



MEDICARE ADVANTAGE PLANS

Be armed for the future with a powerful analytics and clinical workflow platform tailored for Medicare Advantage Plans

Medicare Advantage plans must deliver value beyond price in today's highly competitive and rapidly shifting MA market. That means robust utilization and care management, deep member experience features, best-in-class risk stratification capabilities, and health data management capabilities for continuous innovation.

Payers must make strategic investments now to stabilize and grow their MA business in the long term. Initiatives include:

Improve Star Ratings

Leverage data analytics to pinpoint and address specific areas requiring improvement.

Invest in Technology to Boost Efficiency

Harness data fluidity and automated workflows to streamline operations, reduce administrative burdens, and enhance patient care delivery.

Focus on Clinical Measures

Enhance care coordination among both providers and members while continuously monitoring and improving clinical performance.

Further Value-Based Care

Utilize data to track patient progress, gain provider alignment, and enable timely adjustments to care plans - optimizing both clinical outcomes and cost-efficiency.

Increase Member Engagement

Cater to individual member needs and preferences by utilizing digital platforms to facilitate ongoing interaction and feedback.

MA by the numbers:

- MA enrollment is expected to reach **35.7 million** in 2025, or approximately **51%** of all people enrolled in Medicare.
- Annual growth in MA membership is expected to slow from over **8%** in 2022 to about **3%** in 2031.
- MA rates declined **1.12%** in 2024, marking the first decline since 2015 and translating to a loss of **\$150** per member per year.
- In 2023, **72%** of MA members were enrolled in plans with Star ratings of four or more, down from **90%** of members in 2022.
- Nearly **90%** of Star measures have improved in population-wide performance since 2014.

Sources: CMS.gov, 2024; McKinsey & Company, 2024; KKF 2024

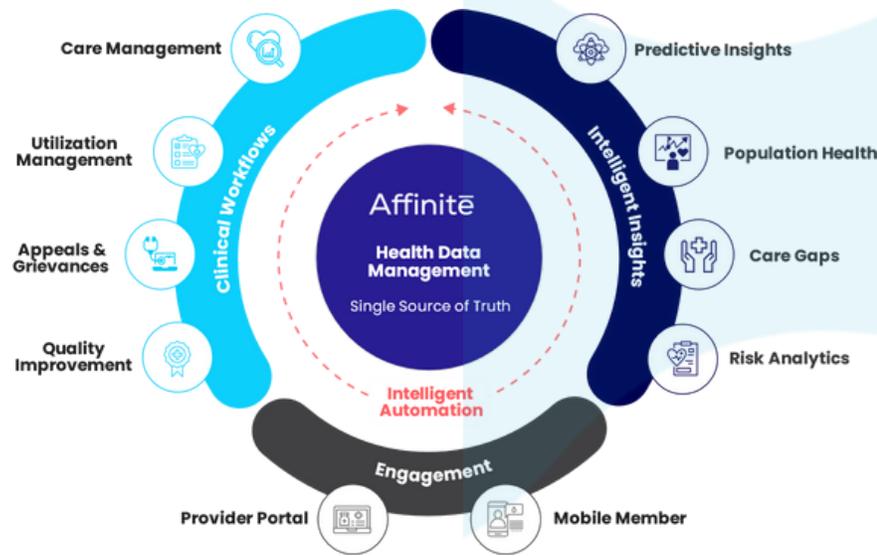
"The strategic decisions MA plans make NOW will determine their ability to compete and succeed as the market faces more disruption."

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Leverage a robust, AI-driven analytics platform with intelligent automation for precise and personalized member care

WITH AFFINITĒ, MA PLANS CAN:

- Unsilos data across the enterprise with a **unified member view** for true interdisciplinary member management.
- Leverage **predictive analytics and data science** for preemptive identification and stratification of members with rising risk.
- **Automate UM** with an end-to-end, AI-driven solution nationally recognized by Gartner for Intelligent Prior Authorization (iPA).
- Strategically **prepare for compliance with CMS-0057-F** including adopting advanced technologies and enhancing data management.
- **Streamline clinical workflows** with an advanced rules engine for fully automated routing of members to CM work queues for next best action.
- Align with the latest Star Rating Measures with a **HEDIS certified vendor** and advanced care gap analytics.



Realize all the power of a high-end enterprise data management solution, customized for the growing, innovative MA plan.

Affinitē in Use:

Our client, a leading regional health plan, wanted to improve outcomes and reduce costs for both mental and physical health. Specifically, they wanted to:

- Identify their high-risk populations and provide a 360-degree view of members.
- Risk stratify their member population for specific actionable interventions.
- Provide more timely insight into care gaps and push gaps to CRSPs, members, and caregivers.

31.5%
average improvement across all behavioral health measures

600%
largest single measure increase

86.6%
of measures achieved positive increases

After one year of using Affinitē to stratify, segment, pinpoint actionable interventions for members, the plan was able to realize improvements across 13 of the 15 measures.

Measures included: ADD, AMM, APM, APP, BCS, CBP, CCS, FUH, FUM, IET, PCR, SAA, SMD, SPR, SSD