

Conquering 2022 AEP: Strategies to Manage CMS Model Changes for AEP Plan Materials

Presented By:

Sohail Malik, *Vice President, Healthcare Solutions* – **Messagepoint**





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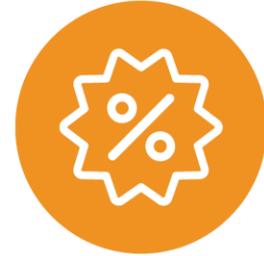
User Groups



Discussion Board



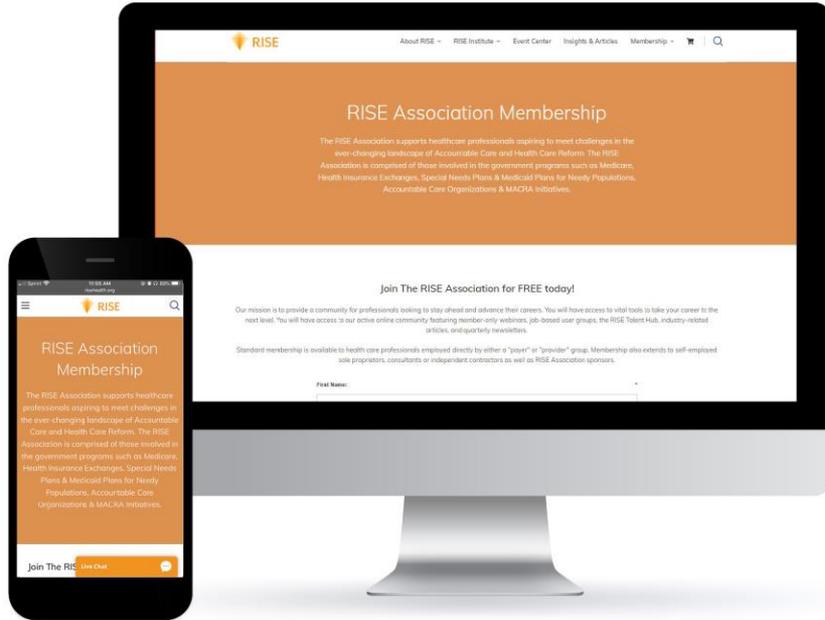
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Agenda

- Medicare Materials & Key Challenges
- AEP 2022 – Complex Landscape:
 - ✓ AEP Update Process
 - ✓ CMS AEP 2022 Updates
 - ✓ Key Marketing Trends
 - ✓ Post Covid World
- A Paradigm Shift:
 - ✓ Plan Data Management
 - ✓ Layout & Content Updates
 - ✓ Quality Assurance & Reporting
 - ✓ Translations & Accessibility

Key Definitions/ Acronyms

- **AEP** – 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.
- **CMS** – Center of Medicare & Medicaid Services
- **MA** – Medicare Advantage
- **MAO** – Medicare Advantage Organization
- **MCMG** – Medicare Communications and Marketing Guidelines
- **ANOC** – Annual Notice of Change
- **EOC** – Evidence of Coverage
- **SB** – Summary of Benefits
- **PBP** – Plan Benefit Package (benefit details submitted to CMS)

Medicare Materials

Key Objectives



CMS / Compliance
Requirements



Plan Information /
Awareness



Business
Growth

Center of Excellence



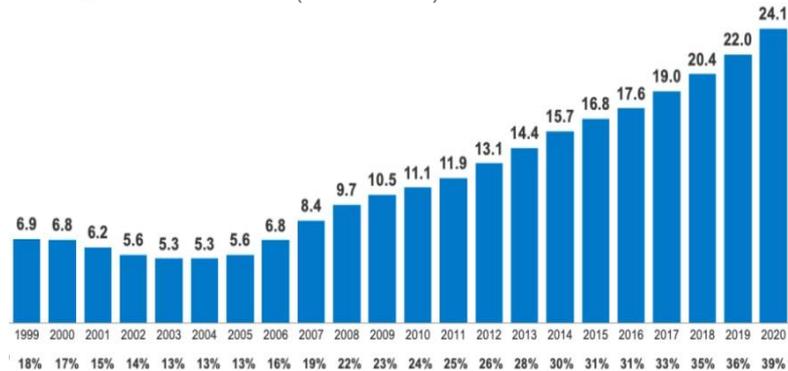
Medicare Advantage - Market Overview

Medicare Advantage – Market Growth

Growing business segment within the Healthcare vertical with Govt. funding behind the program

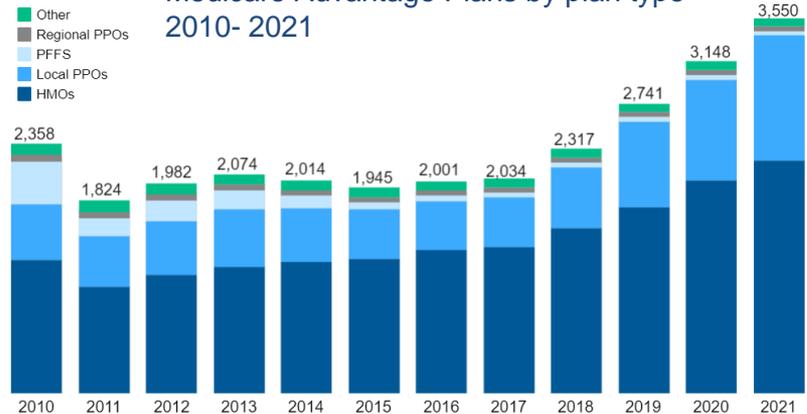
- Enrollment in Medicare Advantage has doubled over the past decade.
- More Medicare Advantage plans are available in 2021 than any other year.

Total Medicare Advantage Enrollment
1999-2020 (in millions)



<https://www.kff.org/medicare/issue-brief/a-dozen-facts-about-medicare-advantage-in-2020/>

Medicare Advantage Plans by plan type
2010- 2021



<https://www.kff.org/medicare/issue-brief/medicare-advantage-2021-spotlight-first-look/>



Key Challenges



Timelines



**Work
Completion**



**Quality of
Materials**



**User
Fatigue**



**Lack of planning
& visibility**



**Membership
Growth**

Poll Question

What are your top 3 challenges in managing AEP updates for CMS Mandated Materials? (Select 3)

- A. Work completion
- B. Quality of materials
- C. Timelines
- D. User fatigue
- E. Inadequate visibility & planning
- F. Membership growth

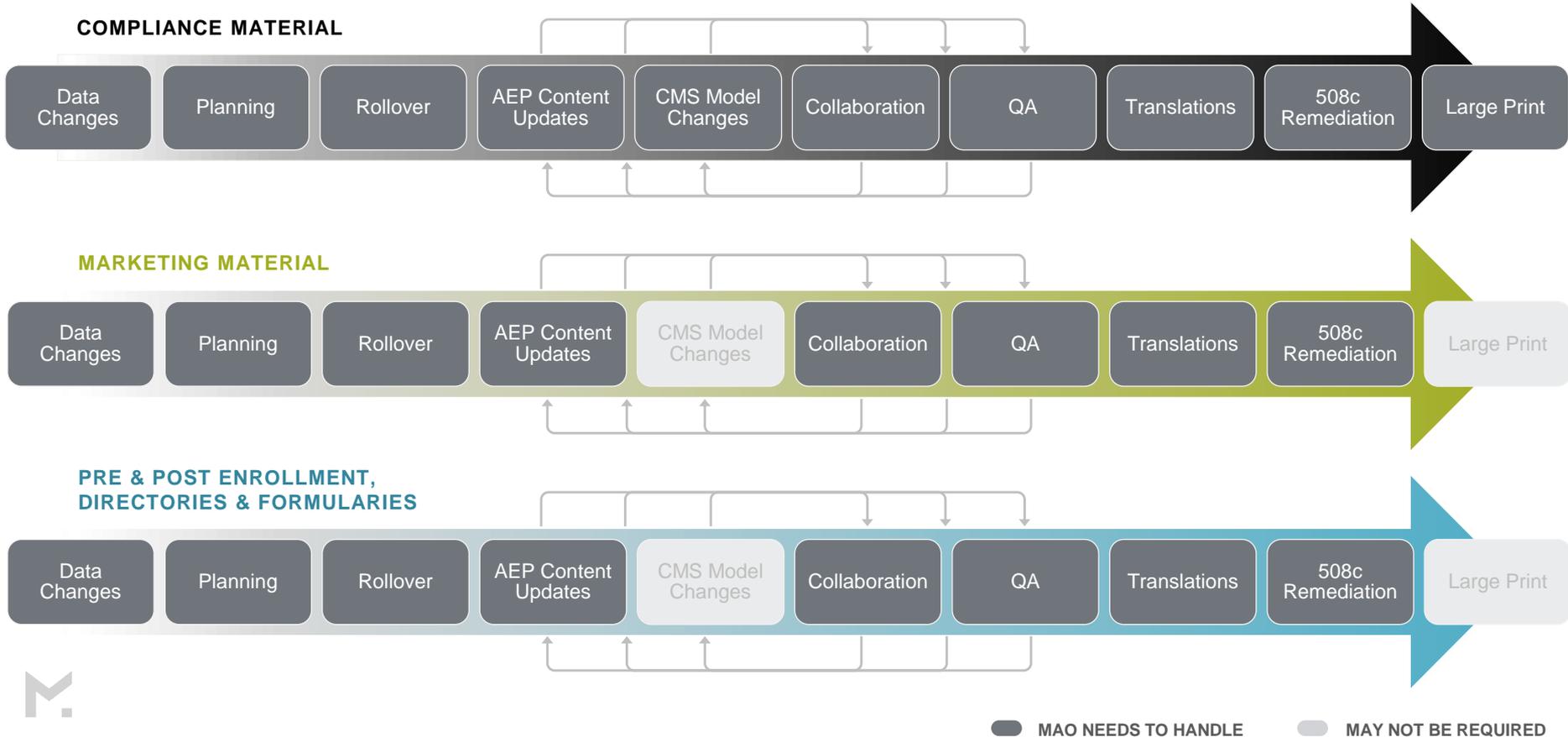


AEP 2022 – A Complex Landscape

- AEP Update Process
- CMS AEP 2022 Updates
- Key Marketing Trends
- Post Covid World



AEP Update Process



AEP 2022 CMS Model Updates

- VBID / SSBCI Updates
- Senior Saver Model
- DSNP Look-a-like Plans
- Alternate Text Language
- Telehealth for Physician Practitioner Services
- Opioid Language Updates
- Exclusion Chart Updates



Key Marketing Trends

- Growth in Supplemental Benefits
- Innovations in VBID / SSBCI Benefits
- D-SNP Exception data
- Information in PBP Notes
- Branding & Creative updates
- Annual / Contractual updates
- Update Cycle



Post-Covid World

- Geographically Disbursed Teams
- Requirement Capture
- Triage & Assignment
- QA Process
- Work Tracking
- Information Sharing





1

Plan Data



2

Layout &
Content



3

Quality Assurance
& Reporting



4

Accessibility &
Translations



A paradigm shift

The **old** paradigm

Manual work

Managed Services

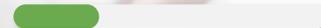
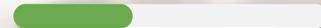


MOST ERRORS

The **new** paradigm

Purpose-Built App

Self-Service



NO ERRORS

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



1

Plan Data



2

Layout &
Content



3

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& Reporting



4

Accessibility &
Translations



1

Plan Data

- ✔ Multiple data sources
- ✔ Benefit Information
- ✔ Plan Profile Information
- ✔ Standard vs Exception data
- ✔ Implementation & Management
- ✔ Year over year Management



1

Plan Data



2

Layout & Content



3

Quality Assurance & Reporting



4

Accessibility & Translations



2 Layout and Content

LAYOUT

- ✓ Prebuilt Touchpoint
- ✓ Fully Automated
- ✓ Customizations / Branding Guidelines

CONTENT

- ✓ Content Management
- ✓ Benefit Scenarios
- ✓ Reusable content
- ✓ Instant Proofing



1

Plan Data



2

Layout &
Content



3

Quality Assurance
& Reporting



4

Accessibility &
Translations



Quality Assurance and Reporting

REQUIREMENTS CAPTURING

- ✓ Change Management
- ✓ Traceability and Tracking

QA PROCESS

- ✓ Collaboration
- ✓ Workflow & Approval

REPORTING

- ✓ Real-time Information
- ✓ Reporting & Dashboards



1

Plan Data



2

Layout & Content



3

Quality Assurance & Reporting



4

Accessibility & Translations



Translations and Accessibility

TRANSLATIONS

- ✔ Translation Approach
- ✔ Time & Cost Savings

ACCESSIBILITY

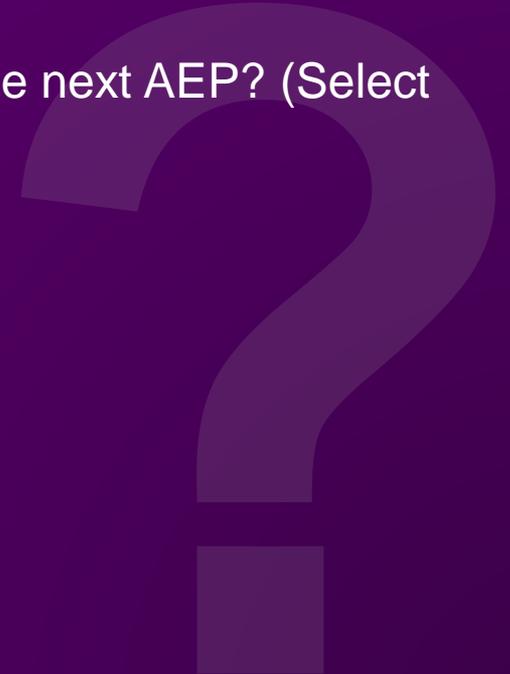
- ✔ 508c Remediation
- ✔ Large Print
- ✔ Time & Cost Savings



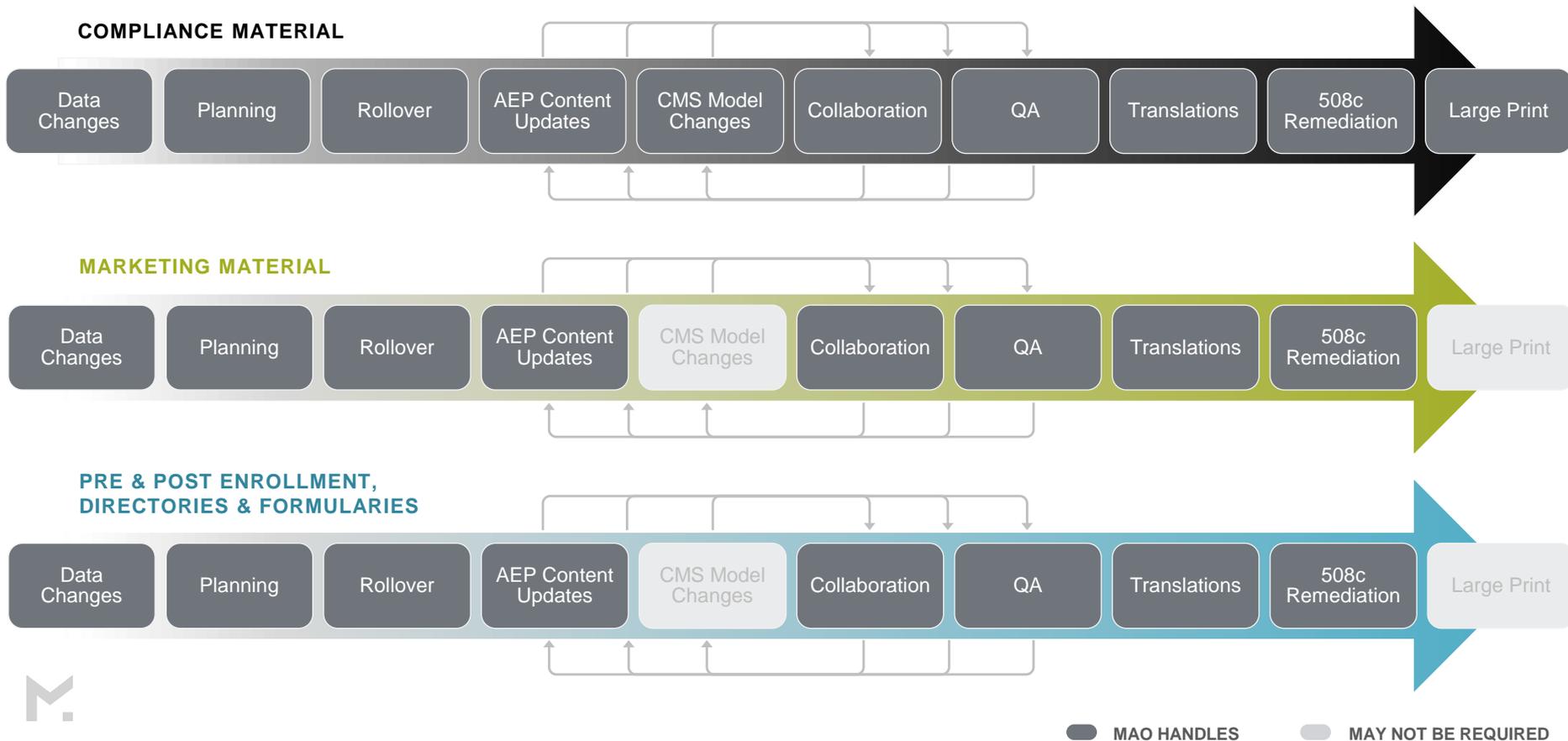
Poll Question

Which 2 areas would you like to improve most before the next AEP? (Select 2)

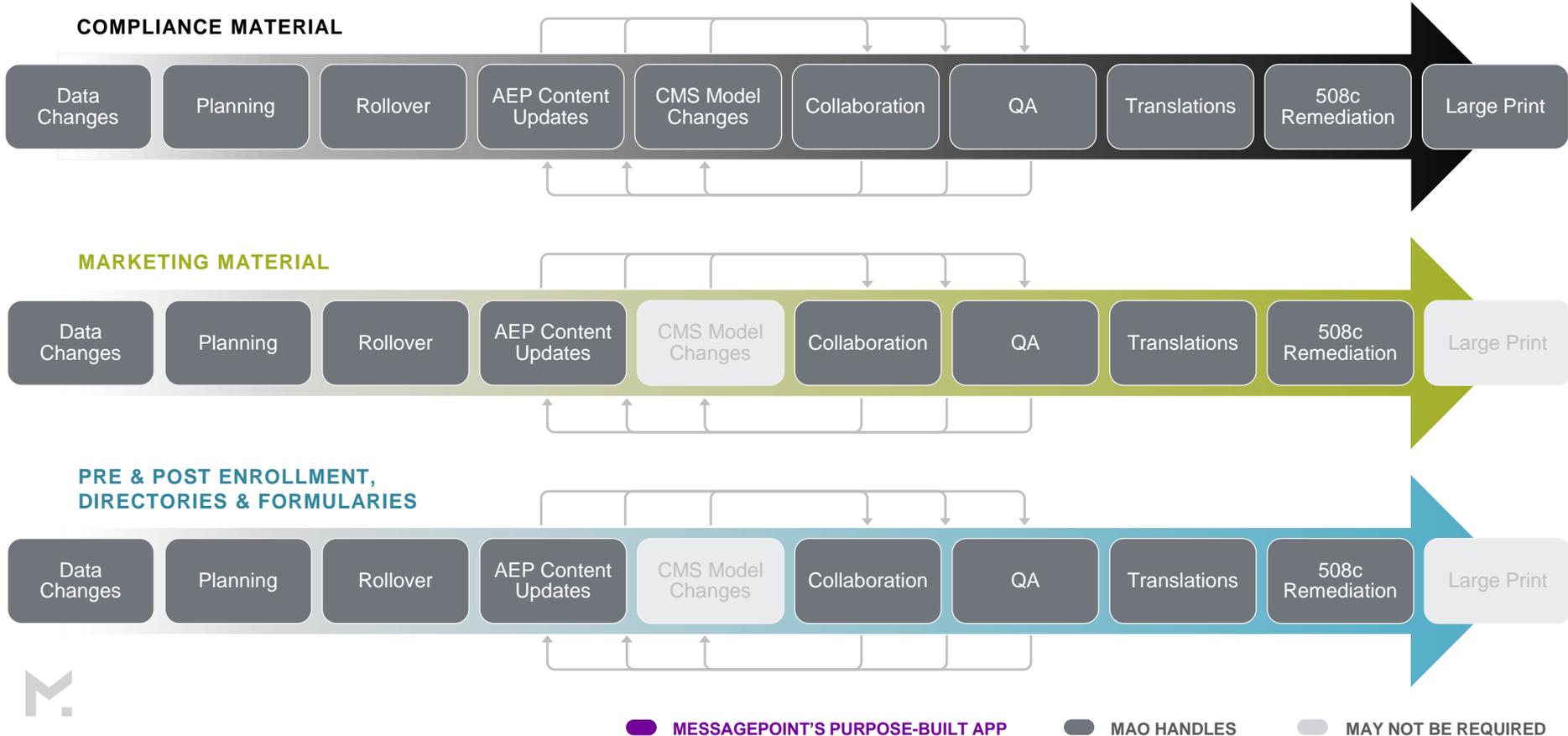
- A. Plan data
- B. Layout & Content
- C. Quality Assurance & Reporting
- D. Accessibility & Translations



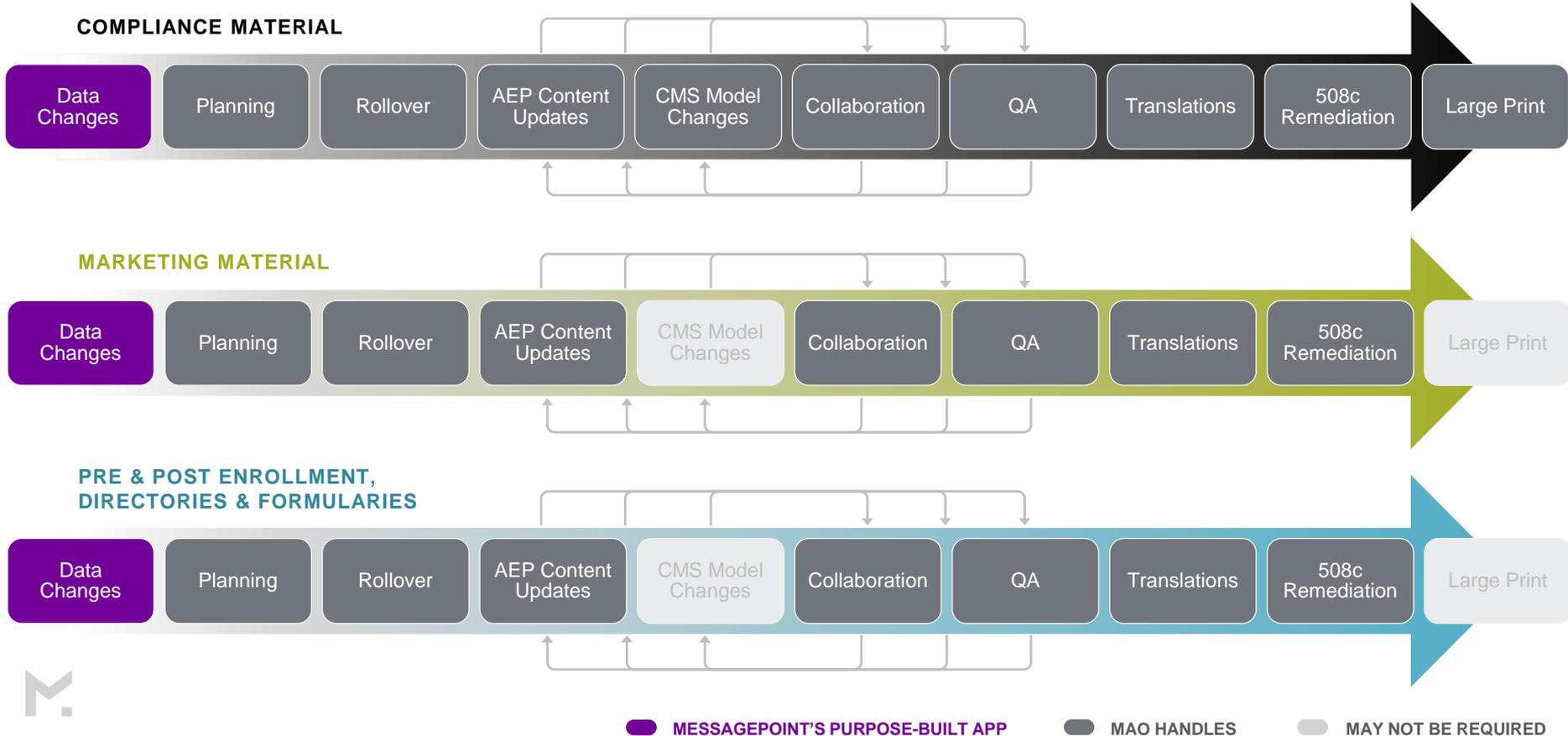
Traditional AEP Update Process



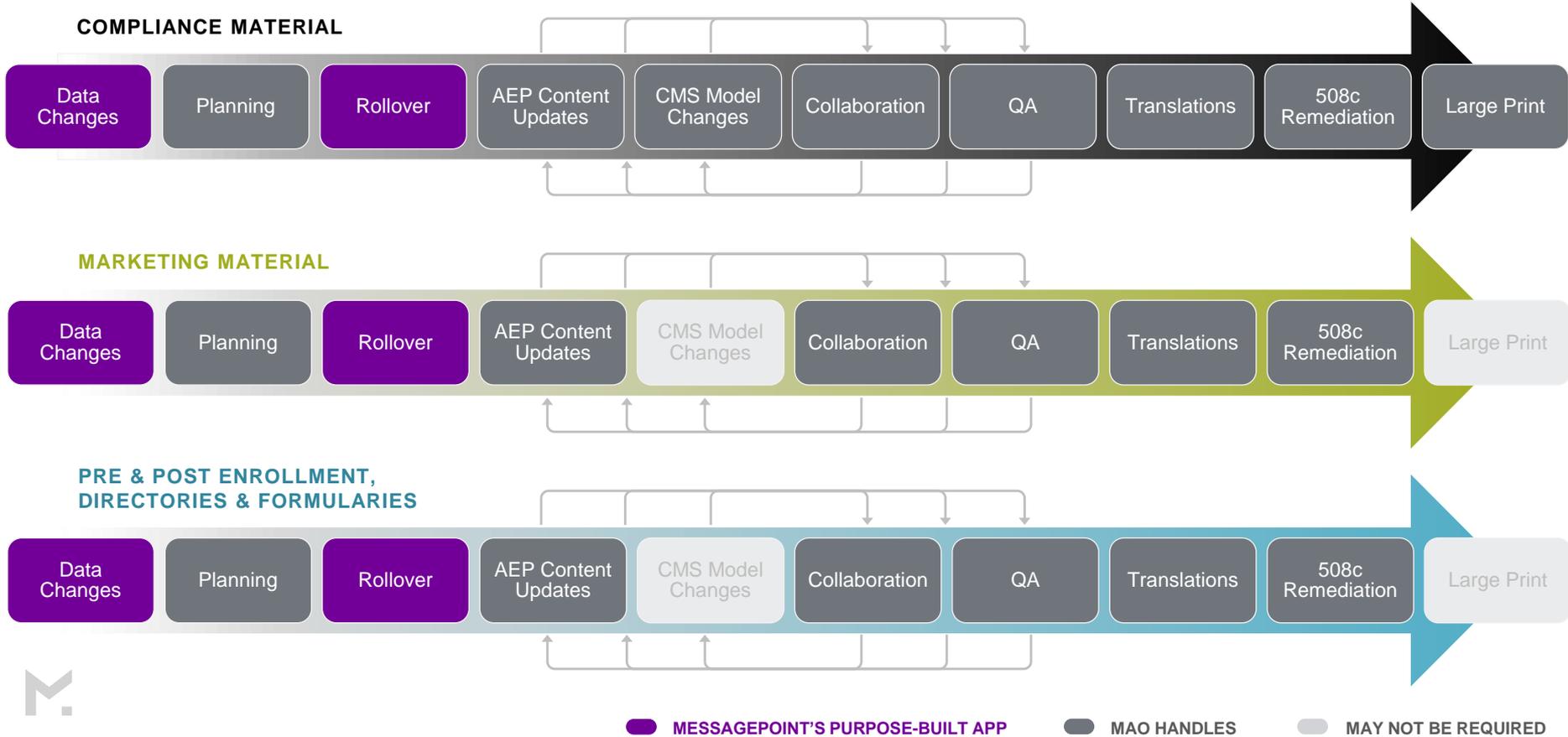
Process with Messagepoint



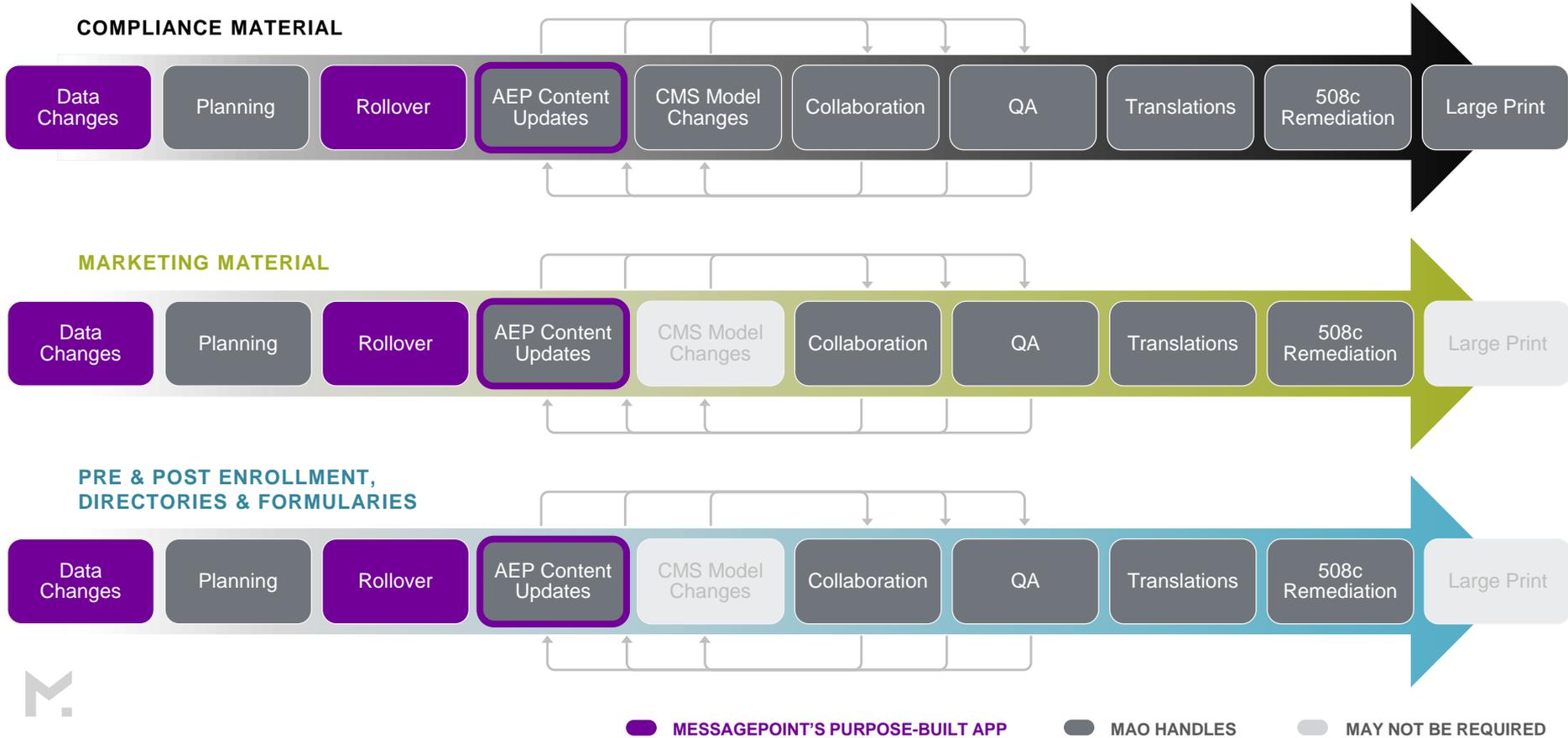
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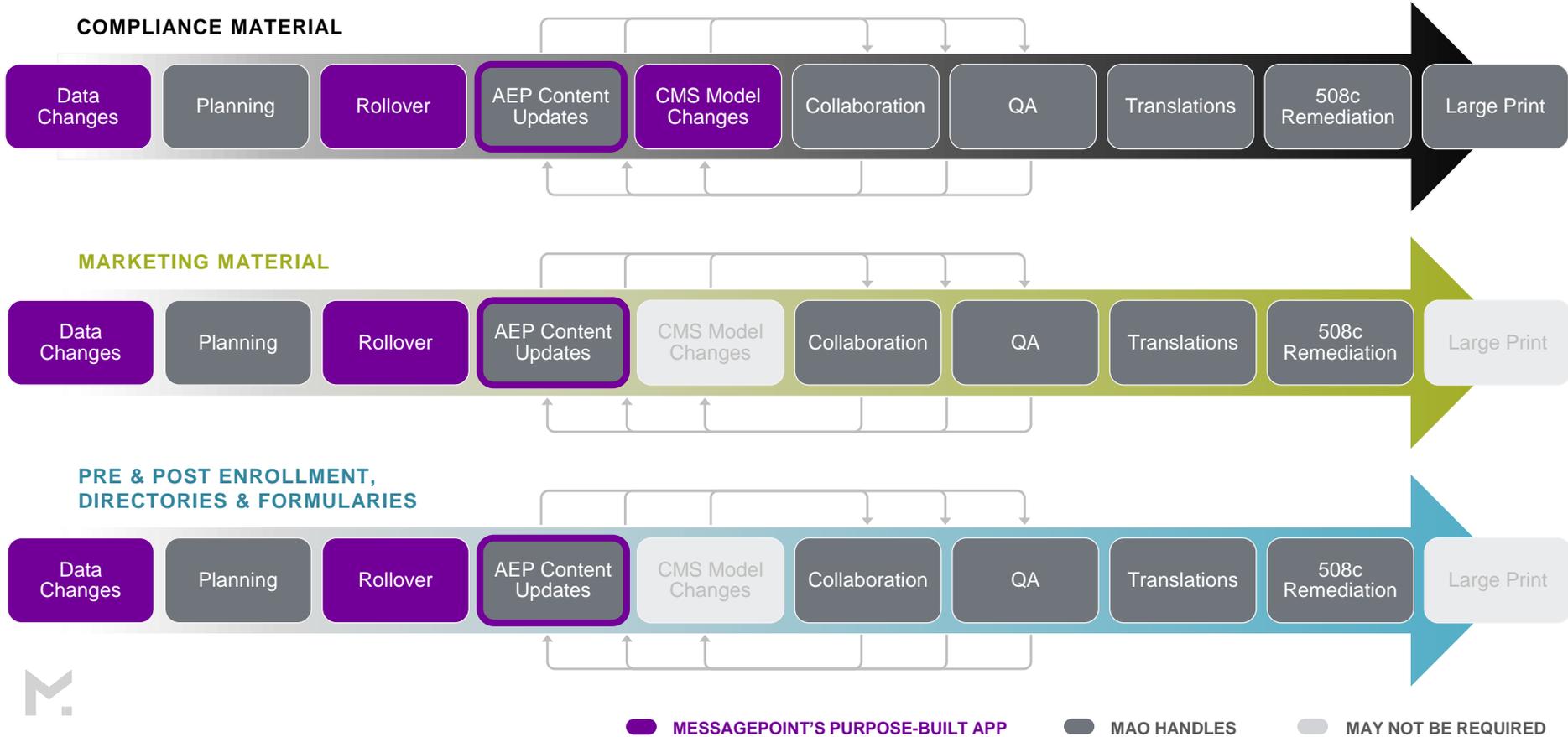
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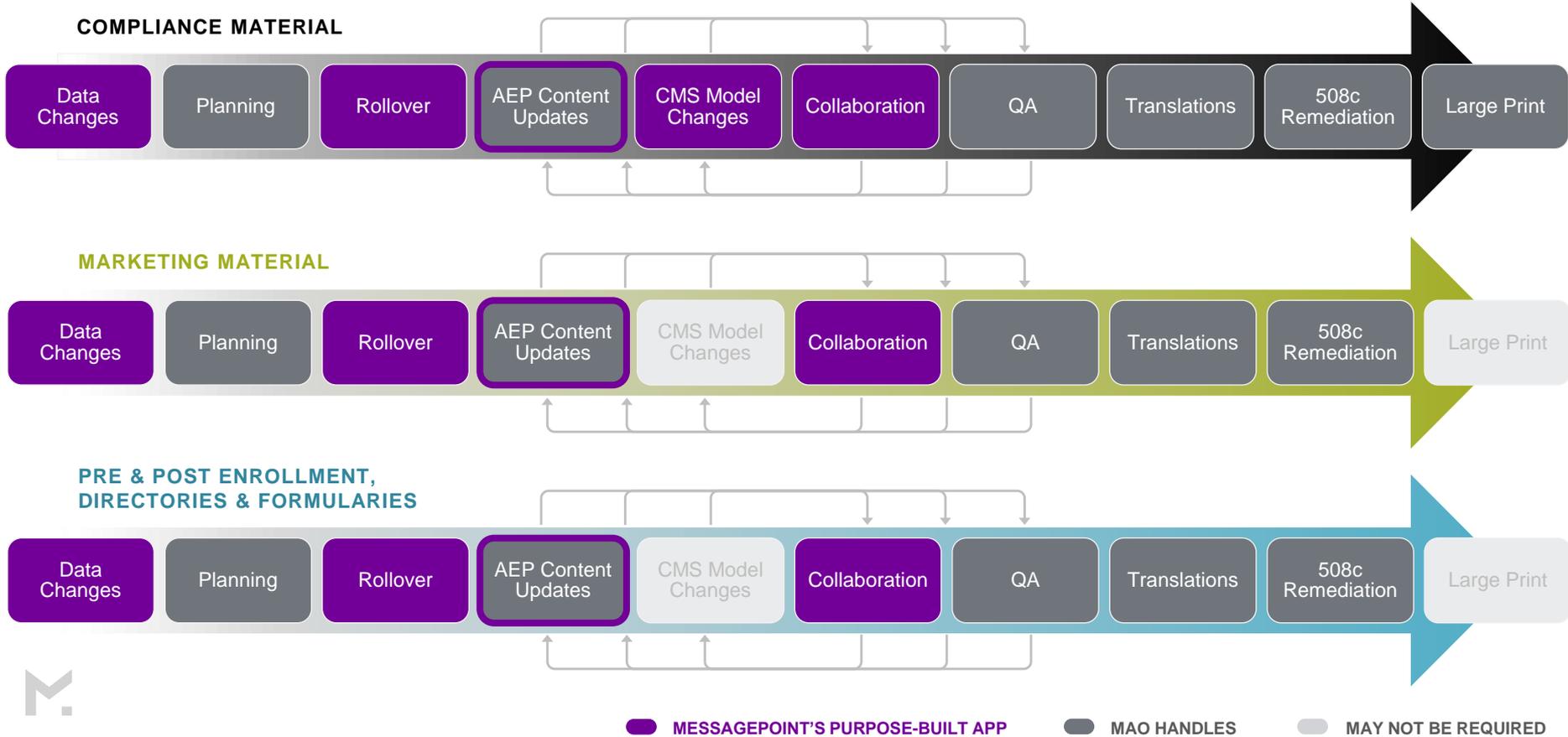
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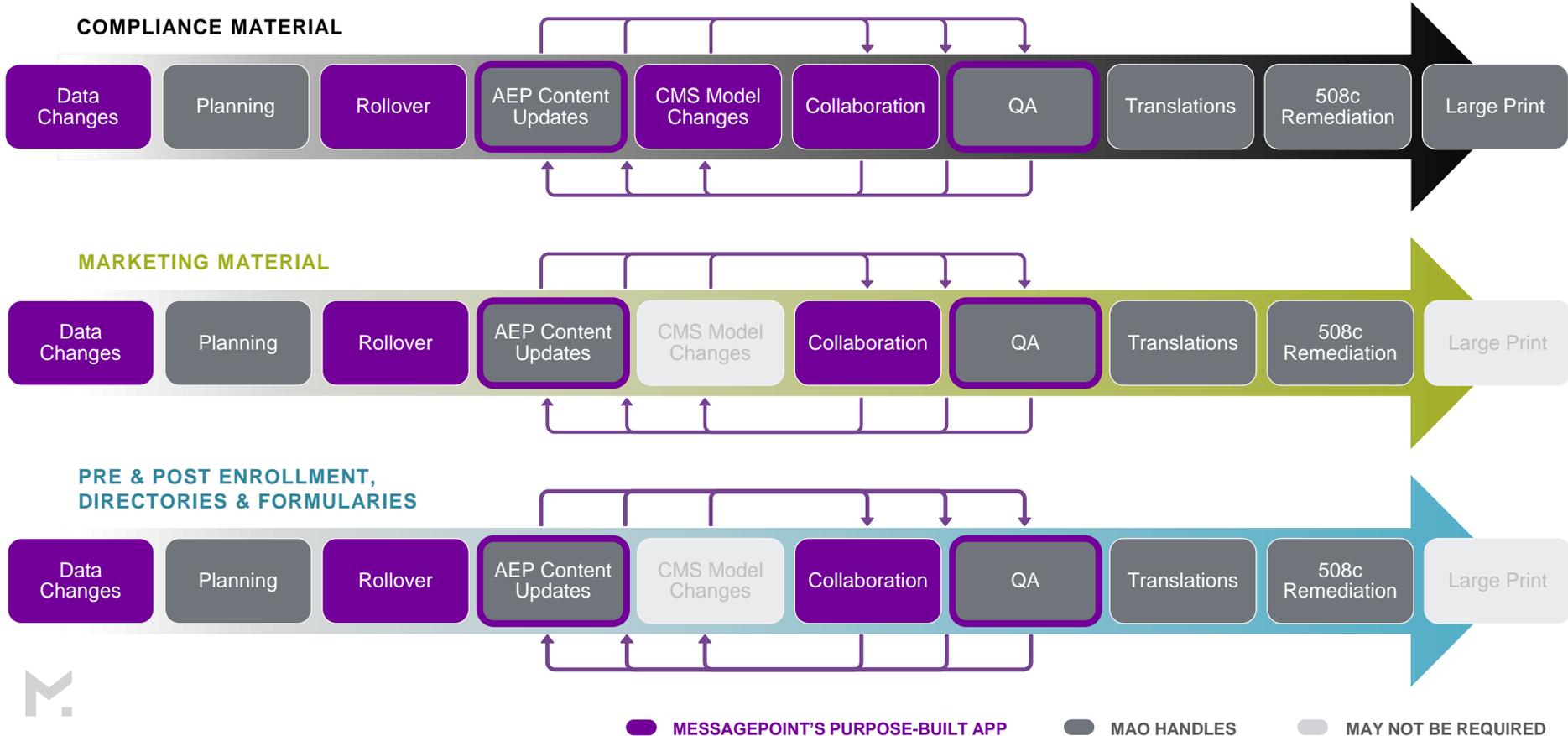
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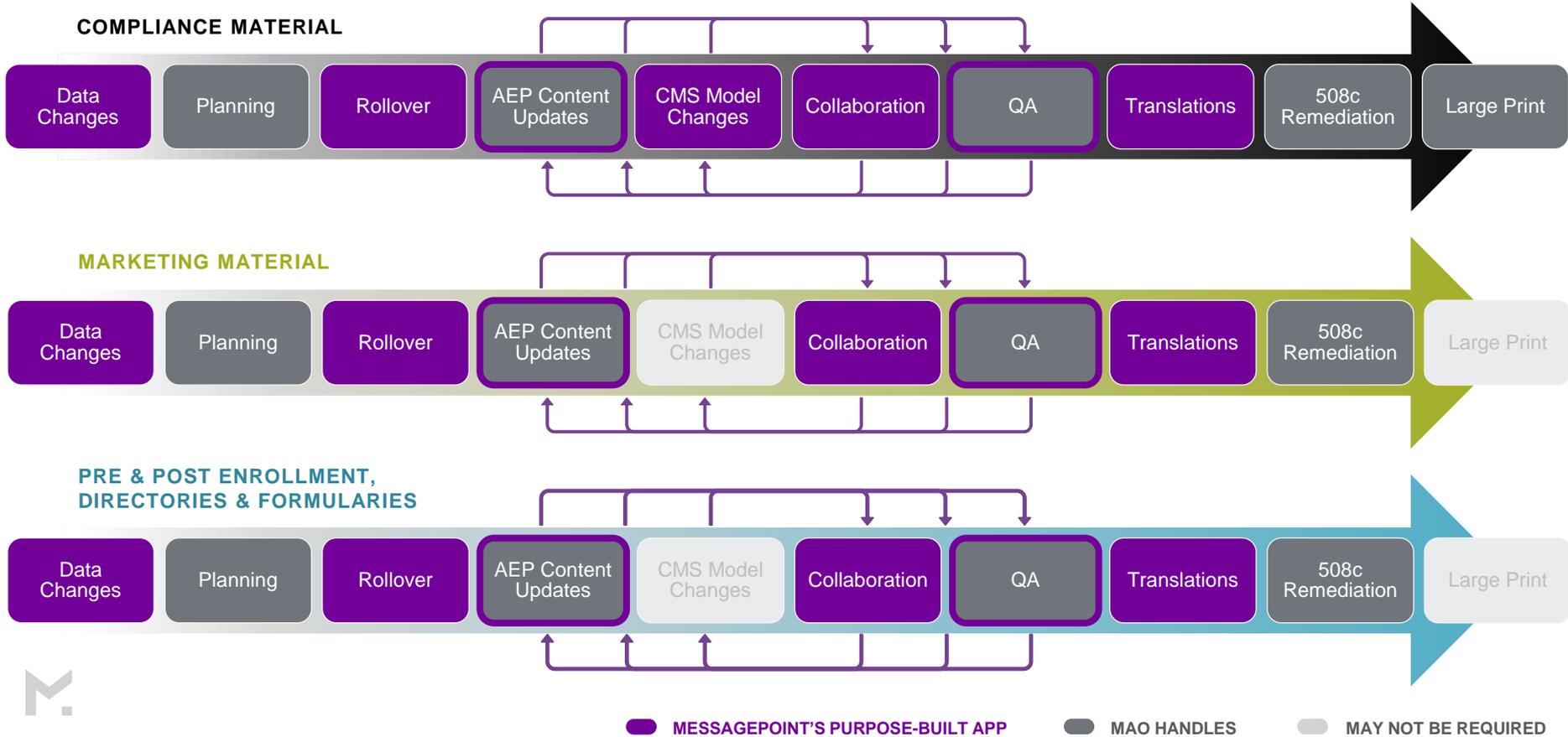
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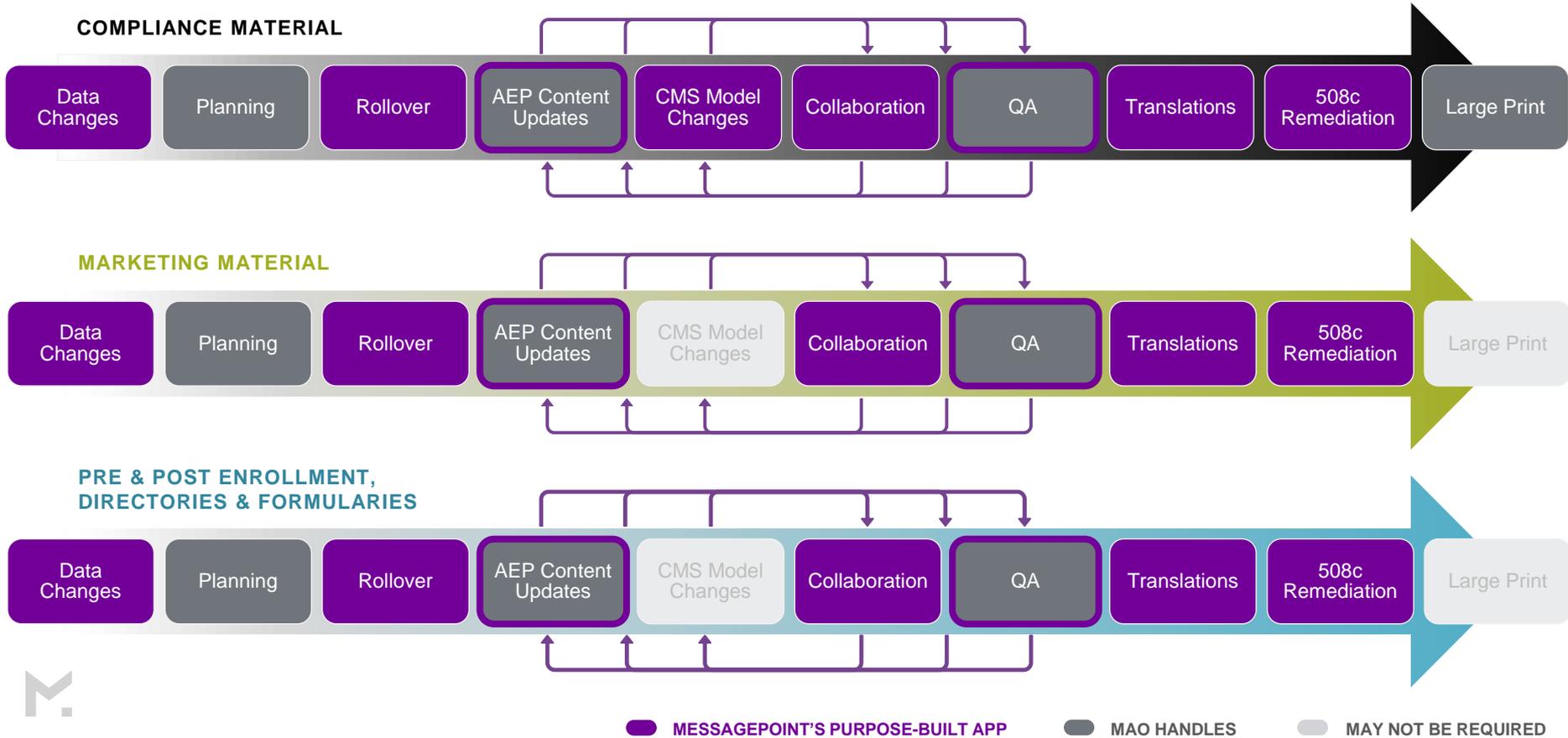
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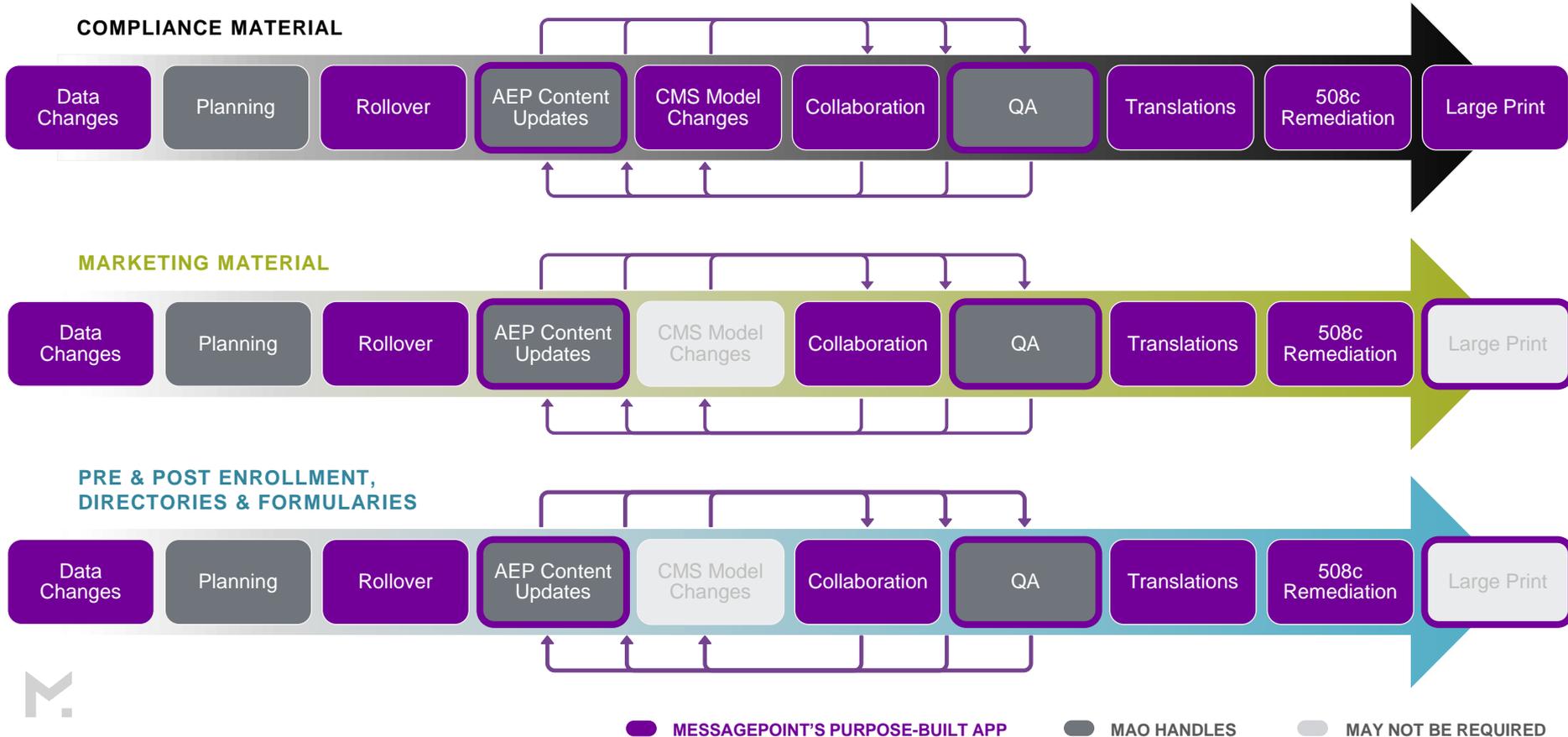
Process with Messagepoint



Process with Messagepoint



Process with Messagepoint





Center of
Excellence

Healthcare Touchpoint Exchange



**Deadlines
Met**



**Work
Completed**



**Improvement
in Quality**



**No user
Fatigue**



**Adequate Planning
& Visibility**



**Business
Growth**

Questions?

For more information

Visit www.messagepoint.com/healthcare or
contact us at info@messagepoint.com



THANK YOU