Your 2026 Medicare Advantage Product Design Playbook

The landscape for Medicare Advantage product design is changing rapidly. Are you ready?

This practical guide highlights key insights from top sessions featured at the Medicare Product Design Master Class--at the Grand Hyatt San Antonio River Walk--directly addressing your core challenges.

Take Action Now

Use this playbook as your roadmap to ensure your Medicare Advantage products are strategically positioned, compliant, innovative, and ready for success in 2026 and beyond.

View Full Agenda

Navigating New Regulatory Realities

▸ Session	▸ Why You Need This
Regulations, Politics, Compliance, and the Future of Product Design	Learn strategies for balancing CMS compliance, stricter audits, and evolving rules like V28, Part D reform, and supplemental benefits to ensure your products pass CMS review and thrive.

Innovating After VBID Sunset

▸ Session	▸ Why You Need This
Designing Without a Net in the Post-VBID Era	Without VBID, you need new methods for benefit flexibility and targeted compliance. Discover how leading plans adapt by restructuring core benefits like SSBCI, DSNP, and PACE to stay competitive and audit-proof.

Optimizing Your Benefit Portfolio

▸ Session	▸ Why You Need This
Learn Strategies to Pivot, Calibrate and Reposition Your Plan's Offerings	Identify profitable benefits, recalibrate based on market intelligence, and ensure your offerings withstand scrutiny. Get best practices for becoming a market leader rather than a follower.

Leveraging AI Responsibly

▸ Session	▸ Why You Need This
Evolving Product Design through the Strategic Use of AI	Implement AI safely for targeted benefit design and member engagement, ensuring you stay innovative while meeting compliance standards and maintaining member trust and accessibility.

Transforming Supplemental Benefits

▸ Session	▸ Why You Need This
Designing Supplemental Benefits That Empower the Aging Population and Deliver Results	Design supplemental benefits aligned with measurable outcomes, addressing social drivers of health, reducing ER visits, and enhancing member retention through strategic vendor partnerships and compliant reporting.

Preparing Vendors for Heightened Scrutiny

▸ Session	▸ Why You Need This
Preparing Vendors for the New Era of Technology and Reporting	Equip your vendors to meet today's stricter compliance expectations. Get actionable checklists for aligning internal teams and vendor processes to ensure your plan withstands rigorous CMS audits and long-term scrutiny.

Group Rates Are Available

To register, contact Jean Hartnett at **704.341.2390** or **jhartnett@risehealth.org**