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CMS Delivers Regulatory Relief | The Changing Face of Medicare | Group Enrollment Rises

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Marissa, the Final Rule delivered opportunity. Learn how you can leverage. [View this email in a browser](#)



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April 2018 NEWSLETTER

Welcome to AXIOM,

Cierant's monthly eNewsletter.

This issue looks at the campaign tactics employed by the Medicare Advantage (MA) enrollment winners of 2018, key changes of the CMS Final Rule and Final Call Letter, and the growth of group MA plans.

Strategy

Campaign Tactics of AEP 2018 Winners



The face of Medicare is changing. As the digital technology adoption gap closes, with it emerges more techy savvy, socially connected seniors. It's not just technology usage that's changing among seniors though—it's their energy, their lifestyle and their perception of age. The modern senior is empowered, adventurous and active. The winners of AEP 2018 recognize this reality, and created campaigns authentic to the unique characteristics of today's modern Age-In. Read on to explore some of the strategies they employed for incorporation into your 2019 AEP campaigns.

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Management

CMS Reduces Regulation to Increase Innovation



On April 2nd of 2018, the Centers for Medicare & Medicaid Services (CMS) issued two new documents containing guidance on Medicare Advantage (MA) and the Medicare prescription drug benefit program (Part D). Together, these two documents – a finalized regulation outlining policy changes for Contract Year 2019 (Final Rule) and the 2019 Final Call Letter – further CMS initiatives to reduce regulatory burden and empower sponsors with the tools needed to innovate.

For payers, these changes not only offer the efficiencies of reduced regulatory management, but new opportunities for AEP marketing, e-delivery and plan benefits design. Read on to explore the highlight policies that will impact the timing, content and delivery of your 2019 AEP marketing and member communication programs.

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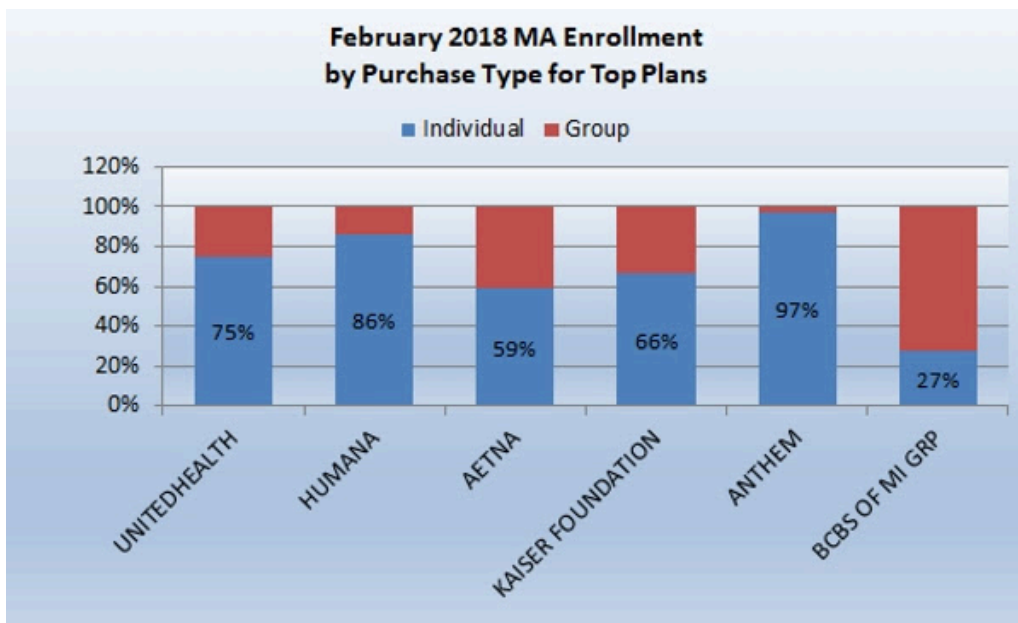
Trends

Medicare Advantage Group Enrollment Grows

While only 20% of MA membership originated through an employer group health plan or retirement health benefit in February 2018, employer-sponsored (group) membership saw a healthy increase of 441,645 members as compared to the same time period a year ago.

Enrollment was primarily driven by UnitedHealth plan gains of 148,000 new group plan members, bringing the company’s total employer-group membership to approximately 1.3 million. Humana, Aetna, and Kaiser Foundation Group continue to have more than 480,000 members from group plans. Aetna’s MA membership comprised 41% of group enrollment as of February 1, 2018.

Group Medicare Advantage plans are proving to be a viable opportunity for employers, retirees and Medicare Advantage organizations as these plans allow employers to provide comprehensive medical coverage and quality plan design at lower costs to seniors.



Source: Medicare Business Online™, Mark Farrah Associates, "Medicare Advantage Plans Cover Over 21 Million Seniors as of February 2018."

Resources

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