and affect the actual pricing.*
- *In terms of consumer reviews, this plan has a CMS customer satisfaction score of 4 out of 5, indicating high consumer satisfaction. Ultimately, this is a good plan for generic drug coverage and is available at Walgreens nationwide.*

[Publisher: End Tip Component]

[Publisher: Tip Component, Shaded]

Title: Checking Your Plan's Formulary and Drug Tiers

- ~100–125 words explaining the importance of checking your plan's formulary and cost tiers to ensure your prescriptions are included at a reasonable price. Please use a paragraph in bullet format that keeps this skimmable.
 - Many plans use tiers to segment drug options, with a lower tier usually costing less than a higher tier. Usually, there are three to four tiers and possibly a specialty tier that houses the most expensive drugs.
 - The formulary will detail what drugs are included and at what cost-sharing tier.
- How to check for the drugs included in your potential plan's formulary (*please use a bulleted format for the following two points but feel free to rephrase*).
 - If you've already enrolled in the plan, the insurer is required to give you the formulary details along with the specifics of the plan.
 - If the formulary paperwork has been misplaced or you have not yet enrolled, you may use [this interactive tool](#) to review potential plans and prescription costs.

[Publisher: End Tip Component]

H2: Best Prescription Drug Plan Runner-Up

Subnav: Runner-Up

- ~75 words discussing the second pick for the best overall Medicare Part D plan.
 - Please explain that the runner-up plan in {{STATE}} (the plan listed in the “Best Drug Plan Runner-Up” sheet) also offers a low-cost premium with an above-average customer satisfaction profile. Explain why this plan ranked behind the best overall pick.
 - Please add any other details about this plan or company from your research.
- This section will follow the same format as the Best Overall.

[Publisher: White Tip Component with [Runner-Up] Company Logo]
Example here.

Title: Runner-Up Pick

- ~75–100 words stating that the plan listed in the “Best Drug Plan Runner-Up” sheet is the runner-up pick for Part D plans in {{STATE}}.
 - Note to writer: Feel free to use bullets or short paragraphs to keep this skimmable.
 - Based on your own research, please provide some unique qualities of the company that the runner-up plan is associated with [Organization Name].
 - Reference the provider website or our data sheet for additional information.
- Please include also include:
 - Our score.
 - CMS score.
 - Monthly premium.
- Example:

The runner-up for the best overall Medicare Part D plan in Alabama is SilverScript Plus offered by Aetna, with a score of 90. SilverScript Plus features a higher monthly premium at around \$55 per month but comes with a \$0 deductible.

In terms of consumer reviews, this plan has a CMS customer satisfaction score of 3.5 out of 5, indicating above-average consumer satisfaction. Ultimately, this is a good plan for those who need generic drug coverage and more coverage in the Medicare “donut hole” coverage gap.

[Publisher: End Tip Component]

[Publisher: Tip Component, Shaded]

Title: What Is the Medicare Donut Hole?

- ~75–100 words discussing the coverage gap (or “donut hole”).
 - Include that common Medicare Part D costs include a deductible (if applicable), initial coverage, coverage gap and catastrophic coverage.
 - The coverage gap (formerly known as the “donut hole”) occurs when the insurer has paid a certain amount for prescriptions (\$4,430 in 2022) and temporarily restricts what the drug plan will cover (more info [here](#)).
 - In general, you'll pay 25% of your prescription costs while in the coverage gap, whereas the insurer pays 75%. This ratio may vary.

[Publisher: End Tip Component]

H2: Best Cheap Medicare Part D Plan in {{STATE}}

Subnav: Best Low-Cost Drug Plans

- ~75–100 words introducing the low-cost options for Medicare Part D plans in {{STATE}}
 - To be considered for this category, plans must cost less than the estimated national average PDP premium of \$40 ([source](#)).

- Low-cost options are good for those who do not take many medications, enroll before needing medications or simply enjoy the peace of mind of having prescription coverage.

Data Note: For Best Cheap, the plans above a \$40/month premium are filtered out. The weights are 80 premium/10 deductible/10 customer satisfaction. Each state will need a winner (the first listed) as well as 5 additional plans that will be listed in the table below the winner summary.

Table Name: ins_health_state_pdp_bestcheap

(Table omitted)

[Publisher: Tip Component with {{3BestOverall}} Logo]

Example [here](#).

Title: Top Pick

- ~75 words discussing the plan listed in the “Best Low-Cost Drug Plans” sheet from (Organization Name) as the best cheap option in the state.
- Please discuss a few details about the plan and the company. This information could be found by reviewing their website and plan information.
 - Briefly mention any noteworthy benefits of the plan or highlights of the company.
 - You could also reference the datasheet for additional details/talking points.
- Please also include:
 - Score.
 - Customer satisfaction (CMS) score.
 - Estimated monthly premium.
- Example:
 - *We found that the best affordable prescription drug plan in Alabama is the SilverScript SmartRx plan offered by Aetna. This plan has a very reasonable monthly premium of about \$7 per month, coupled with an above-average customer satisfaction score of 3.5.*

The SilverScript SmartRx plan is a good option for those who don't take many medications or who are happy with generic drugs.

[Publisher: End Tip Component]

- ~50 words mentioning that while the plan listed in the “Best Low-Cost Drug Plans” sheet offered the best balance between the components studied, there are other low-cost options in the state.
- Consider the chart below (introduce the chart below).

H6 Title: Best Cheap Prescription Drug Plans in {{STATE}}

Data Note: For Best Cheap, the plans above a \$40/month premium are filtered out (the weights are 80 premium/10 deductible/10 customer satisfaction). First place will be written about above, the next 5 will be displayed in the table below.

Table Omitted.

H2: Highest Consumer Satisfaction Drug Plan

Subnav: Highest Customer Satisfaction

- ~75 words explaining the CMS customer satisfaction scale.
 - Rated 1–5 with 5 being the highest satisfaction.
 - Drug plans are rated on numerous measures pertaining to customer service, consumer complaints, member experiences and pricing.
- Since cost plays a role in consumer satisfaction, the score for quality/satisfaction (which is separate from the CMS score) is factored in this element.
 - However, the emphasis was weighted heavily on the customer satisfaction/CMS score.

Data Note: Each state will have a Best Customer Satisfaction section. The weights are 10 premium/ 10 deductible / 80 customer satisfaction.

Table name: ins_health_state_pdp_bestcsl

Table Omitted.

[Publisher: White Tip Component with {{4BestOverall}} Logo]

Example [here](#).

Title: Top Pick

- ~75 words discussing the company offering the best overall plan listed in the “Highest Customer Satisfaction” sheet and the plan itself.
- From your own research, mention some pros/cons of the plan or the company.
- Please also:
 - Mention score.
 - Mention customer service/CMS score.
 - Mention monthly premium.

[Publisher: End Tip Component]

[Publisher: Full-Width Quote Widget]

H2: How to Choose the Best Medicare Part D Plans for You

Subnav: How to Choose

- ~25–50 words introducing the topic.
- 25–50 words for each step (please expand on each numbered point but include any information provided).

[Publisher: Steps Component]

1. Review Plan Formulary
 - a. To review a plan’s list of covered drugs in advance, you can visit the specific plan’s website or use the [Medicare.gov](#) plan finder.
 - b. Keep an eye out for plan changes.

- i. Formularies change often, but the insurance company will send a notification when they do.
2. Calculate Plan Costs
 - a. Look at the monthly premium, deductible and other costs, such as the plan's copay and co-insurance.
 - b. Cost-sharing details are provided in the plan's copay tiers.
3. Find an In-Network Pharmacy
 - a. In-network pharmacies should provide cheaper prescriptions. Ensure your preferred pharmacies are included in the plan's network. If your pharmacy isn't in-network, consider switching to one that is.
4. Read Customer Service Ratings
 - a. Medicare.gov's tool provides CMS star ratings. These ratings are based on several measures that encompass customer service, consumer complaints, member experiences and pricing.

H2: Medicare Part D Frequently Asked Questions

Subnav: Medicare Part D FAQs

- About 50 words introducing the FAQs.
- About 50–75 words per question (please rewrite the answers, including the information mentioned).
 - Suggestions of how to answer the questions are in italics.

What does Medicare Part D cover?

- *Prescription drugs...*

Who is eligible for Medicare Part D?

- *Anyone who is eligible for Medicare and already has Parts A and B.*

When can I enroll for Medicare Part D?

- *Initial Enrollment Period (during the three months before, the month of and three months after you turn 65 years old).*
- *Open Enrollment Period (October 15 to December 7).*
- *Medicare Advantage Open Enrollment Period (January 1 to March 31).*

What drugs are covered by Medicare Part D?

- *Reference the tier system.*

How much is Medicare Part D in {{STATE}}?

- *Reference premium costs.*

What is the best Medicare Part D plan for 2022 in {{STATE}}?

Author:
Editor:

- *Reference our top pick.*

Sources

Please include sources in this format:

Author or Publication Name. "Article Title." Date Accessed.

[Publisher: Tip Component, Shaded (Basically just a colored box - example)]

Editorial Disclosure: Opinions, reviews, analyses and recommendations are those of the author and are current at the time of publication.

[Publisher: End Component]