

From Insights → to Impact



HIGHLIGHTS FROM

RISE WEST

— 2025 —



RISE West 2025, the most anticipated annual event for Medicare Advantage leaders, brought together 500 managed care executives on August 25-27 at the Paris Las Vegas for learning, networking, and strategic planning. The goal: To pivot from short-term adjustments to long-term strategies for the shifting Medicare Advantage market. Check out the key takeaways and highlights from the three-day event!

8 Medicare Advantage legislation and regulations to keep on your watch list going into 2026



Although Medicare Advantage wasn't included in the One Big Beautiful Bill Act, Medicare policy experts Carrie Graham, Ph.D., and Neil Patil, MPP, predict that Medicare Advantage may be included in bills and an end-of-year package in Congress, as well as regulations from the Centers for Medicare & Medicaid Services (CMS).

Among the areas on their radar:



Guaranteeing Health Access, Reimbursing, and Delivering (GUARD) Act

Could provide \$357 billion in savings over 10 years.



No UPCODE Act

Proposes a risk adjustment model that uses two years of diagnostic data.



Improving Seniors' Timely Access to Care Act

Requires electronic prior authorization programs and for Medicare Advantage plans to report to CMS.



Artificial Intelligence

Watch out for new guardrails around the use of AI; legislation expected to be introduced.



Payments to Brokers and Agents

The 2025 Medicare Advantage and Part D Final Rule on compensation was blocked but potential legislation still under discussion.



Medicare Advantage Consumer Protection and Transparency Act

Which could require plans to provide supplemental benefit details to enrollees.



The REAL Providers Act

Would require verifying provider directories every 90 days and annual accuracy reports to CMS.



Possible Executive Order

Could modify or rescind portions of the 2026 MA & Part D Final Rule pending OMB review.



Check out 6 tips directly from the OIG

Ann Maxwell, deputy inspector general for evaluation and inspections, HHS-OIG, shared practical tips for incorporating program integrity into care delivery, helping Medicare Advantage leaders proactively fight fraud and abuse.

01 Stay up to date using the [HHS-OIG Recommendation Tracker](#).

02 Consult the [OIG General Compliance Program Guidance](#) for recently updated federal laws regarding program compliance.

03 Take advantage of the [OIG toolkit](#) related to risk adjustment payments.

04 Invest in your compliance program and good data.

05 Embrace best practices and be proactive.

06 Partner with OIG to prevent provider fraud and abuse.

3 quotes that have us thinking from Keynote Dr. Archelle Georgiou

On navigating change:

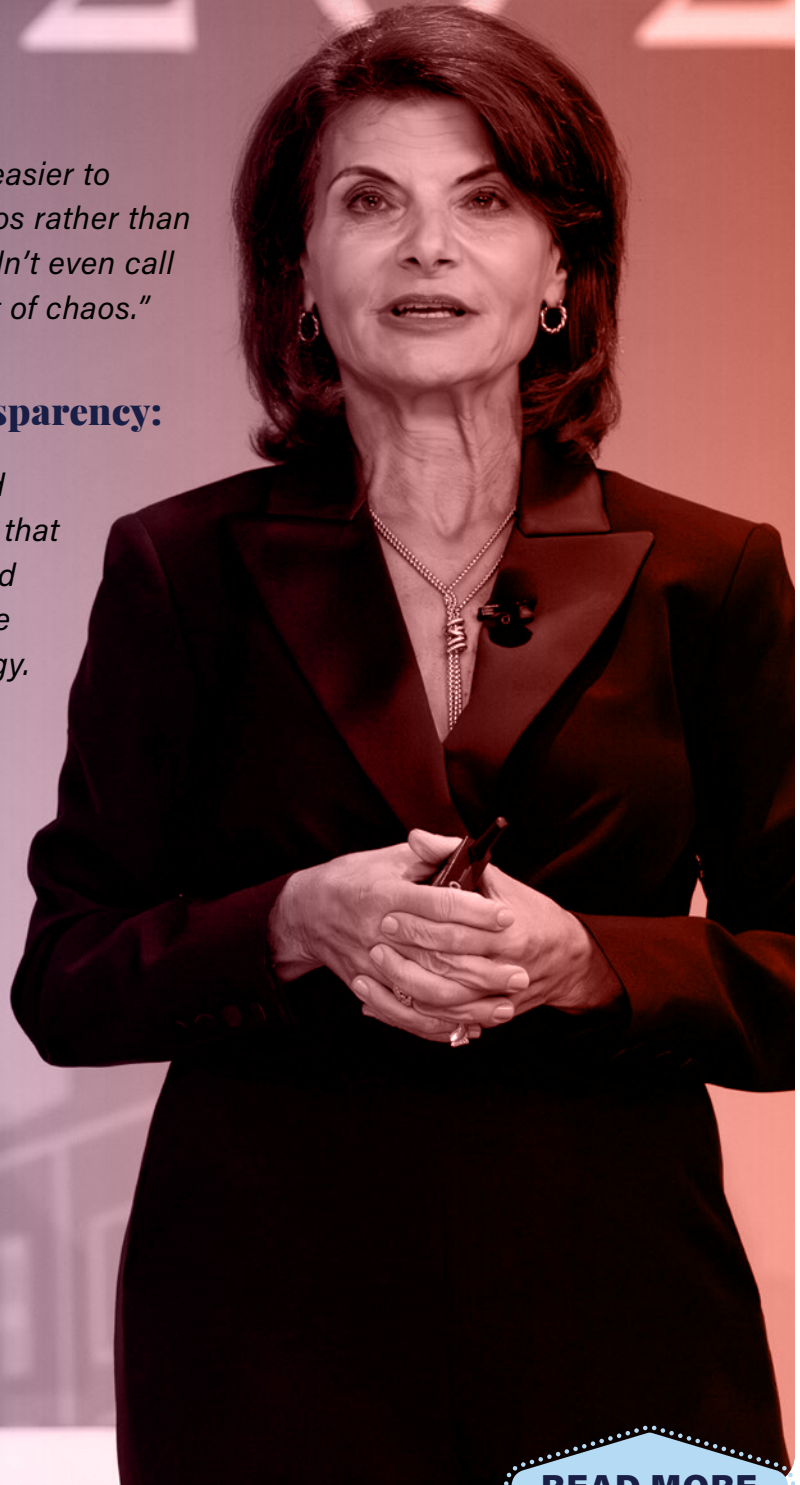
"I'm thinking that it might be easier to navigate change in the casinos rather than in health care. In fact, I wouldn't even call it change...I would call it a bit of chaos."

On public health and transparency:

"Every single company should have a public health strategy that they should report to its board of directors. Just like you have your risk management strategy. Just like you have a business strategy, you should have a public health strategy that is overseen by the highest level in your organizations."

On artificial intelligence:

"It's a bit like the Wild, Wild West."



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4 ways to improve the member experience

One of the most **popular sessions** at RISE West 2025 was a panel discussion conducted in partnership with the Camden Coalition that featured three patient advocates who discussed their challenges within the health system and ways to improve member experience.

Here are four of their suggestions:



Provide easy-to-understand benefits



Invest in the social drivers of health



Provide comprehensive behavioral health benefits



Eliminate prior authorization requirements



Voices from the field

RISE West 2025 left a lasting impact among attendees. Here are just a few of the reflections shared on LinkedIn following the three-day event:

**Not a meeting –
a movement**

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Some conferences are just “meetings.”

RISE West 2025 is a movement.

This week, I get to do one of my favorite things—interview brilliant people shaping the future of healthcare. From health plan executives pushing boundaries, to entrepreneurs rewriting the playbook, to allies championing better outcomes—we’re not just talking about the future, we’re building it in real time.

Every conversation is a spark. Put them together and you get a wildfire of ideas that can shift quality, care, and patient outcomes on a national scale.

Excited. Energized. Ready.

— **Charles Gellman**
The Future of Care

“

The energy at RISE West 2025 truly reflects how collaboration and shared vision can move health care forward. These conversations don’t just inspire—they lay the groundwork for meaningful transformation in quality, care, and patient outcomes. Looking forward to seeing the impact of the ideas sparked here ripple across the industry.

— **Soni Sharma**
Operations Manager at Venture7

**Meaningful
transformation**

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Conversations come alive

“

RISE is where these conversations come alive — where leadership tools are sharpened, friendships are forged, and partners in this work are found.

— **Rafat Fields**
Founder & CEO at Powered To Rise®

“

HealthMC just returned from RISE West 2025, and two themes were more clear than ever: Medicare Advantage is entering a new era of accountability, and RADV audits are no longer an “if,” but a “when”...had a great time connecting with leaders from top plans and provider groups across the country, sharing ideas, exploring AI use cases & strategies, and discussing how to navigate the growing complexity of risk adjustment in today’s regulatory environment.

— **HealthMC**

The Backstreet Boys as a Metaphor



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How do you kick off a week in Vegas at RISE West 2025? With the Backstreet Boys at The Sphere. And believe it or not, their setlist became the perfect metaphor for the conference:

1. *I Want It That Way* → Ops must align with the bid. Strategy without execution just doesn’t work.
2. *Shape of My Heart* → Integrity means adding and deleting codes, plus follow-through on care.
3. *As Long As You Love Me* → Member trust and relationships are at the center of value-based care.
4. *Larger Than Life* → The challenges (RADV, v28, staffing) are real—but so is our industry’s ability to innovate, collaborate, and deliver excellence.

— **Shannon Decker**
CEO, VBC One

