

# The All-in-One Administration and Performance Solution



Rapidly and affordably launch, scale and manage your Medicare Advantage health plans. An end-to-end solution that provides a unified experience across shopping, enrollment, premium billing and payments, beneficiary and broker management, and advanced analytics for plan performance.

## Medicare Advantage: High Growth, Complex Market

Medicare Advantage (MA) plans now cover a majority of Medicare beneficiaries, and is expected to cover almost 2/3 by 2033. Coupled with an aging population, the opportunity can't be overlooked.

But neither can health plans like yourself overlook the challenges.

- **Regulatory:** Decreases in MA reimbursement, and limits on premium increases and prescription drug pricing, are pressuring profitability. Plans are looking to improve operational efficiencies, and find proactive data solutions to improve STAR ratings, reimbursements, and downstream member satisfaction as measured via CAHPS scores.
- **Sustainability:** A high bar for member experience is set by the National Committee for Quality Assurance (NCQA). With up to 15% of MA members churning after their first year and 50% within 5, health plans need to increase focus on what combination of pathways lead to better outcomes, member loyalty, and cost savings for plan and member alike.
- **Personas:** MA has different needs than ACA or commercial plans. There are significant sub-segment differences (65-70, 71-75, 76-80, 80+...).

## We'll handle the complexity, so you can capitalize on the opportunity

With Softheon Medicare Advantage Cloud solution, you get a robust, proven technology platform, and a strategic partner that can help you become more nimble, and stay ahead of the curve. And Medicare Advantage Cloud is fully integrated with Softheon Marketplace Cloud, our ACA solution to support a unified exchange experience. So you can leverage our extensive experience and technology leadership in Commercial and Government-sponsored lines of business, including ACA QHPs, Dental, Vision, Group, ICHRA, and more.

## We'll handle the complexity, so you can capitalize on the opportunity (continued)



- **End-to-End:** our platform includes everything you need, from plan selection, eligibility, enrollment, "zero premium" and premium billing, payments, beneficiary, broker communications, broker management, and more.
- **Plan Performance:** advanced analytics, AI and data integration help you understand your beneficiaries' behavior and plan performance. And in turn, develop actionable insights to continuously improve plan design and operations, and positively impact health outcomes.
- **Deliver a Great Experience:** with self-service portals, Brokers, Administrators, and Beneficiaries get a unified, consistent experience. Combined with plan performance insights, you can improve STAR and CAHPS survey ratings, health outcomes, and ultimately improve plan sustainability.

To learn more about how to improve Medicare Advantage member experience and plan operations, contact our team today.

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