

## Medicare Advantage strategic planning tool

### Competing in the Medicare Advantage market

The Medicare Advantage (MA) competitive landscape is constantly changing. Every year new MA plans are being introduced to the market and existing plans are penetrating new markets through service area expansions. It is now more important than ever for health plans to stay informed on the changes occurring in the market.

Furthermore, prospective Medicare eligible enrollees have more coverage options than ever before. It is crucial that health plans are monitoring their competitors to ensure their plan design remains attractive in the marketplace.

### How Optum Advisory Services can help

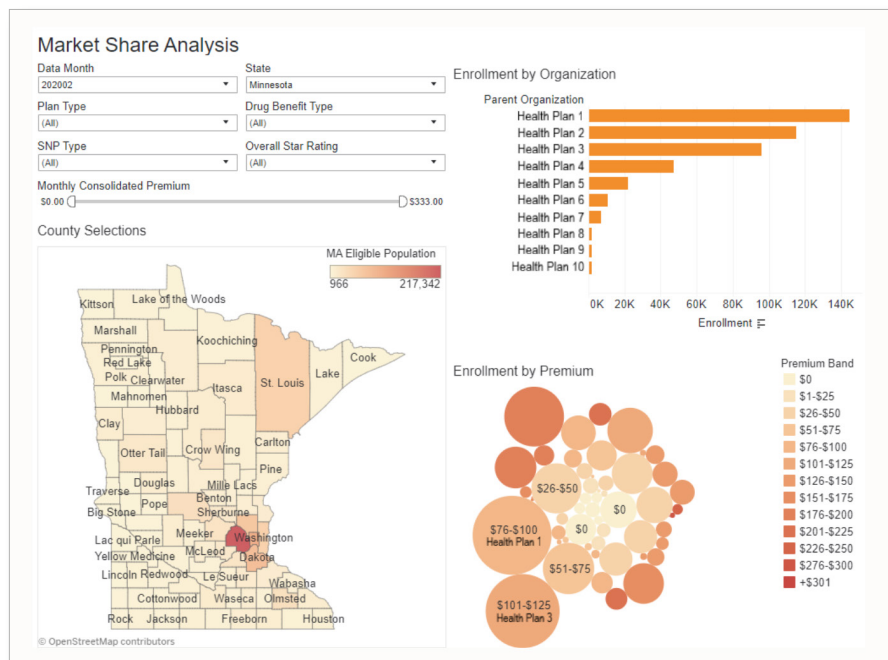
Keeping up with benefit and service area changes in the marketplace can be challenging. The Optum® Medicare Advantage strategic planning tool has been engineered from the ground up to highlight key market insights for plan leaders facing tough decisions about the strategic direction their plan should take.

The intuitive and easily accessible web-based user interface allows analysts and executives alike to spend less time searching and more time making crucial decisions in developing member acquisition strategy.

The tool as shown below enables the user to gather information at a glance related to number of competitors, plan offerings, plan designs, enrollment pattern, member premiums.

### Key questions leaders are asking themselves today:

- Who are my competitors?
- Which plans are gaining market share?
- How do our benefits compare to the competition?
- How are our benefits perceived by the member?
- What is the market demanding?
- What supplemental benefits does a plan need to offer to gain market share?
- What information do we need in order to initiate discussions around: distribution strategies, service area, plan design and formulary design.



## Our insights

### Market share analysis

Identify MA and Part D market size and growth.

### Enrollment trends

Evaluate which plans are growing and why.

### Service area changes

Identify plans that are expanding service areas.

### Benefit comparison

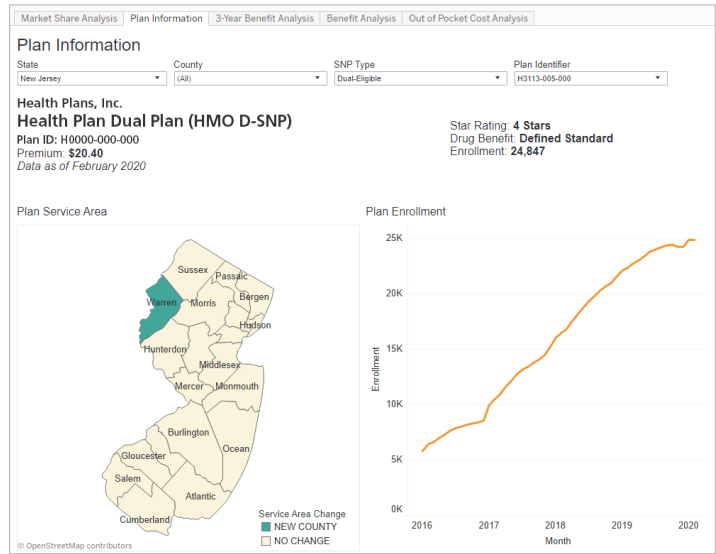
Analyze Medicare Plan Finder positioning.

### Out-of-pocket cost comparison

Evaluate plan designs for target population.

### Plan premium comparison

Compare benchmarking of premiums vs. benefits offered.



## Meet our experts



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## Learn how Optum Advisory Services can help you determine and reach your organization's goals



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