



WTF (Weighing The Facts) Medicare Advantage Strategies

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Group Conversation Starters



Current Trends of Growth

- National/State
- Data Sources
- When decisions are made

Provider Strategies

- Opting Out Entirely
- Narrowing Plan Participation
- Allowing Growth
- Community Education

Things that Trip People Up

- Not Accepting vs. Not Participating
- HMO/PPO
- Authorizations vs. Benefits

MA Growth Projections

Medicare Advantage Enrollment and Projections

Medicare Advantage Enrollment 2010-2023 & Projected Enrollment 2024-2030
(As a share of the eligible Medicare population)

Medicare Advantage Penetration

Medicare Advantage Enrollment

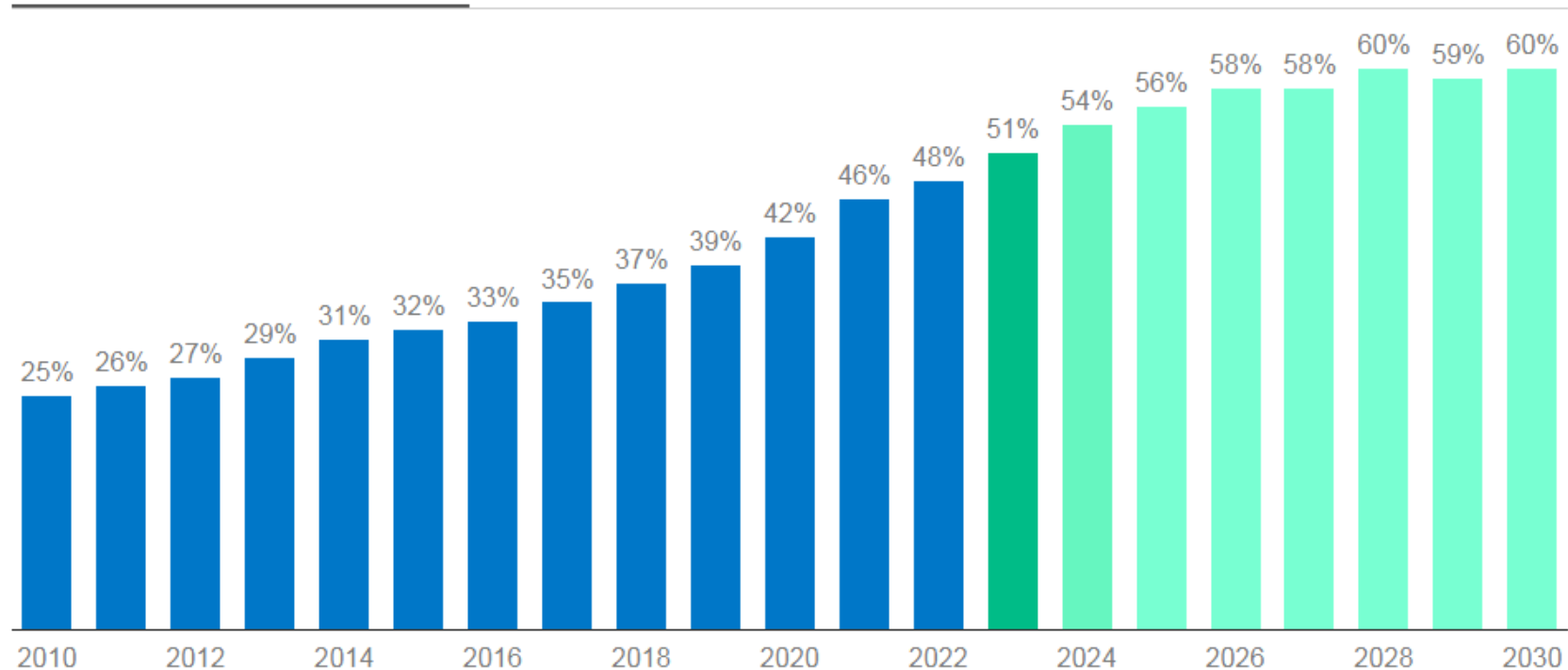


Figure 6

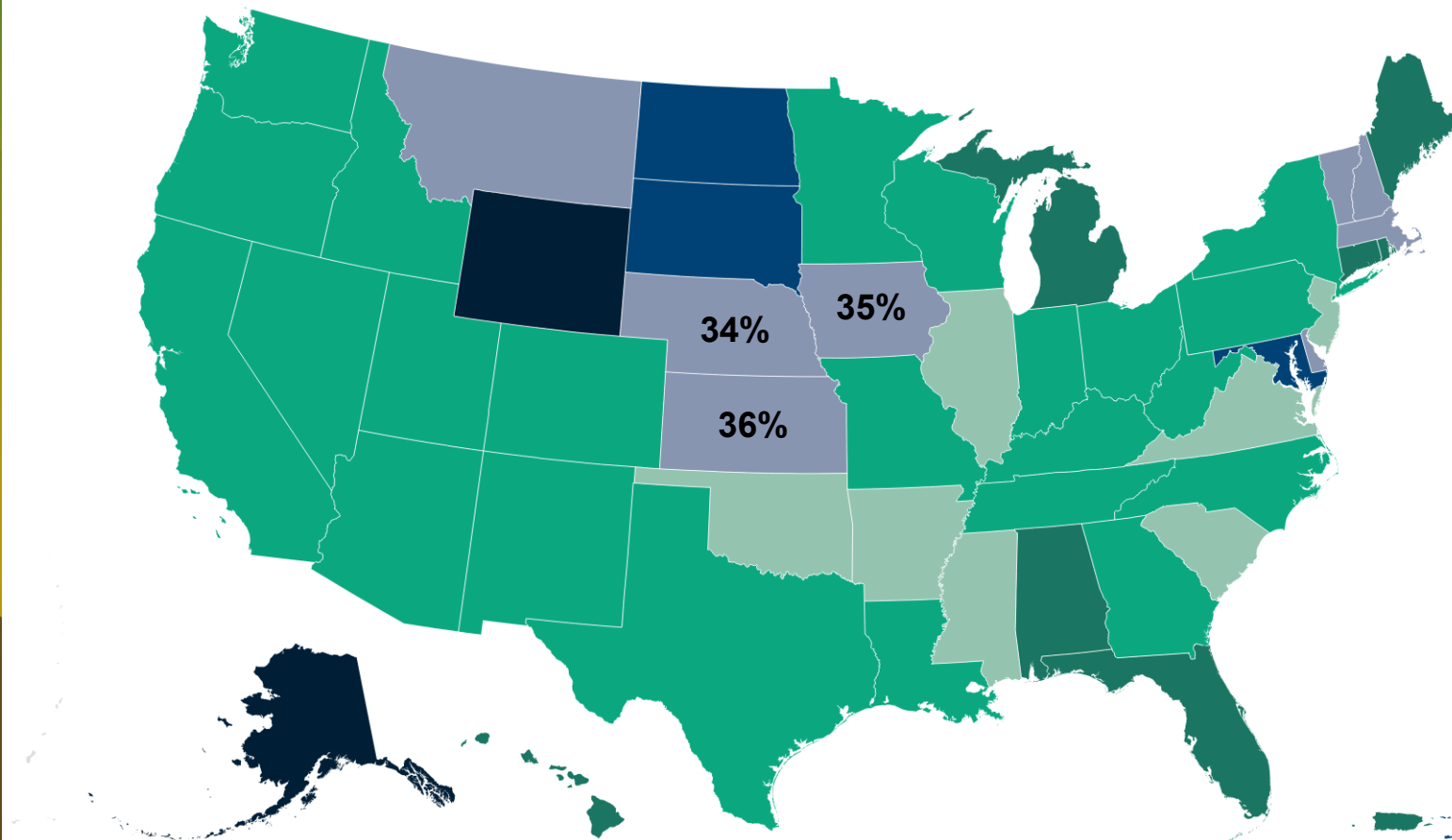
Share of Beneficiaries Enrolled in Medicare Advantage in 2024, by State

Click on the buttons below to see enrollment data for 2024 and 2014:

2024

2014

< 20% 20%–30% 30%–40% 40%–50% 50%–60% ≥ 60%



Note: Includes only Medicare beneficiaries with Part A and B coverage.

Source: KFF analysis of CMS Medicare Advantage Enrollment Files and March Medicare Enrollment Dashboard, 2014 and 2024.

Nebraska Annual Growth Analysis



Year	Medicare Eligible	Annual Medicare Eligible Growth	MA Enrollees	Percentage
2025	385,521	8,216	129,877	34%
2024	377,305	7,360	127,777	34%
2023	369,945	8,122	114,420	31%
2022	361,823	6,619	99,108	27%
2021	355,204	7,361	82,722	23%
2020	347,843		67,622	19%

Source: CMS.gov MA State/County Penetration

Medicare Advantage: *Informational Links*

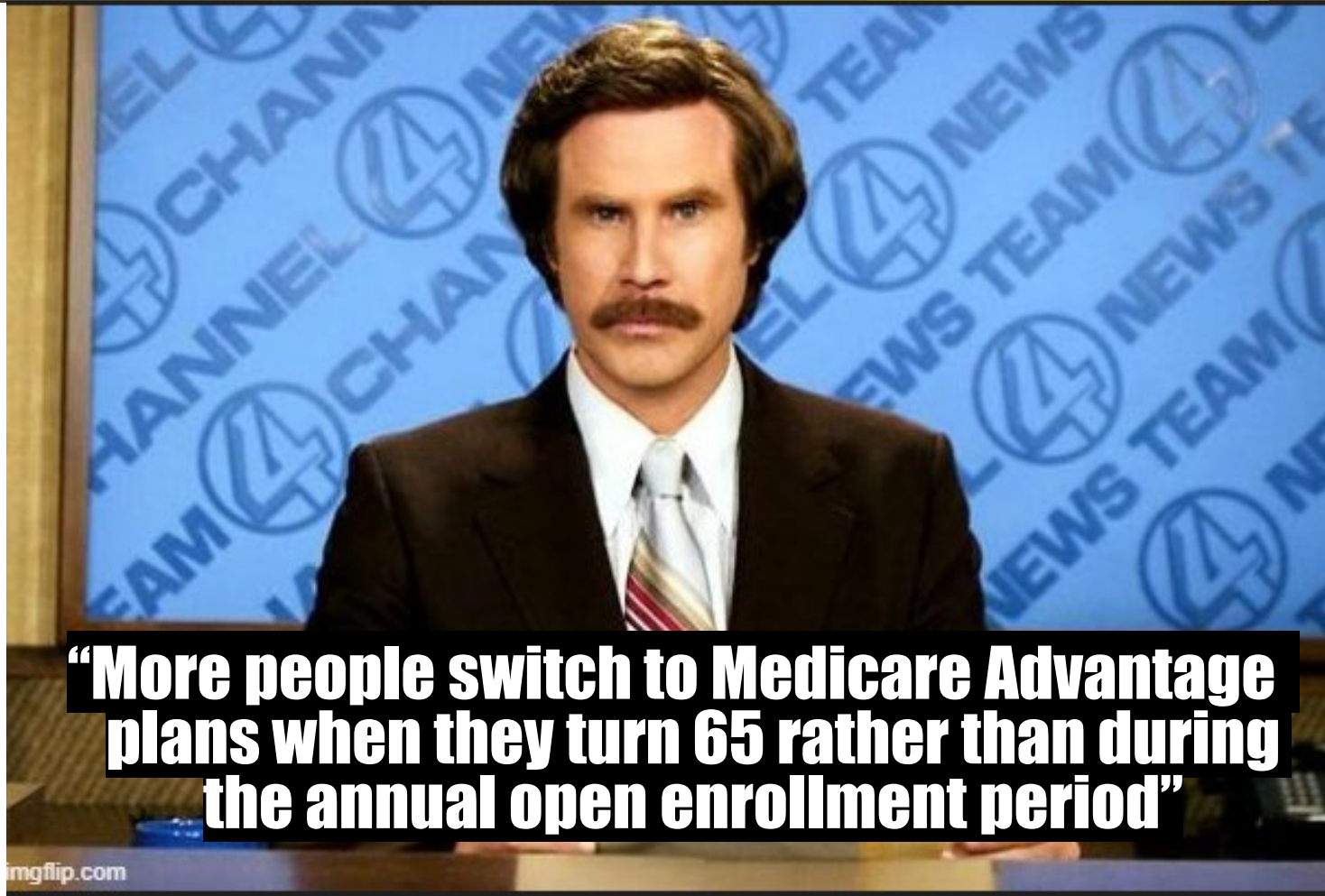
Medicare Penetration by County 2025

State Name	County Name	FIPSST	FIPSCNTY	FIPS	SSAST	SSACNTY	SSA	Eligibles	Enrolled	Penetration
Nebraska	Adams	31	1	31001	28	0	28000	7,040	2,252	31.99%
Nebraska	Antelope	31	3	31003	28	10	28010	1,666	382	22.93%
Nebraska	Arthur	31	5	31005	28	20	28020	109	12	11.01%
Nebraska	Banner	31	7	31007	28	30	28030	268	23	8.58%
Nebraska	Blaine	31	9	31009	28	40	28040	119	11	9.24%
Nebraska	Boone	31	11	31011	28	50	28050	1,453	487	33.52%

Plans Offered by County 2025

- List of Plans offered by County

When is the Decision Made



Initial Enrollment Period (IEP)





HAPPY 65TH BIRTHDAY!






WELCOME TO MEDICARE!

- **7-month window:**
 - 3 months before, the month of, and 3 months after their birthday
- **50%+ of new enrollees choose Medicare Advantage from the start!**

Enrollment Periods at a Glance

-  **Annual Enrollment Period (AEP) Oct 15 – Dec 7**
 -  Switch between Medicare Advantage (MA) plans
 -  Join or leave an MA plan
 -  Return to Original Medicare

-  **Medicare Advantage Open Enrollment (OEP) Jan 1 – Mar 31**
 -  Change to a different MA plan
 -  Switch back to Original Medicare

Provider Strategies

-  **Opting Out Entirely**
 - North Platte & Grant as Examples
-  **Narrowing Plan Participation**
 - Limit the number of MA contracts to influence beneficiary plan choice
-  **Allowing Growth**
 - Feeling pressure to contract from the public or geographic location
-  **Community Education**
 - Engage the public on what participation means
 - What's allowed & acceptable education from providers?

Other Considerations

- **Not Accepting vs. Not Participating**
 - “Not accepting” refers to choosing not to treat a patient under a specific plan, while “not participating” means no contract exists with the plan
 - **HMO/PPO**
 - Impacts patient access, referral requirements, and out-of-network reimbursement
 - **Authorizations vs. Benefits**
 - A service may be authorized, but the patient might not have benefits for it
- 💡 By the way: The No Surprises Act (NSA) does not apply to MA

