Transform your AEP Materials Preparation Processes to Scale Your Medicare Advantage Plans

Presented By:

Sohail Malik, *VP of Healthcare Solutions* – **Messagepoint**

THE RISE ASSOCIATION

messagepoint®

THE RISE ASSOCIATION

We are a network of health care professionals addressing the challenges posed by the emerging landscape of value-based care and government health care reform.

OUR MISSION

Our mission is to provide a community for like-minded professionals to come together for networking, education, and industry collaboration to stay ahead and advance their careers.

ONE ASSOCIATION
THREE COMMUNITIES

QUALITY & REVENUE
COMMUNITY

MEDICARE
MEMBER ACQUISITION & EXPERIENCE
COMMUNITY

SDoH
COMMUNITY

LEARN MORE AT THE RISEHEALTH.ORG/MEMBERSHIP

Discussion Board

Dashboard   Log out

Select your community   Quality & Revenue

Search posts   SEARCH

Risk Adjustment   SEE ALL

Post	Replies
July 15, 2021 Meeting Notes: HCC Coding User Group #3 started by Tracy Anderson 10 days ago	22
Current Trends and Topics: What keeps you up at night? started by Marina Adamsky 14 days ago	8
Strategies for RADV Audit Success with a Remote Team started by Tim Hart 29 days ago	4

NEW POST

Quality & Stars   SEE ALL

Post	Replies
Breaking news: CMS finalizes telehealth, ESRD changes to Medicare Advantage started by Ilene MacDonald 440 days ago	2
The impact of COVID-19 on Quality and Stars started by Ilene MacDonald 489 days ago	12

ASK YOUR QUESTIONS IN OUR DISCUSSION BOARD

Agenda

- Complex Landscape of Medicare Advantage Market

- Current Approaches to Medicare Materials Management

- Best Practices for Medicare Communications Management

Medicare Advantage Communications

Annual Enrollment Period for Medicare (Oct 15 - Dec 7)

*The Annual Enrollment Period (**AEP**) is when **Medicare** beneficiaries can add, change, or drop their **Medicare** Part D or **Medicare Advantage** plan coverage for the next year.*

Medicare Communications need to be ready before AEP

CMS requires that different Medicare communications are ready and available for the existing and prospective Medicare beneficiaries through print & digital channels.

To meet the CMS quality requirements

CMS has stringent requirements to ensure that all the Medicare communications adhere to CMS guidelines for content, data accuracy and layout requirements.

Medicare materials are complex

Medicare materials support the business

COMPLIANCE MATERIALS

MARKETING MATERIALS

PRE & POST KIT MATERIALS

Adhere to CMS / Compliance Requirements

Effectively provide plan information / awareness

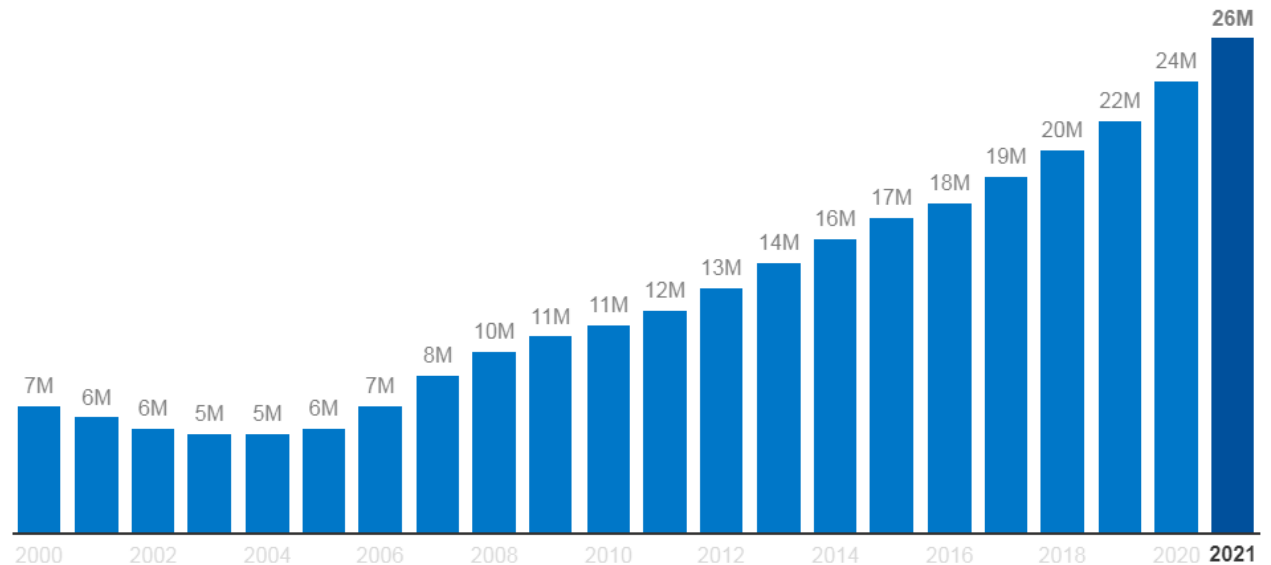Support business growth

THE RISE ASSOCIATION

messagepoint®

Medicare Advantage – Complex Landscape

- The Medicare Advantage market is growing

- Increasing complexity, diversity & niche Marketing

- CMS keeps things interesting with annual AEP updates

- COVID-19 hasn't made it any easier to manage plans

THE RISE ASSOCIATION

messagepoint®

The Medicare Advantage market is growing!

- Medicare Advantage membership doubled in the last 10 years.

Medicare Advantage – Enrollment 2000 – 2021
(in Millions)

7M 6M 6M 5M 5M 6M 7M 8M 10M 11M 11M 12M 13M 14M 16M 17M 18M 19M 20M 22M 24M 26M

2000 2002 2004 2006 2008 2010 2012 2014 2016 2018 2020 **2021**

Above citations are taken from https://www.kff.org. KFF is a non-profit organization providing trusted, independent information on national health issues through policy analysis, polling and survey research, and journalism.

The Medicare Advantage market is growing!

- Medicare Advantage membership doubled in the last 10 years.

- In 2021, there are more Medicare Advantage plans available than in any other year.

Medicare Advantage – Plans by Plan Type
20210 - 2021
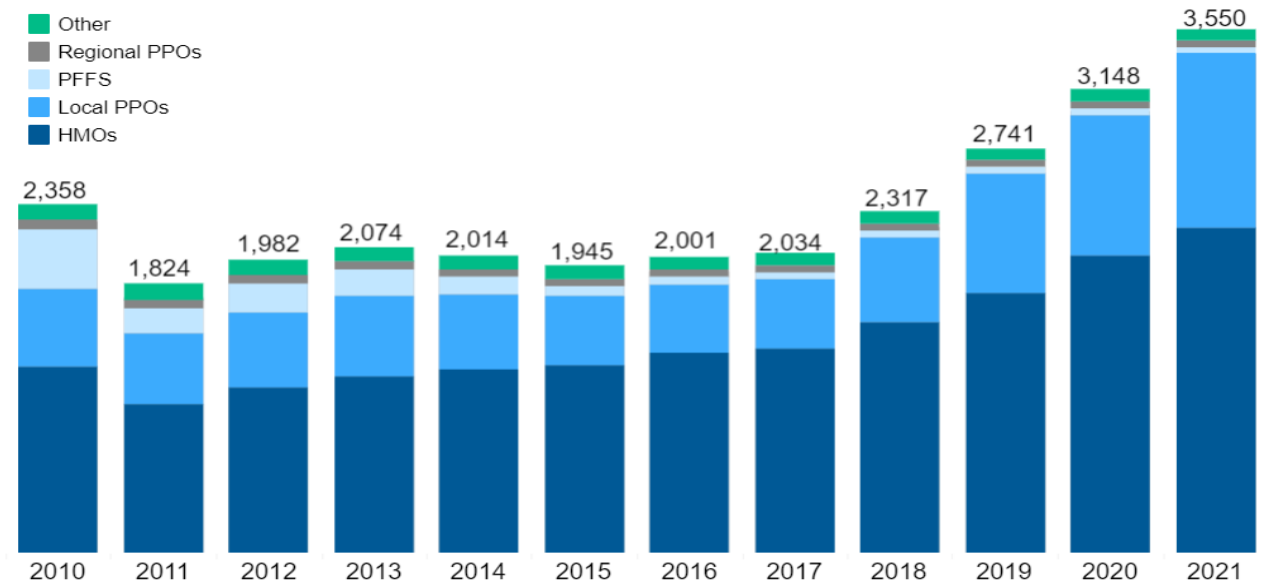
Legend:
- Other
- Regional PPOs
- PFFS
- Local PPOs
- HMOs

2010: 2,358
2011: 1,824
2012: 1,982
2013: 2,074
2014: 2,014
2015: 1,945
2016: 2,001
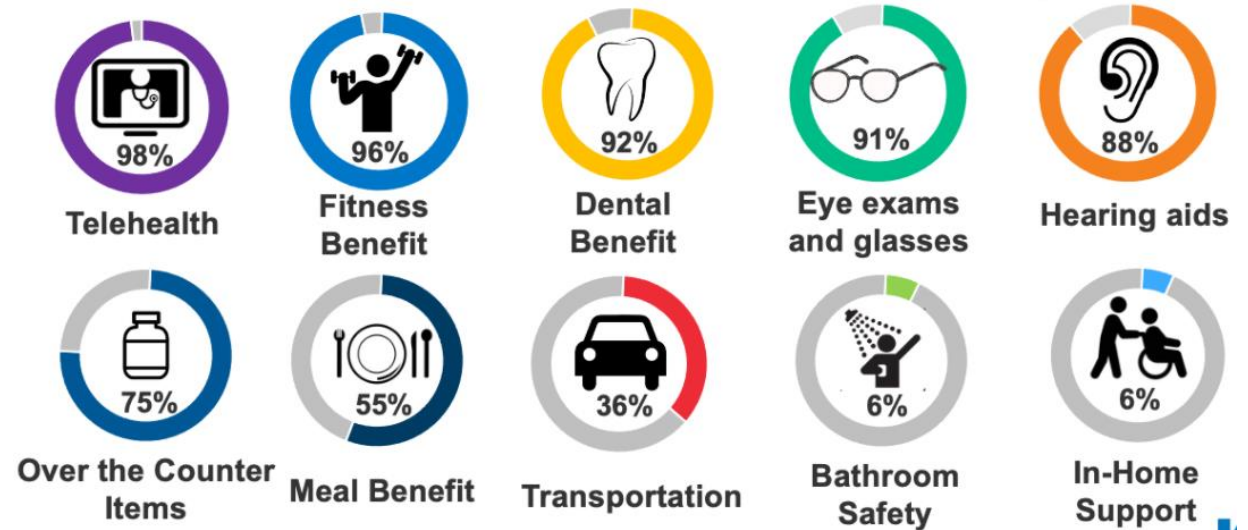2017: 2,034
2018: 2,317
2019: 2,741
2020: 3,148
2021: 3,550

Above citations are taken from https://www.kff.org. KFF is a non-profit organization providing trusted, independent information on national health issues through policy analysis, polling and survey research, and journalism.

The Medicare Advantage market is growing!

- Medicare Advantage membership doubled in the last 10 years.

- In 2021, there are more Medicare Advantage plans available than in any other year.

- **Average Medicare beneficiary has access to 33 Medicare Advantage plans in 2021.**

Medicare Advantage – Average number of available plans
2010 - 2021

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
	31	19	20	20	18	18	19	19	21	24	28	33
Metro counties	33	20	22	22	20	20	21	21	23	26	31	36
Non-metro counties	21	12	13	13	11	10	11	11	12	14	16	20

Above citations are taken from https://www.kff.org. KFF is a non-profit organization providing trusted, independent information on national health issues through policy analysis, polling and survey research, and journalism.

Increasing complexity, diversity & niche Marketing

- **Growth of Supplemental Benefits in last 2-3 years**
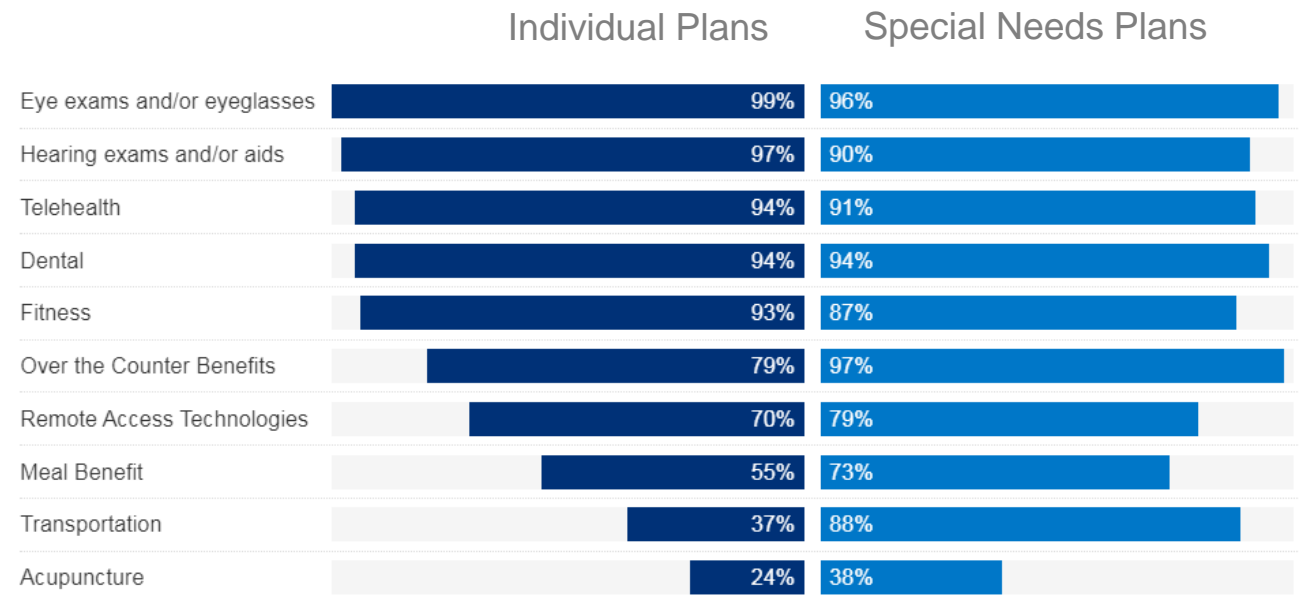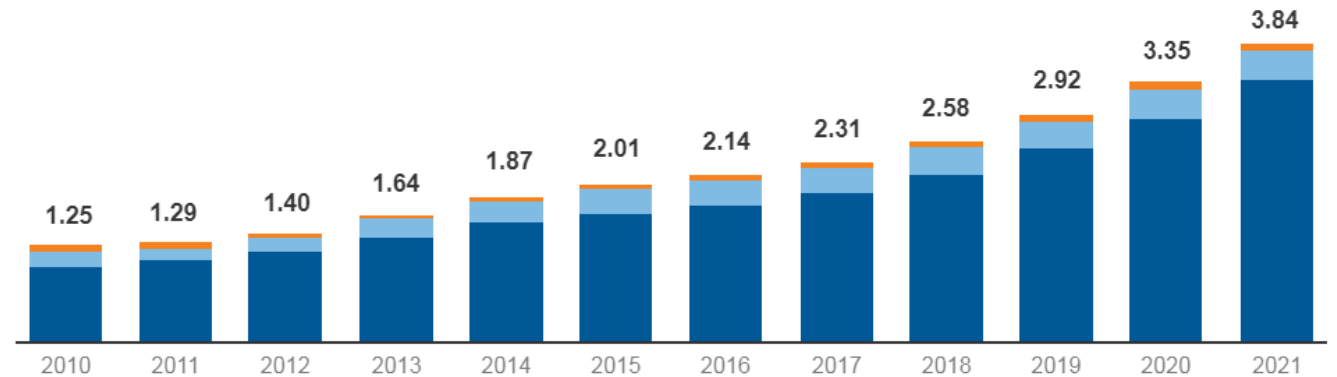
Supplemental Benefits in 2019

72% Fitness Benefit
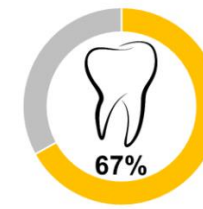
67% Dental Benefit
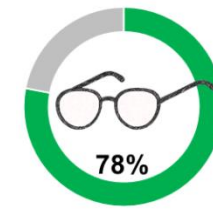
78% Eye exams or glasses

Above citations are taken from https://www.kff.org. KFF is a non-profit organization providing trusted, independent information on national health issues through policy analysis, polling and survey research, and journalism.

Increasing complexity, diversity & niche Marketing

- **Growth of Supplemental Benefits in last 2-3 years**

Supplemental Benefits in 2021

|				
98% Telehealth	96% Fitness Benefit	92% Dental Benefit	91% Eye exams and glasses	88% Hearing aids
75% Over the Counter Items	55% Meal Benefit	36% Transportation	6% Bathroom Safety	6% In-Home Support

Above citations are taken from https://www.kff.org. KFF is a non-profit organization providing trusted, independent information on national health issues through policy analysis, polling and survey research, and journalism.

Increasingcomplexity, diversity & niche Marketing

- Growth of Supplemental Benefits in last 2-3 years

- **Innovation of Benefits across different Plan Types**

Extra Benefits across Plan Types in 2021

	Individual Plans	Special Needs Plans
Eye exams and/or eyeglasses	99%	96%
Hearing exams and/or aids	97%	90%
Telehealth	94%	91%
Dental	94%	94%
Fitness	93%	87%
Over the Counter Benefits	79%	97%
Remote Access Technologies	70%	79%
Meal Benefit	55%	73%
Transportation	37%	88%
Acupuncture	24%	38%

Above citations are taken from https://www.kff.org. KFF is a non-profit organization providing trusted, independent information on national health issues through policy analysis, polling and survey research, and journalism.

Increasing complexity, diversity & niche Marketing

- Growth of Supplemental Benefits in last 2-3 years

- Innovation of Benefits across different Plan Types

- **DSNP plan membership is growing**

Medicare Advantage – Beneficiaries in SNP Plans
20210 – 2021 (In Millions)

■ Dual Eligible Special Needs Plans (D-SNPs) ■ Chronic or Disabling Conditions (C-SNPs) ■ Institutional (I-SNPs)

Year	Value
2010	1.25
2011	1.29
2012	1.40
2013	1.64
2014	1.87
2015	2.01
2016	2.14
2017	2.31
2018	2.58
2019	2.92
2020	3.35
2021	3.84

Above citations are taken from https://www.kff.org. KFF is a non-profit organization providing trusted, independent information on national health issues through policy analysis, polling and survey research, and journalism.

Increasing complexity, diversity & niche Marketing

- Growth of Supplemental Benefits in last 2-3 years

- Innovation of Benefits across different Plan Types

- DSNP plan membership is growing

- **COVID-19 has changed the member needs & expectations**

Medicare Advantage – Impact of COVID-19 Pandemic
2021 (%age)

Legend: ■ Yes ■ No ■ Don't Know
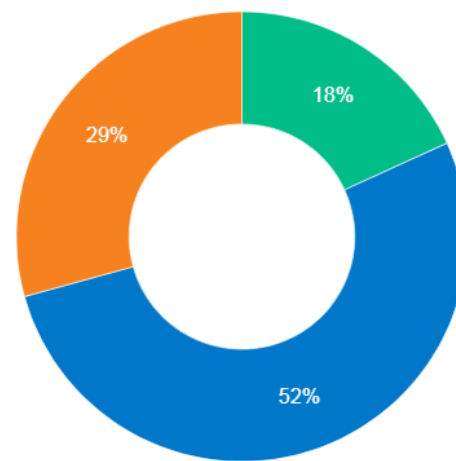
Did Your Usual Provider Offer Telehealth Before COVID-19?
- 18% (Yes)
- 52% (No)
- 29% (Don't Know)
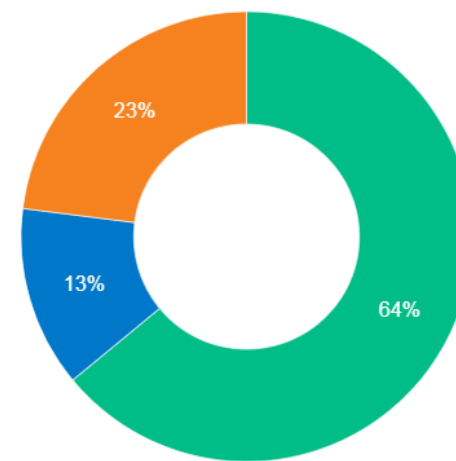
Does Your Usual Provider Currently Offer Telehealth?
- 64% (Yes)
- 13% (No)
- 23% (Don't Know)

Above citations are taken from https://www.kff.org. KFF is a non-profit organization providing trusted, independent information on national health issues through policy analysis, polling and survey research, and journalism.

CMS keeps things interesting with annual AEP updates

- **VBID SSBCI Updates**

- **Senior Saver Model**

- **DSNP Look-a-like Plans**

- **Alternate Text Language**

THE RISE
ASSOCIATION

messagepoint®

COVID-19 hasn't made it any easier to manage plans

- **Remote teams & work**

- **Requirement capture**

- **QA process**

- **Work Tracking**

- **Information Sharing**

Poll Question - 1

Today's focus is how to scale and grow while managing risk

GROWTH   RISK

Today's focus is how to scale and grow while managing risk

Our focus is on materials management processes and how your approach helps or hinders those processes

GROWTH   RISK

Key challenges with
very real business impact

Timelines

**Work
Completion**

**Quality of
Materials**

**User
Fatigue**

**Lack of planning
& visibility**

**Membership
Growth**

4 Main Approaches to Managing Materials

Office Productivity
& Design Tools

Outsourced to Service
Provider

Document
Management Tools
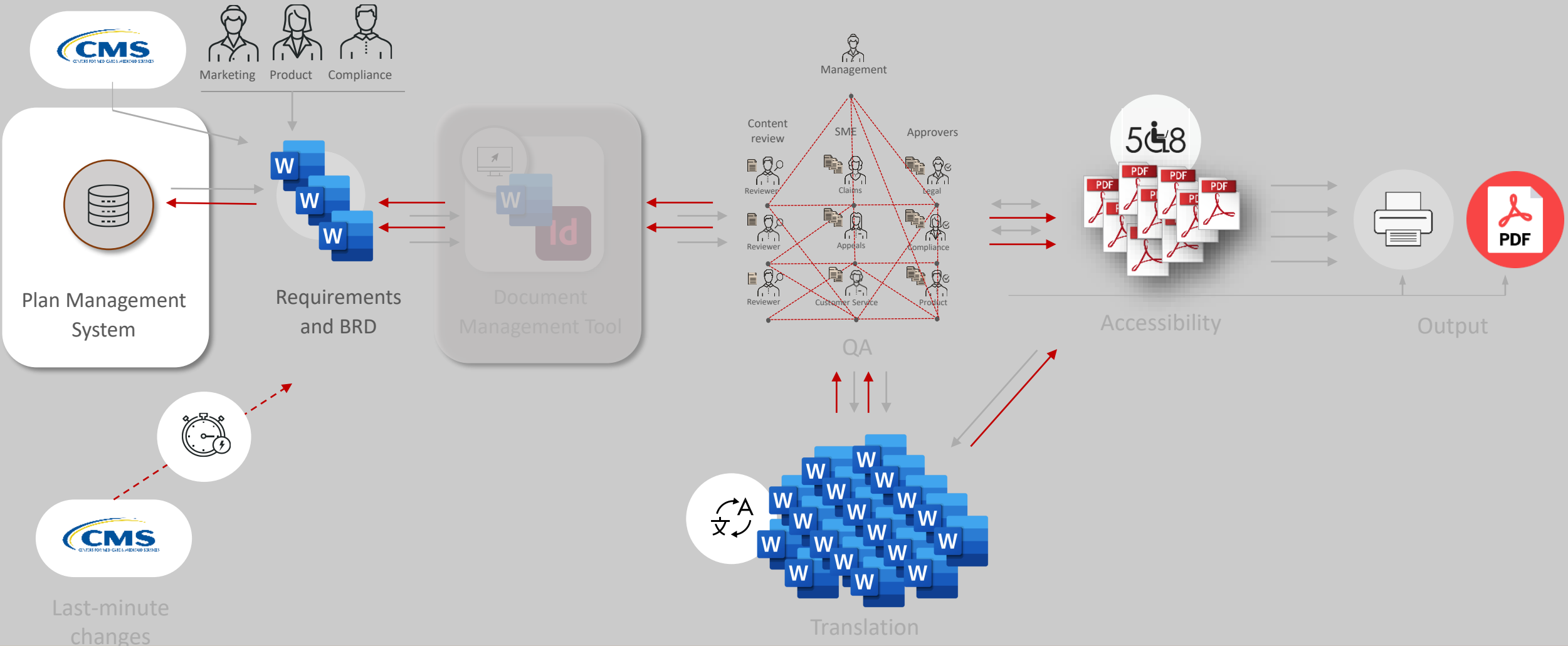
Health Plan
Management Software

THE RISE
ASSOCIATION

messagepoint®

Office Productivity & Design Tools

Plan Data

Desktop Publishing

Last-minute changes

Marketing Product Compliance

Management

Content review SME Approvers

Reviewer Claims Legal

Reviewer Appeals Compliance

Reviewer Customer Service Product

QA

Translation

Accessibility

Output

messagepoint®
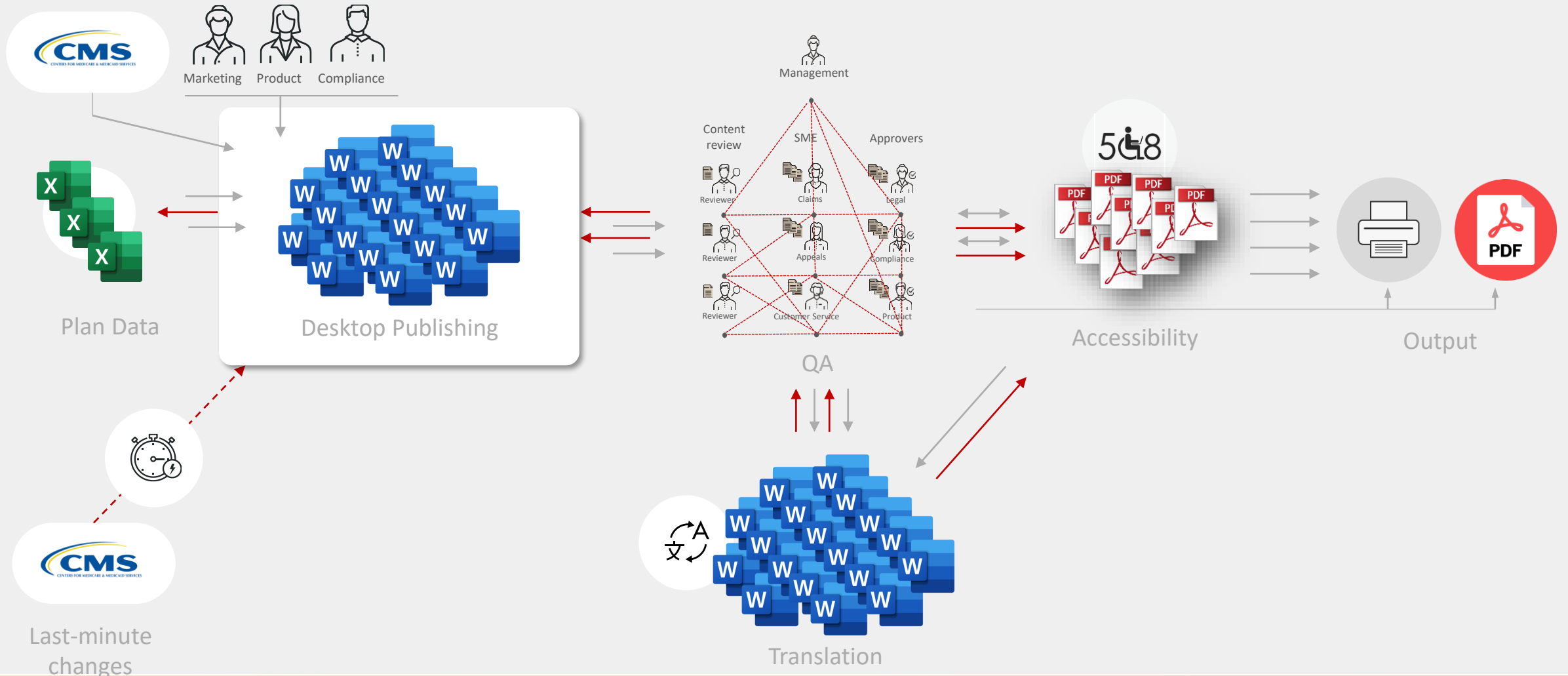
Office Productivity & Design Tools

PROS

- Minimal training to enable teams to leverage the tools

CONS

- Content and data managed seperately for each plan version

- Deadlines at risk due to intensive manual processes

- Multiple sources of data / XLS files

- Manual QA processes

- Manual Translation & 508c Remediation

- Last minute CMS changes may require major rework

messagepoint®

4 Main Approaches to Managing Materials

Office Productivity
& Design Tools

Outsourced to Service
Provider

Document
Management Tools

Health Plan
Management Software

Outsourced to Service Provider

Plan Data

Requirements and BRD

Vendor Implementation

Marketing Product Compliance

Management

Content review SME Approvers

Reviewer Claims Legal

Reviewer Appeals Compliance

Reviewer Customer Service Product

QA

Accessibility

Output

Last-minute changes

Translation

THE RISE ASSOCIATION

messagepoint®
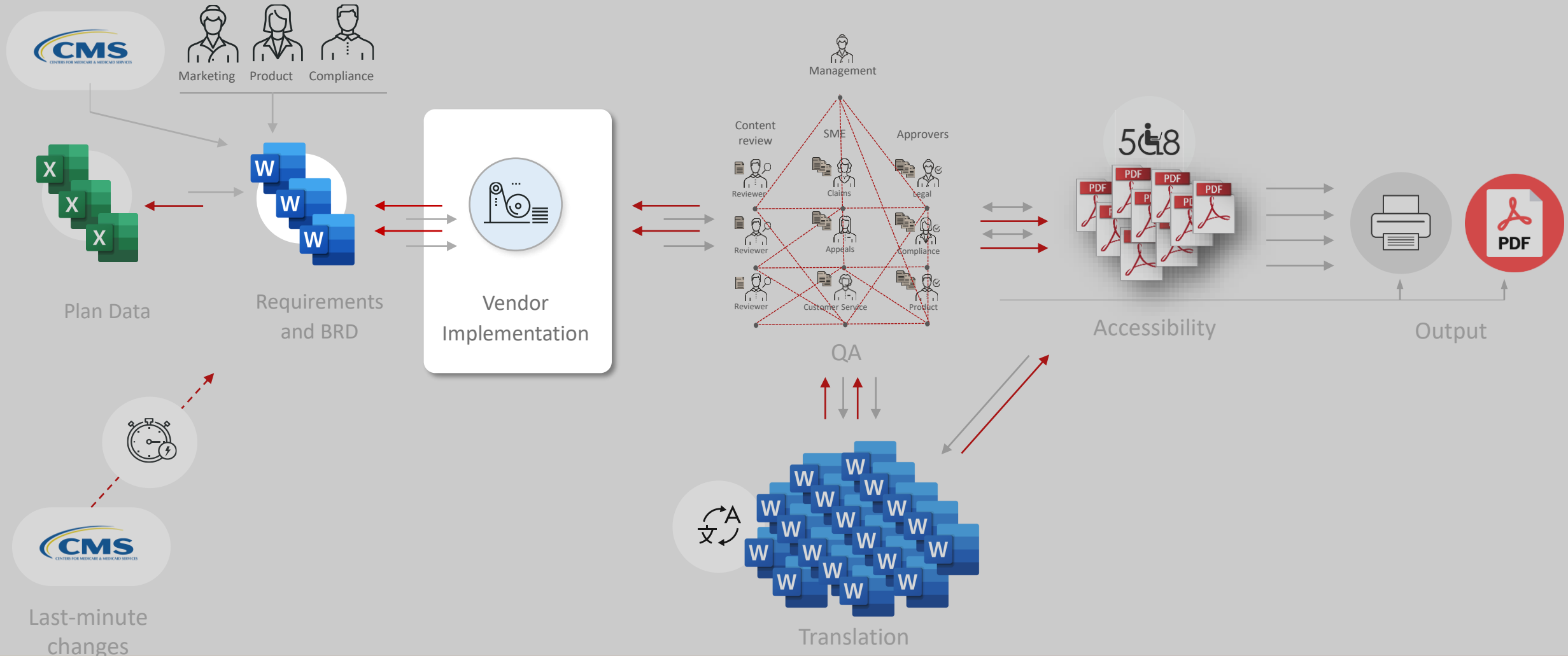
Outsourced to Service Provider
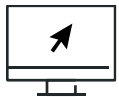
PROS

- Implementation work is managed by external vendor

CONS

- Complete dependence on the external vendor

- No visibility & tracking and competing resource pool

- Changes can cause significant delay

- Multiple sources of truth / XLS files

- QA Review and Change Management is very tedious

- Manual Translation & 508c Remediation

- High cost

4 Main Approaches to Managing Materials

Office Productivity
& Design Tools

Outsourced to Service
Provider

Document
Management Tools

Health Plan
Management Software

Document Management
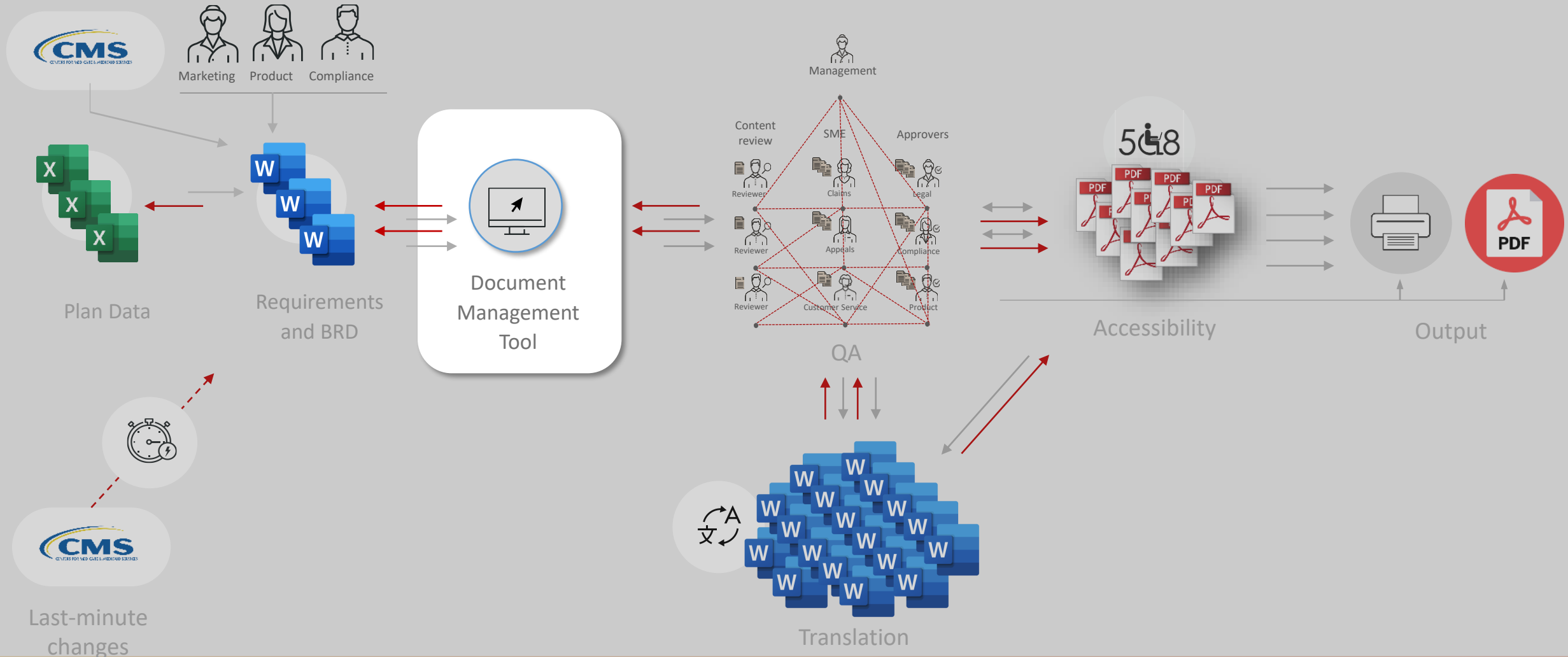
Document Management
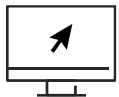
PROS

- MAO are in control of the implementation, timelines and quality of materials.

CONS

- Requires initial implementation.

- Ease of use and Change Management.

- Dependence on training & support plan.

- Multiple sources of truth/ XLS files

- QA Review and the Change Management is tedious

- Manual translation & 508c remediation

- Last minute CMS changes may require major rework

4 Main Approaches to Managing Materials

Office Productivity
& Design Tools

Outsourced to Service
Provider

Document
Management Tools

Health Plan
Management Software

Health plan Management Software

Marketing   Product   Compliance

Plan Management System

Requirements and BRD

Document Management Tool

Management

Content review   SME   Approvers

Reviewer   Claims   Legal

Reviewer   Appeals   Compliance

Reviewer   Customer Service   Product

QA

Accessibility

Output

Last-minute changes

Translation

THE RISE ASSOCIATION

messagepoint®

Health Plan Management Software

Pros

- Ability to set up and configure plan-benefit offerings for each plan

- Single source of truth for plan data and benefits

Cons

- Main focus of the solution is on plan data management

- Lacking in Document Automation capabilities

- QA Review and the Change Management is tedious

- Manual translation & 508c remediation

- Last minute CMS changes may require major rework

- High cost solution

messagepoint®

Poll Question - 2

messagepoint®

Best practices
for managing plan materials

THE RISE
ASSOCIATION

messagepoint®

1 – Develop a single source of truth for plan benefit data

CURRENT STATE

Filing

Quality of materials

Timelines

Work Completion

messagepoint®

1 – Develop a single source of truth for plan benefit data

BEST PRACTICE
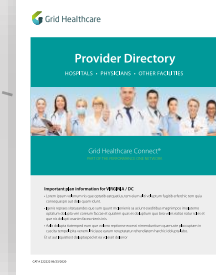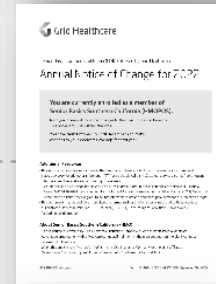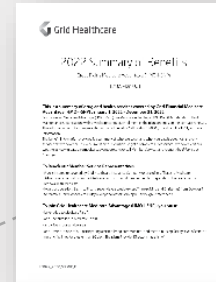
- ✓ Consistency
- ✓ Automated updates
- ✓ Leverage data to drive content

2 – Establish Plan Profile Information for non-PBP benefit information
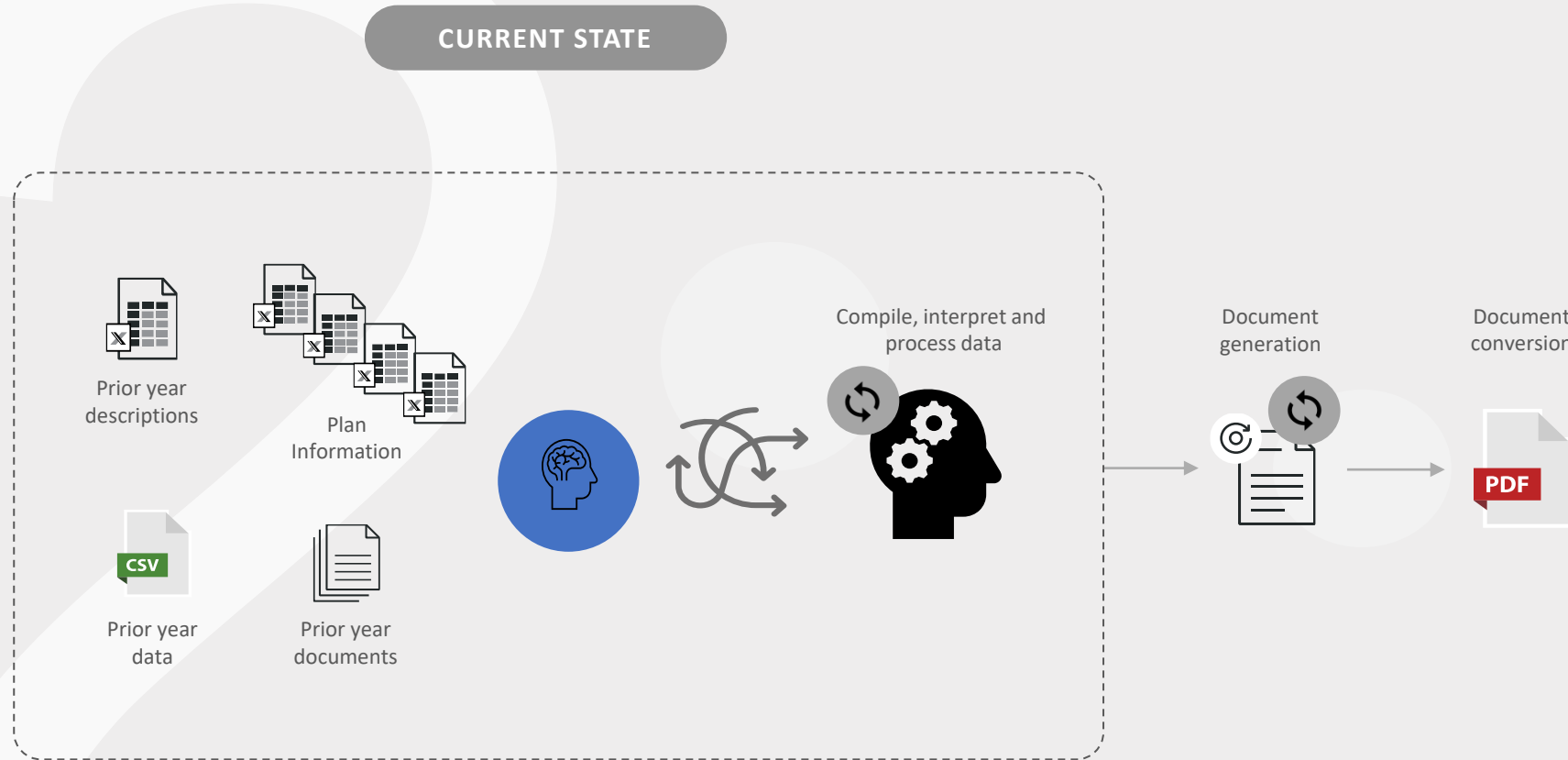
CURRENT STATE

Prior year descriptions

Plan Information

Prior year data

Prior year documents

Compile, interpret and process data

Document generation

Document conversion

PDF

Quality of materials

Timelines

Work Completion

THE RISE ASSOCIATION

messagepoint®

2 – Establish Plan Profile Information for non-PBP benefit information

BEST PRACTICE

Plan Profile Data

- ✓ Non-PBP Data
- ✓ Contact Information
- ✓ D-SNP Plans Data Exception

Document generation

Document conversion

3 - Leverage Pre-built Templates to drive efficiency and accuracy

CURRENT STATE

TOC

Section 1

Chapter 1

Benefit & Change Tables

Timelines

Quality of materials

User Fatigue

THE RISE ASSOCIATION

messagepoint®

3 - Leverage Pre-built Templates to drive efficiency and accuracy

BEST PRACTICE
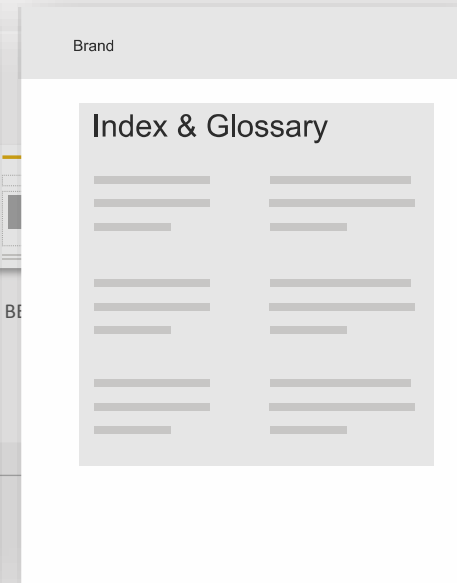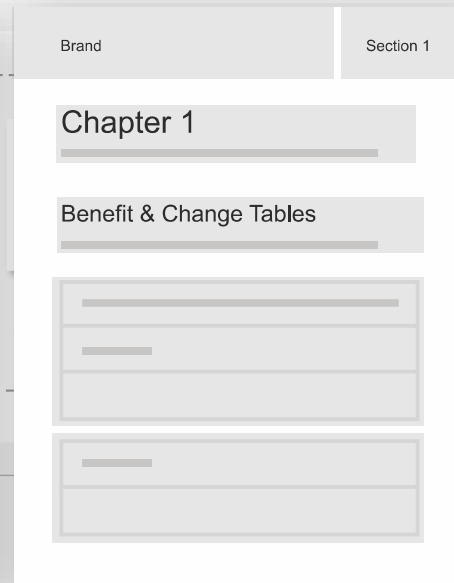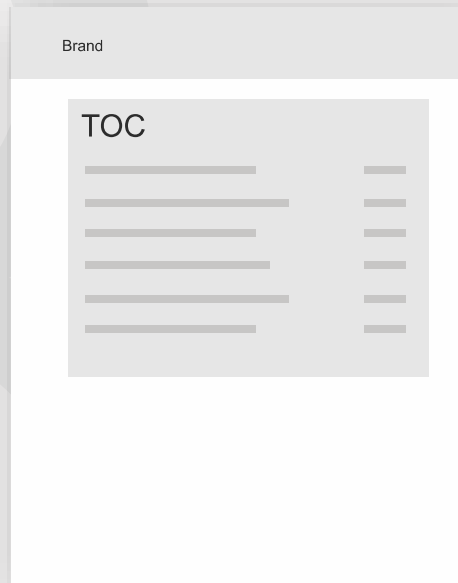
TOC

Chapter 1

Benefit & Change Tables

Index & Glossary

t templates

built components like:

PLAN N
EOC

THE RISE
ASSOCIATION

messagepoint®

4 - Take a modular content management approach

CURRENT STATE

ANOC

EOC

SB

Timelines

User Fatigue

Membership Growth

THE RISE ASSOCIATION

messagepoint®

4 - Take a modular content management approach

BEST PRACTICE

Reusable Content Objects

ANOC

SB

EOC

- ✓ Real-time proofing
- ✓ Business Rules
- ✓ Ease of Use
- ✓ Content versioning
- ✓ Audit trail / tracking
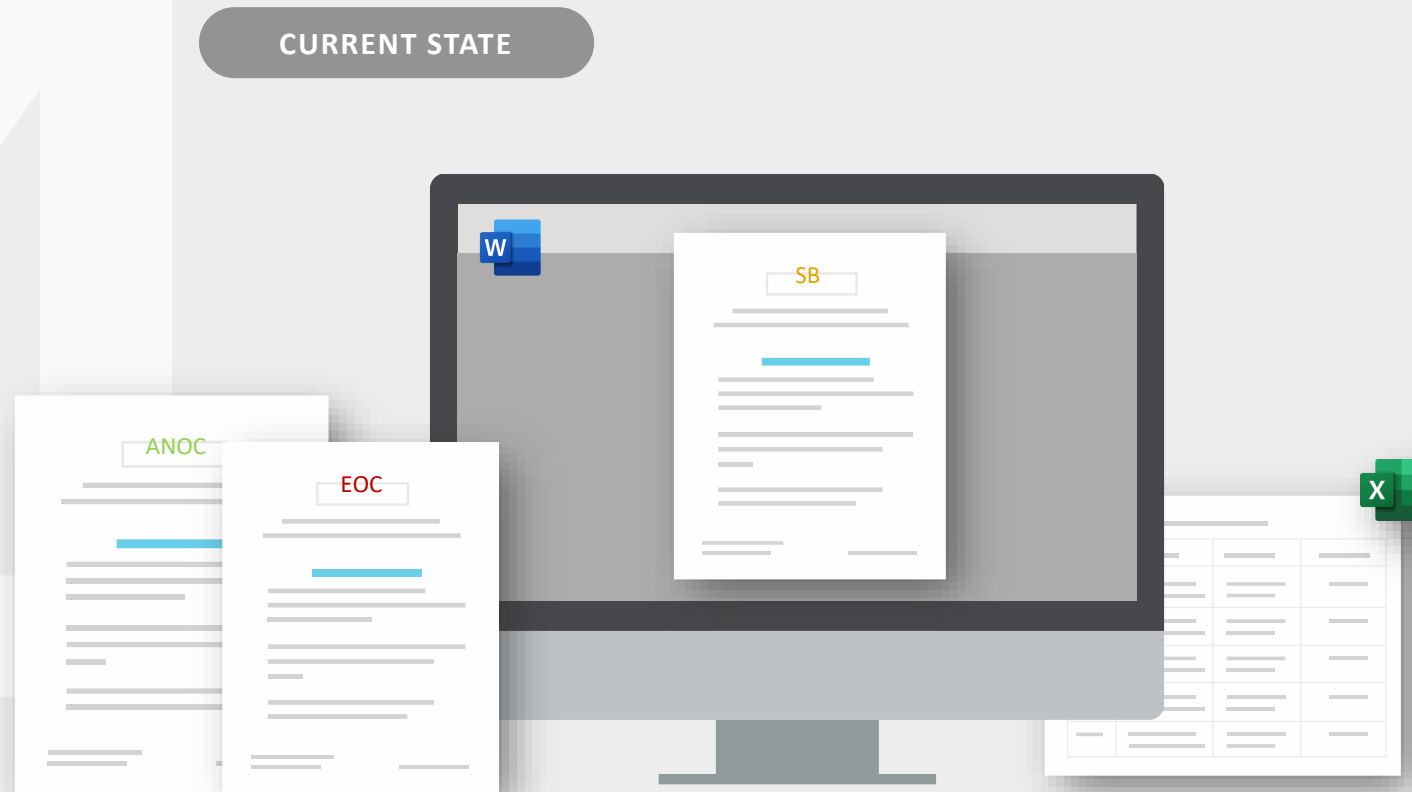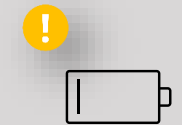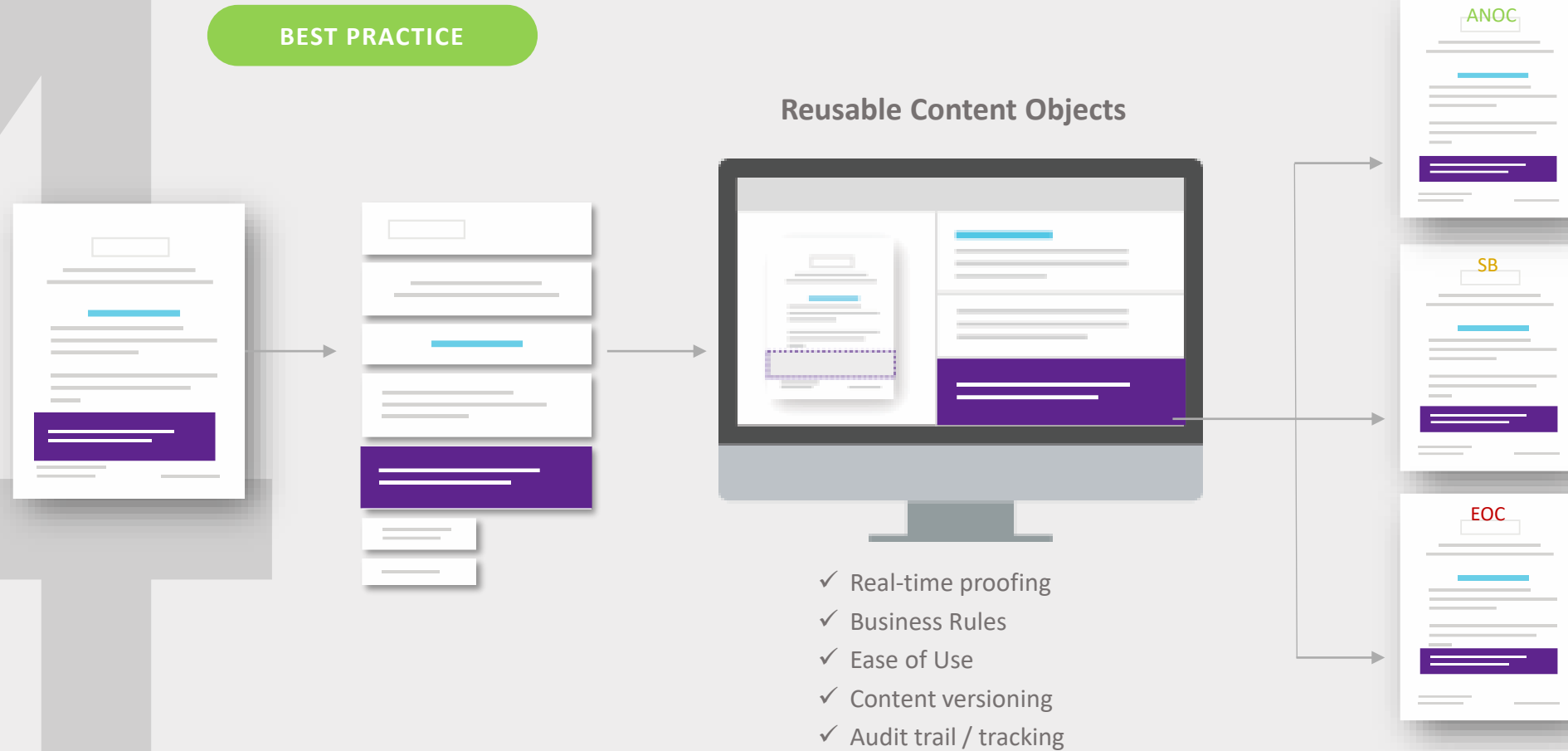
5 – Pre-configured Benefit Scenarios to handle different filling options

CURRENT STATE

Plan A

Plan B

Plan C

Cost-share

Periodicity

Number of visits

Maximum Benefit Amount

Timelines
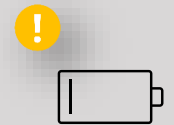
User Fatigue

Membership Growth

messagepoint®

5 - Pre-configured Benefit Scenarios to handle different filling options

BEST PRACTICE

Scenario 1

Maximum Benefit Amount

Scenario 2

Maximum Benefit Amount

Scenario 3

Maximum Benefit Amount

Business Rules

Periodicity

Number of visits
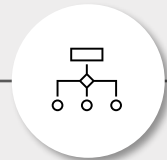
Maximum Benefit Amount
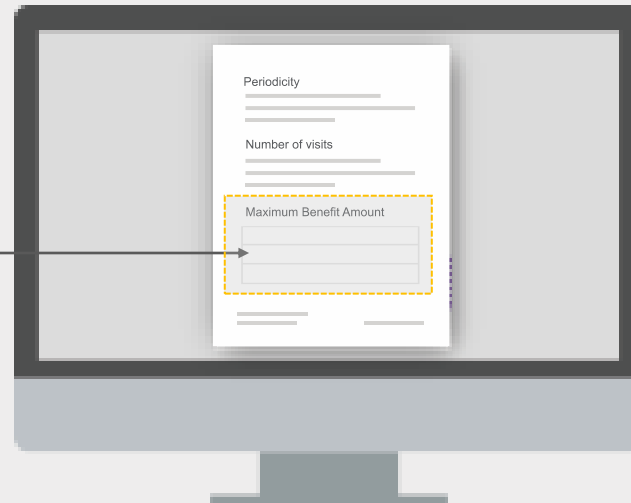
Pre-configuration candidates:

- ✓ Cost-Share
- ✓ Periodicity
- ✓ Number of Visits
- ✓ Fully Covered
- ✓ Maximum Benefit Amounts

6 - Enable Collaboration across multiple business units in the organization.
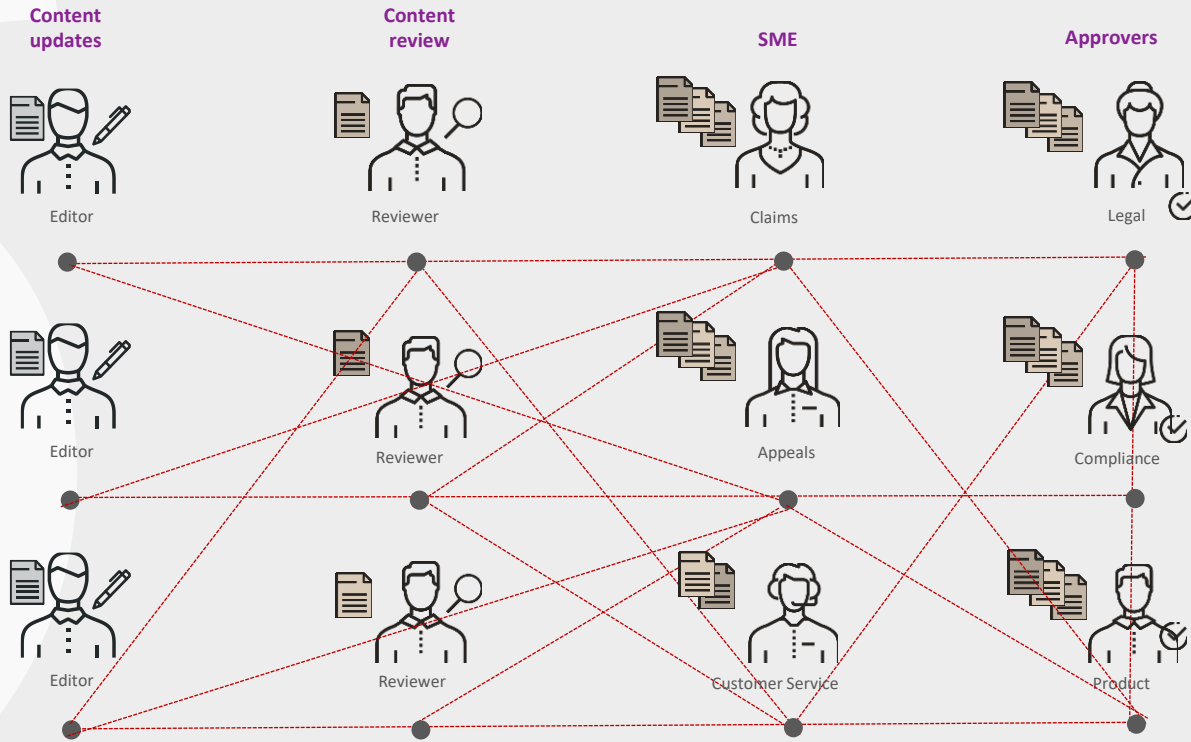
6 - Enable Collaboration across multiple business units in the organization.

BEST PRACTICE

EDIT

COMMENT

Content Editors

SMEs

COMPARE /
ANNOTATE

APPROVE

Content Reviewers

Approvers
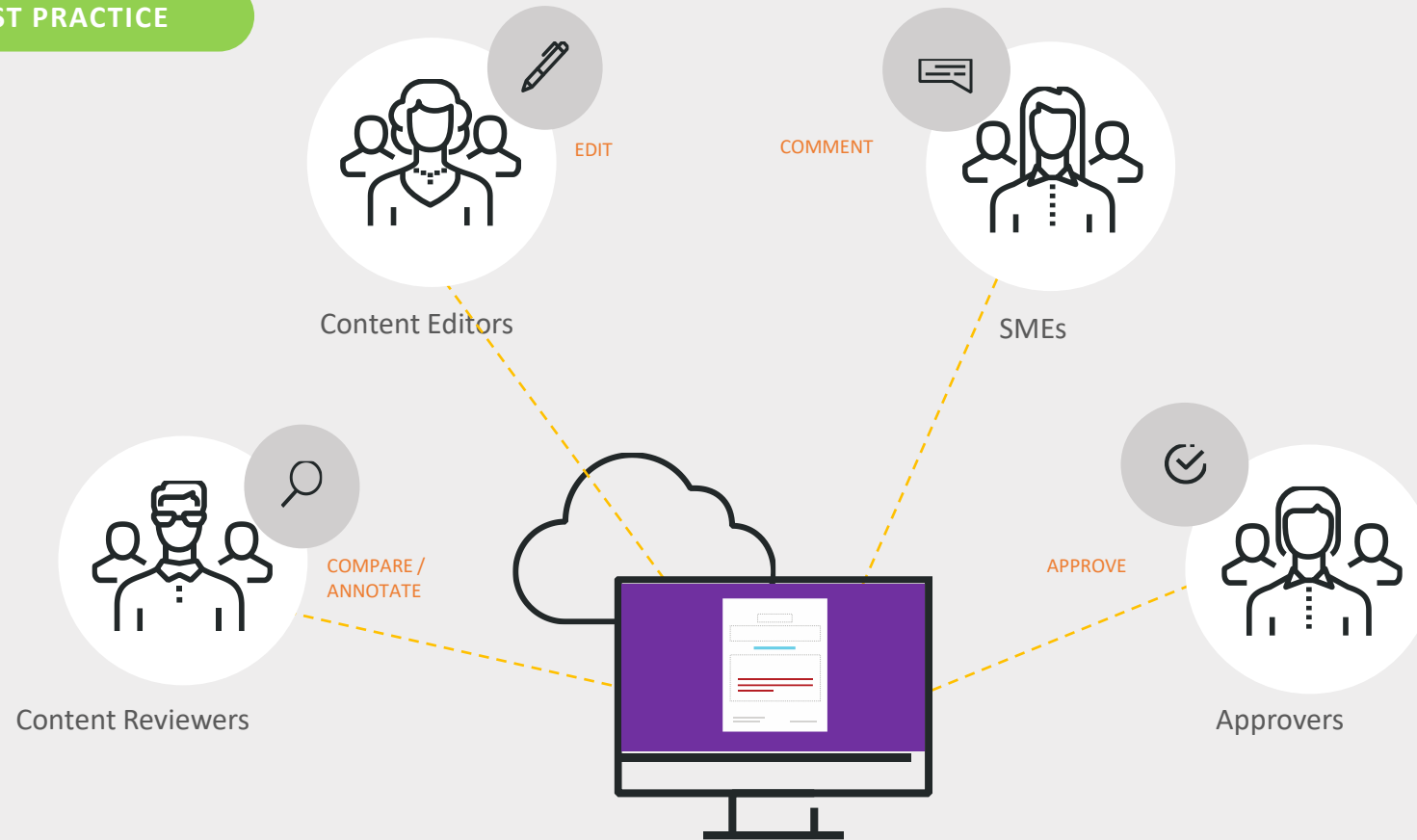
7 - Leverage automated reporting to increase visibility and control

CURRENT STATE

Leadership

Content updates

Content review

SME

Approvers

Editor

Reviewer

Claims

Legal

Editor

Reviewer

Appeals

Compliance

Editor

Reviewer

Customer Service

Product
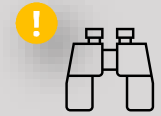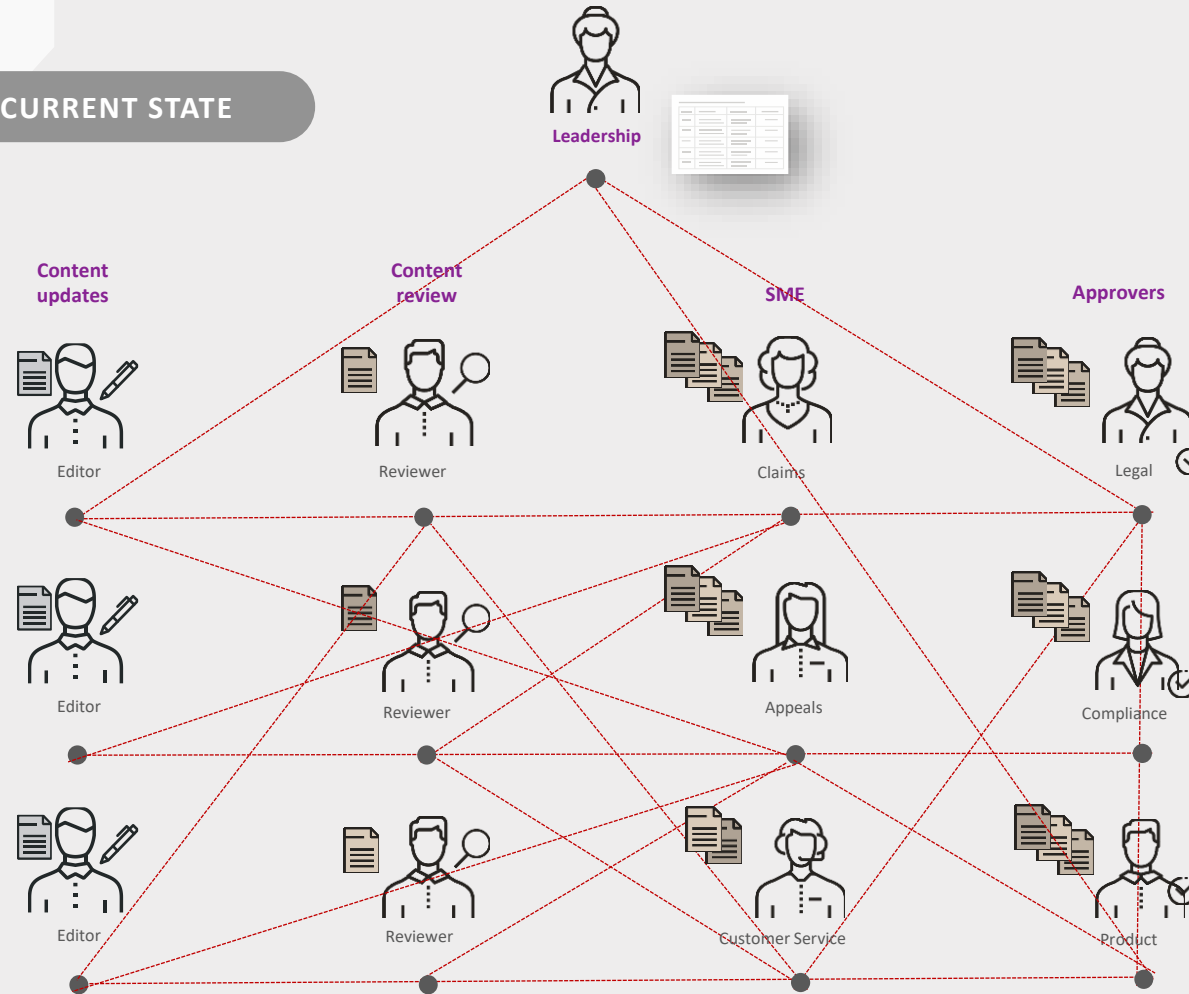
Lack of planning & visibility

Work Completion

Membership Growth

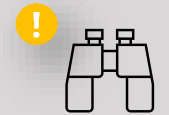# 7 - Leverage automated reporting to increase visibility and control

BEST PRACTICE

DASHBOARD

Leadership

Content Editors

SMEs

Content Reviewers

Approvers
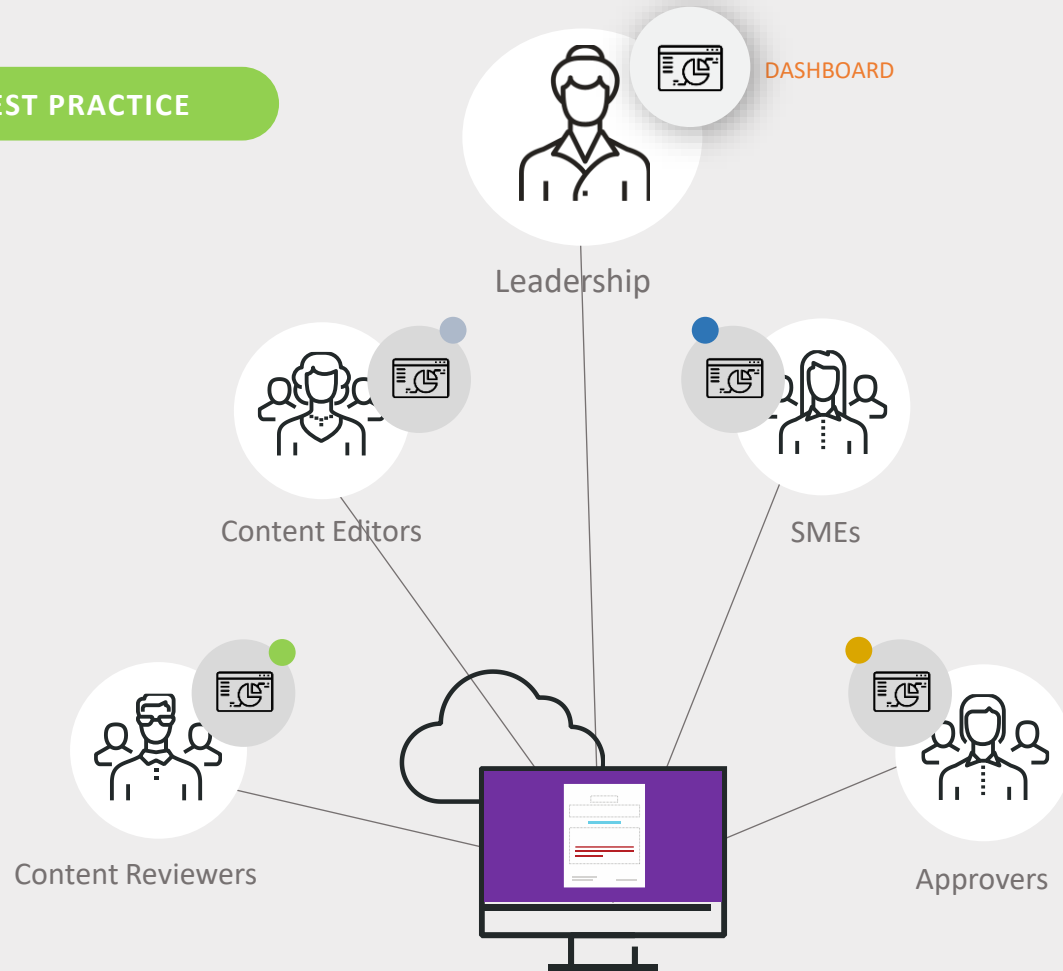
✓ Real-time information

✓ Role based access

✓ Custom / Configurable

✓ Online vs. Downloadable

THE RISE
ASSOCIATION

messagepoint®

8 - Don't treat translation & accessibility like it's an after-thought

CURRENT STATE

Finalized Documents

Vendor Translated Individually

Accessibility Vendor (request-based)

5 U8

Changes?

Process repeats

Timelines

Lack of planning & visibility

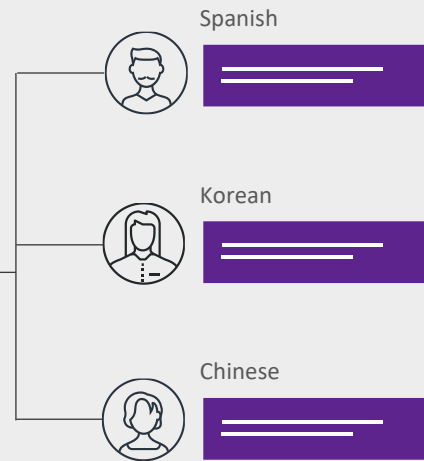Membership Growth

THE RISE ASSOCIATION

messagepoint®

8 - Don't treat translation & accessibility like it's an after-thought

BEST PRACTICE

Content component change
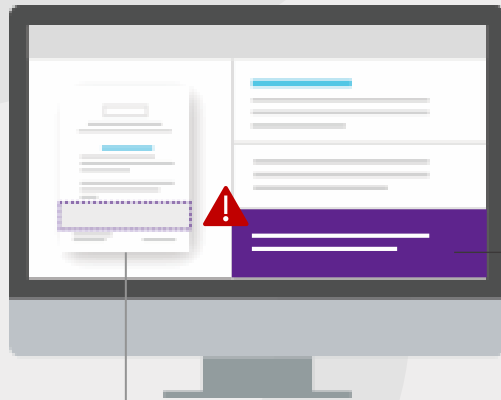
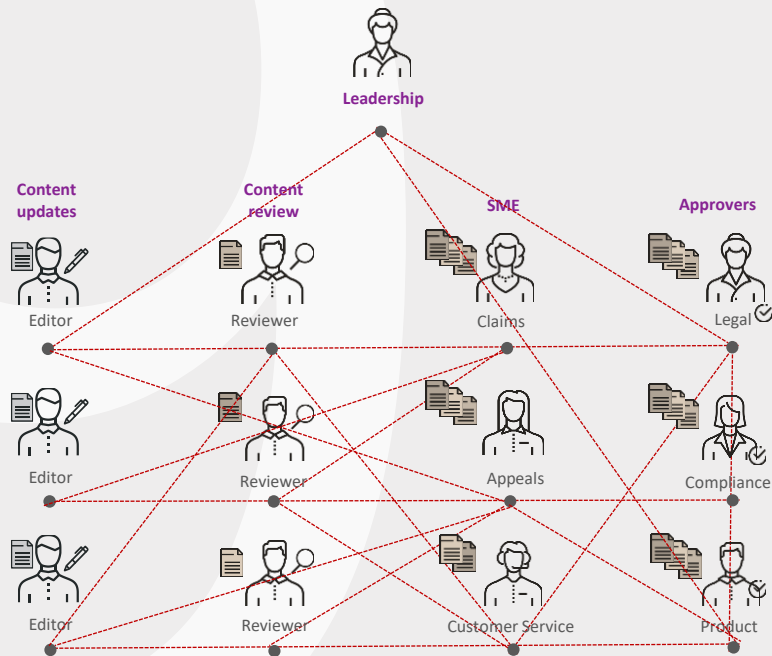Automatically triggers
translation workflow step

Spanish

Korean

Chinese

System automatically generates
508c and large print output

508

LARGE
PRINT
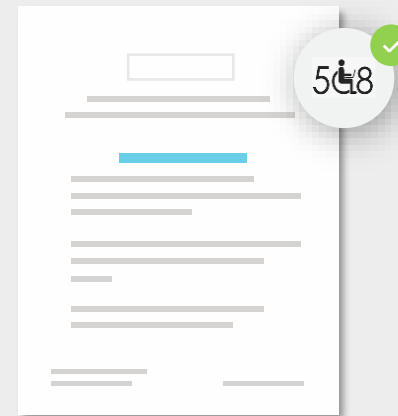
9 – To meet accuracy requirements, a structured QA Process is required

CURRENT STATE

Leadership

Content updates
Editor
Editor
Editor

Content review
Reviewer
Reviewer
Reviewer

SME
Claims
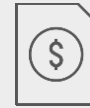Appeals
Customer Service

Approvers
Legal
Compliance
Product

⚠️ The Dangers

Errata

Fines

Ratings Impact

Selling Restricted

$500K - $2M

Amount organizations report setting aside to cover CMS penalties

Timelines

Quality of materials

Membership Growth

THE RISE ASSOCIATION

messagepoint®

10 – Establish a Center of Excellence that oversees a unified process

10 – Establish a Center of Excellence that oversees a unified process

BEST PRACTICE

1 — 2 — 3

Single, unified process

Reusable data

Reusable content

Center of Excellence

messagepoint®
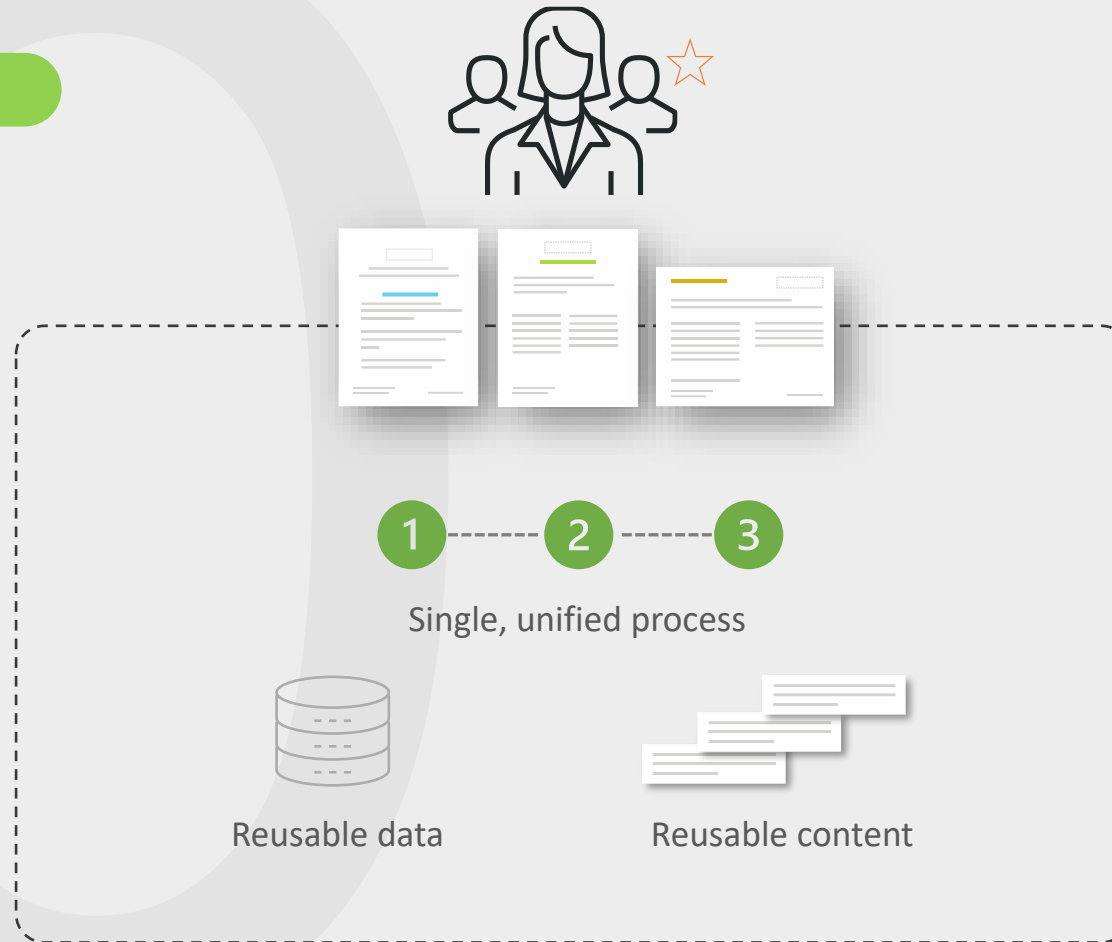
10 best practices for managing plan materials

1. Develop a single source of truth for plan benefit data

2. Establish Plan Profile Information for non-PBP benefit information

3. Leverage Pre-built Templates to drive efficiency and accuracy

4. Take a modular content management approach

5. Pre-configured Benefit Scenarios to handle different filling options

6. Enable Collaboration across multiple business units in the organization

7. Leverage automated reporting to increase visibility and control

8. Don't treat translation & accessibility like it's an after-thought

9. To meet accuracy requirements, a structured QA Process is required

10. Establish a Center of Excellence that oversees a unified process

THE RISE ASSOCIATION

messagepoint®

10 best practices for managing plan materials

Dashboard

Plan & Benefit Data → Layout/ Template → Content → Business Rules → QA Process → Translation & Accessibility → Delivery Channels

THE RISE ASSOCIATION

messagepoint®

Our focus was exploring how to scale while managing risk

GROWTH

RISK

Results of implementing best practices

✓ **Deadlines Met**

✓ **Work Completed**

✓ **Improvement in Quality**

✓ **No user Fatigue**

✓ **Adequate Planning & Visibility**

✓ **Business Growth**

Center of Excellence

Scalability and Growth

EFFICIENCY   CONTROL

Poll Question - 3

Healthcare Touchpoint Exchange

Purpose-Built Medicare Plan Materials Platform

SaaS-Based Automation for Member Communications

- Dynamically generate Medicare mandated & Marketing materials

- Ensure accuracy with PBP integration

- Accelerate QA: comparison, annotation, and issue tracking

- Generate 508C PDFs

- Automatically generate Spanish documents

Questions?

For more information

Visit www.messagepoint.com/healthcare or

contact us at info@messagepoint.com

THANK YOU

THE RISE
ASSOCIATION

messagepoint®