



# Opportunity Analysis

User Guide



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## Tutorial : Opportunity Analysis

### Overview

Opportunity Analysis report allows you to identify markets with high-potential for Medicare Advantage. This report has two sections – Medicare 360 and Opportunity Analysis. Medicare 360 provides a macro view of the nationwide Medicare ecosystem at a county level. It lays out various market indicators and key Social Determinants of Health (SDoH) to get a view of the market. Opportunity Analysis allows you to work with indicators in Medicare 360 to identify areas of high potential. All indicators are represented in the form of a heat map to compare counties in a state.

### What data is available in this report and when is it refreshed?

This report utilizes market level information like eligible, enrolment and penetration from CMS (excluding PDP and Group plans). Data for Social Determinants of Health is sourced primarily from census bureau. All data is available at a county level, for some SDoH indicators data is available at a zip code level in our data lake. This report is refreshed twice a year, in August (pre-AEP) and March (post-AEP).

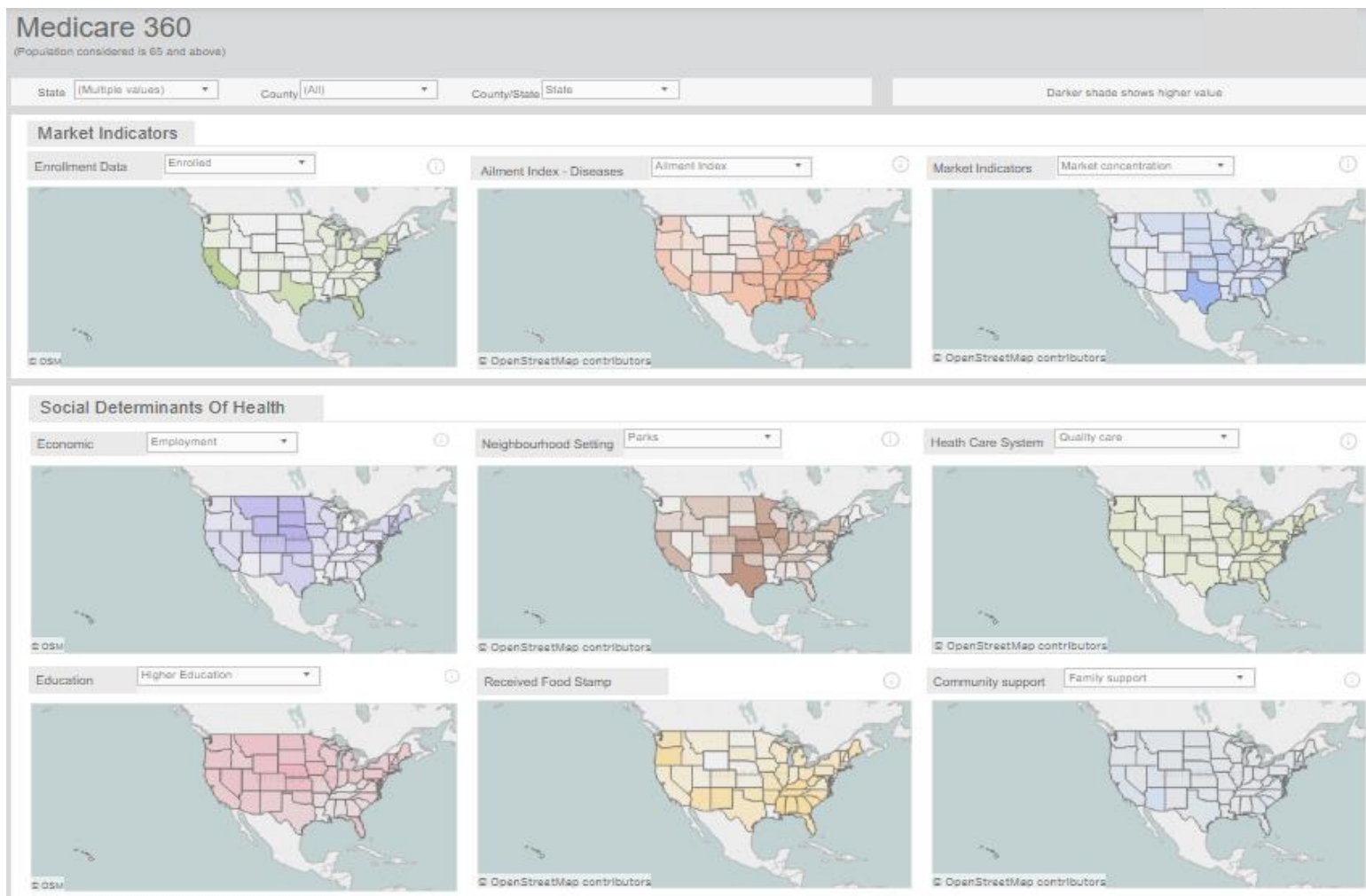
### What decisions can I make using this report?

Use this report to get a high-level view of the state of your market at a county level. Leverage TEG derived indicators like Market concentration, Market (In)stability, Ailment Index etc. along with SDoH indicators to learn about market where you operate and markets to expand. Plot these indicators in a simple 2x2 chart to identify counties with higher potential of growth for market expansion.



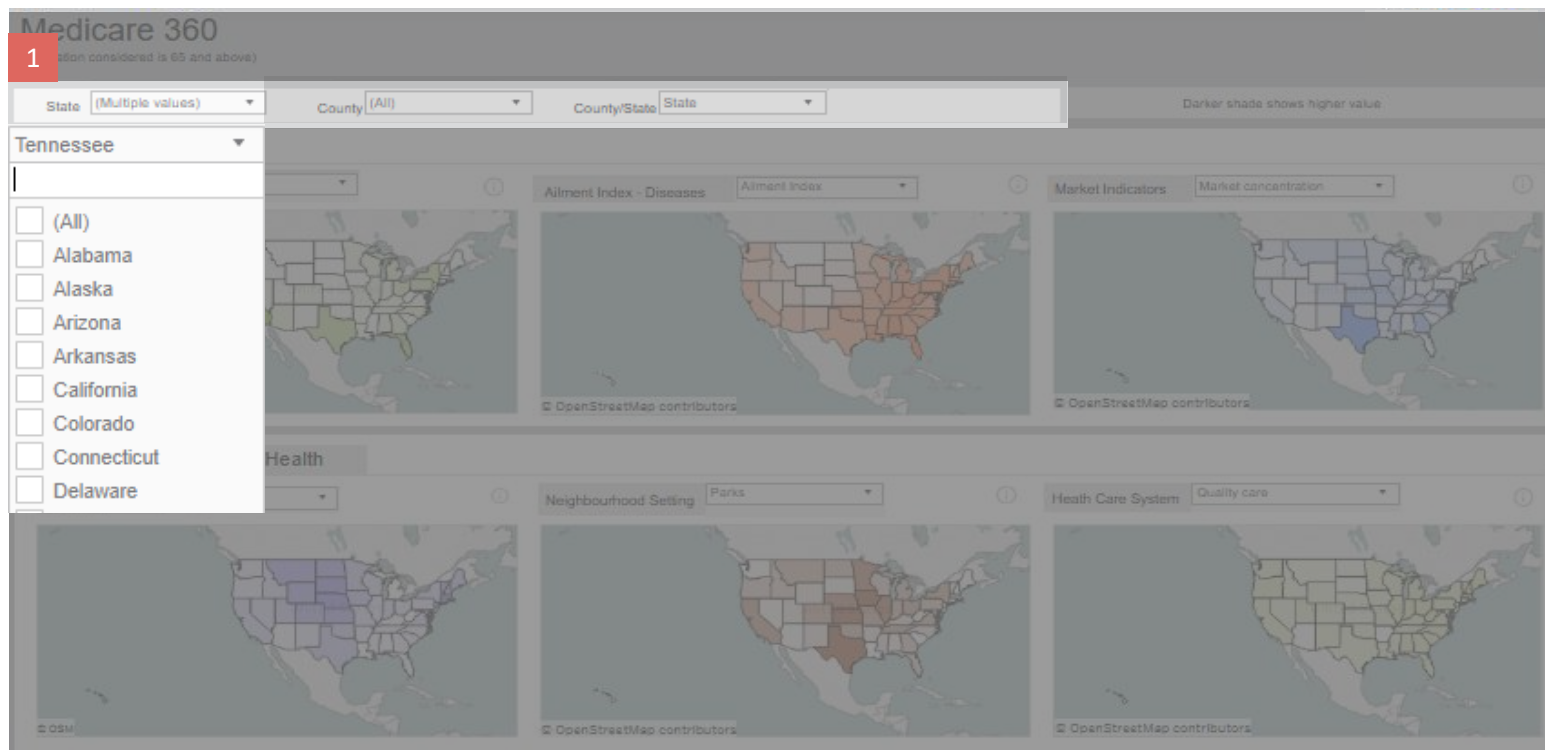
## How can I use Medicare 360?

The default for this report is set for a National view at a State level. Follow these steps to gain insights from this report:





# How can I use Medicare 360?



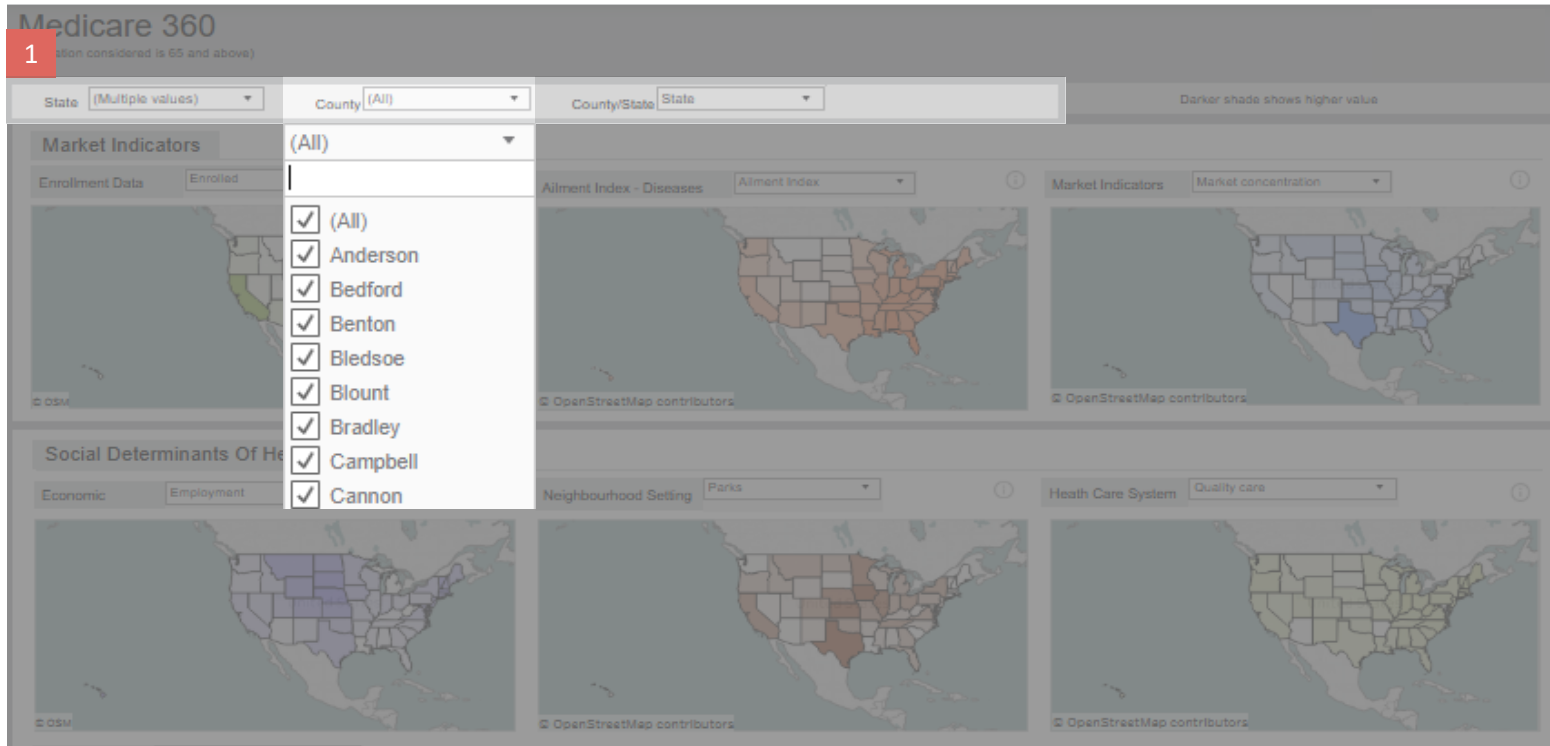
## 1.1 Select your State

Select one state by clicking on the drop-down State filter and click apply





# How can I use Medicare 360?

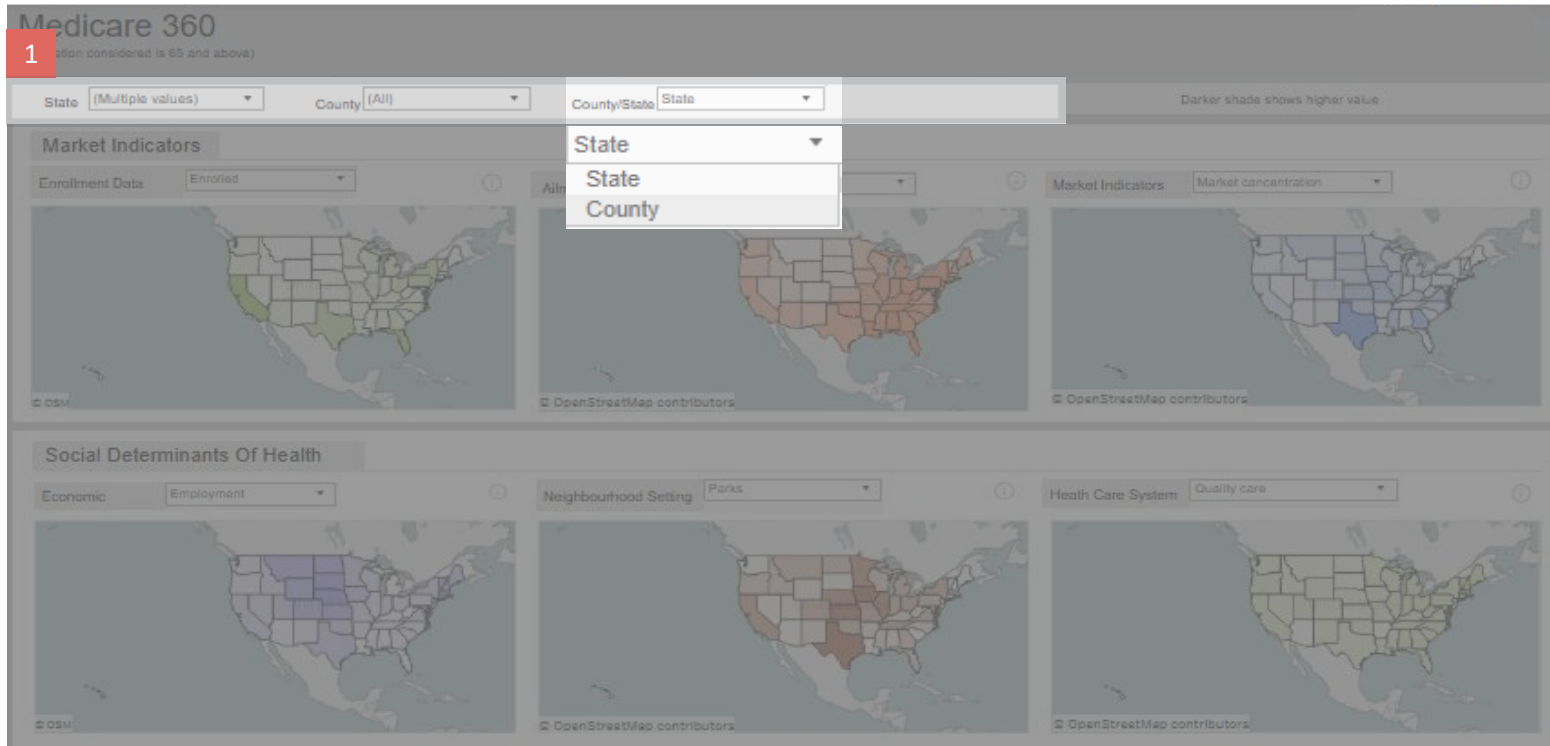


## 1.2 Select your County

Select the county (one or multiple) by clicking on the drop-down County filter and click apply



# How can I use Medicare 360?

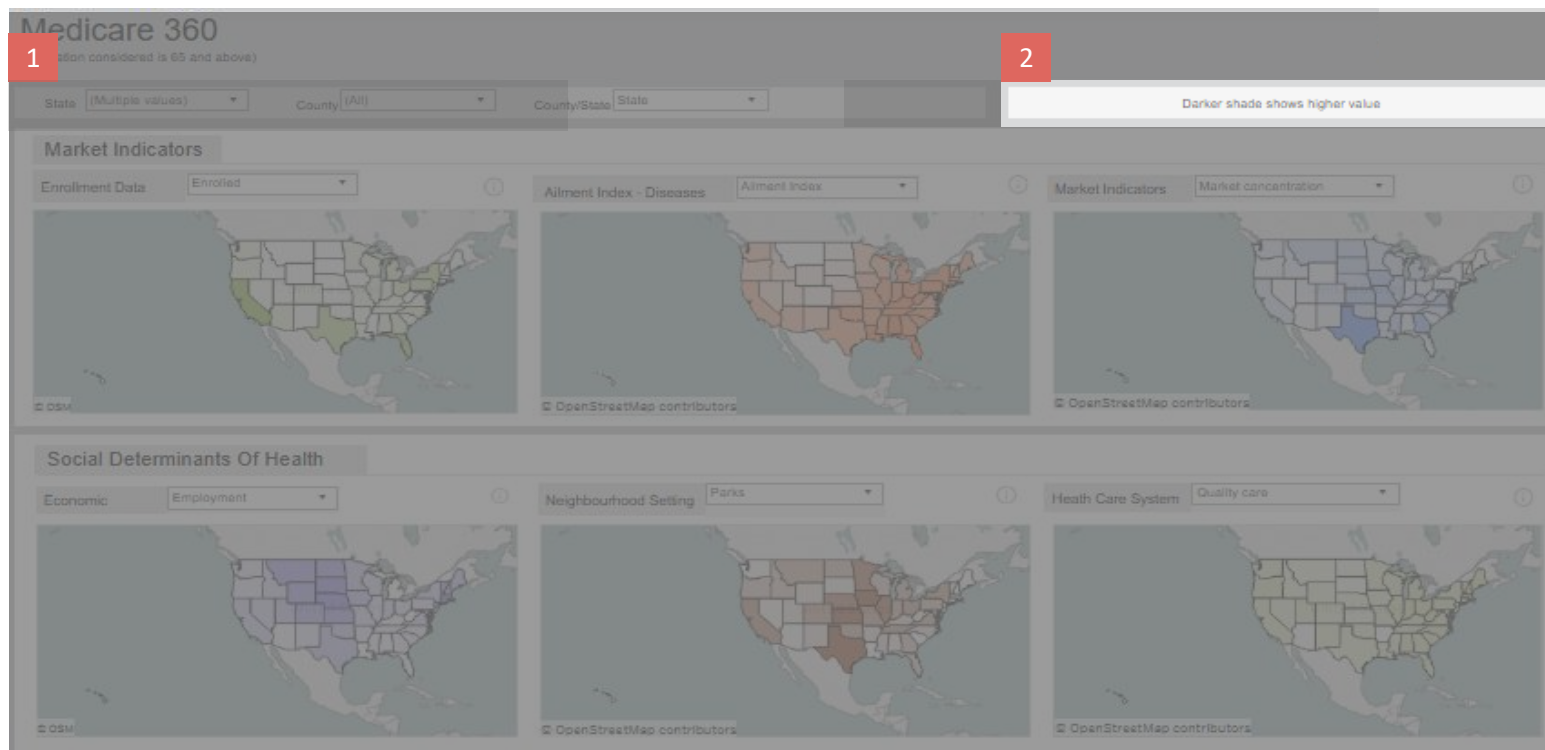


## 1.3 Select your View (State/County)

Select the view you want you look (State or County) by clicking on the drop-down County/State filter and click apply



## How can I use Medicare 360?



Note: Legend of the heat maps

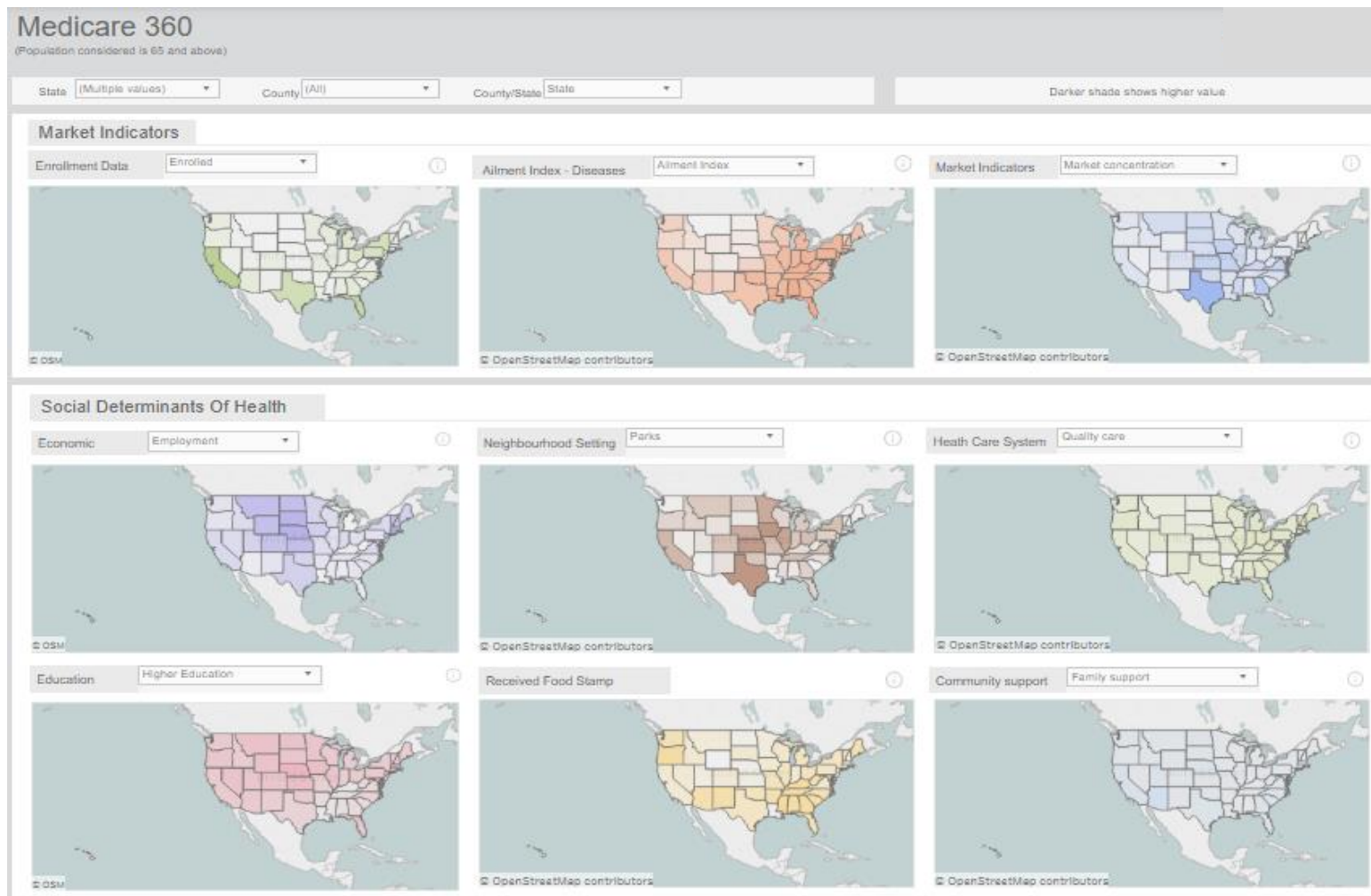
Disclaimer on the legend of the heat maps, darker shades implies higher value





## How can I use Medicare 360?

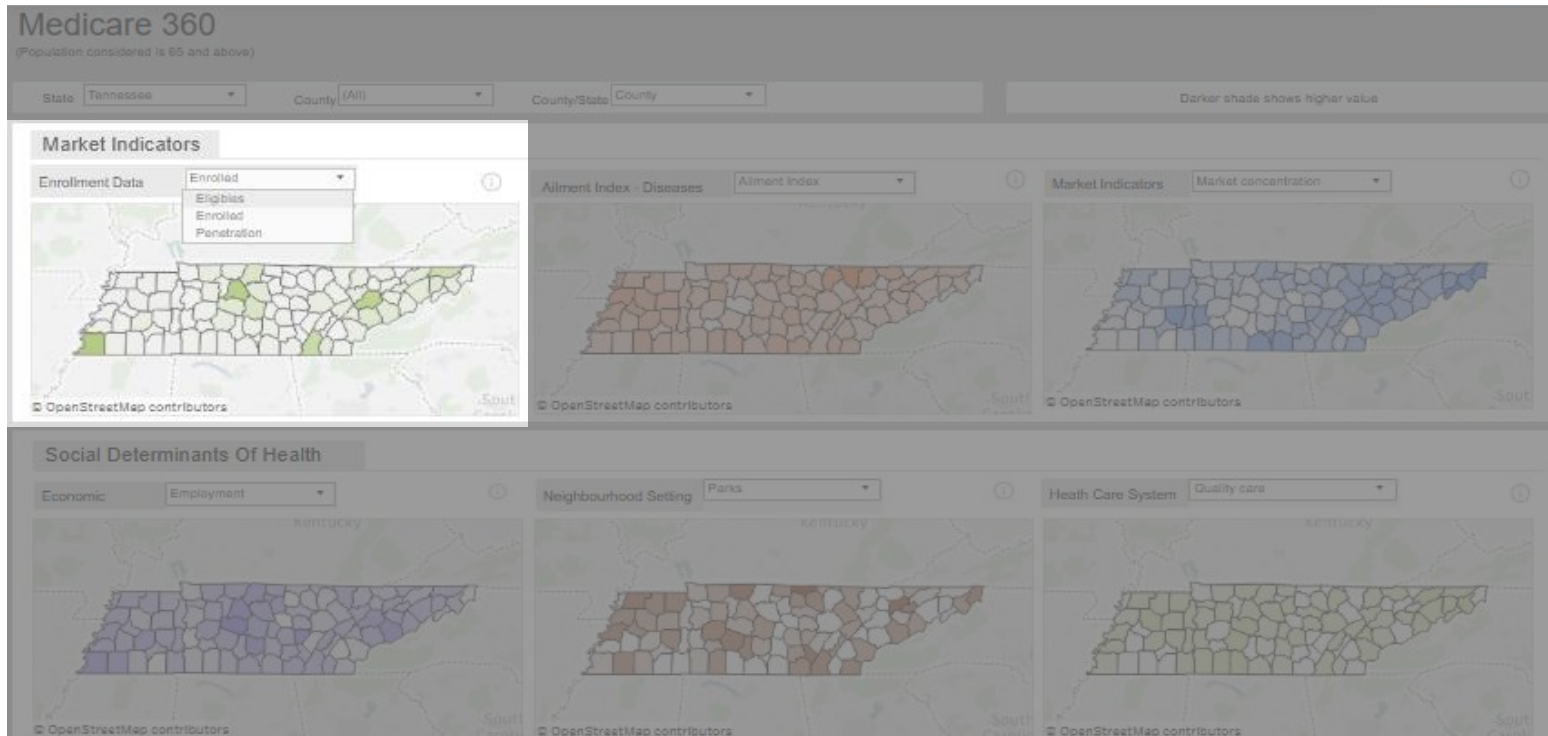
After creating your view using the filters the following report is generated with two sections: Market indicators and Social determinants of Health





## How can I use Medicare 360?

Market Indicators section contains information on various parameters such as enrollment, ailment index, (In)Stability to measure market competitiveness across regions

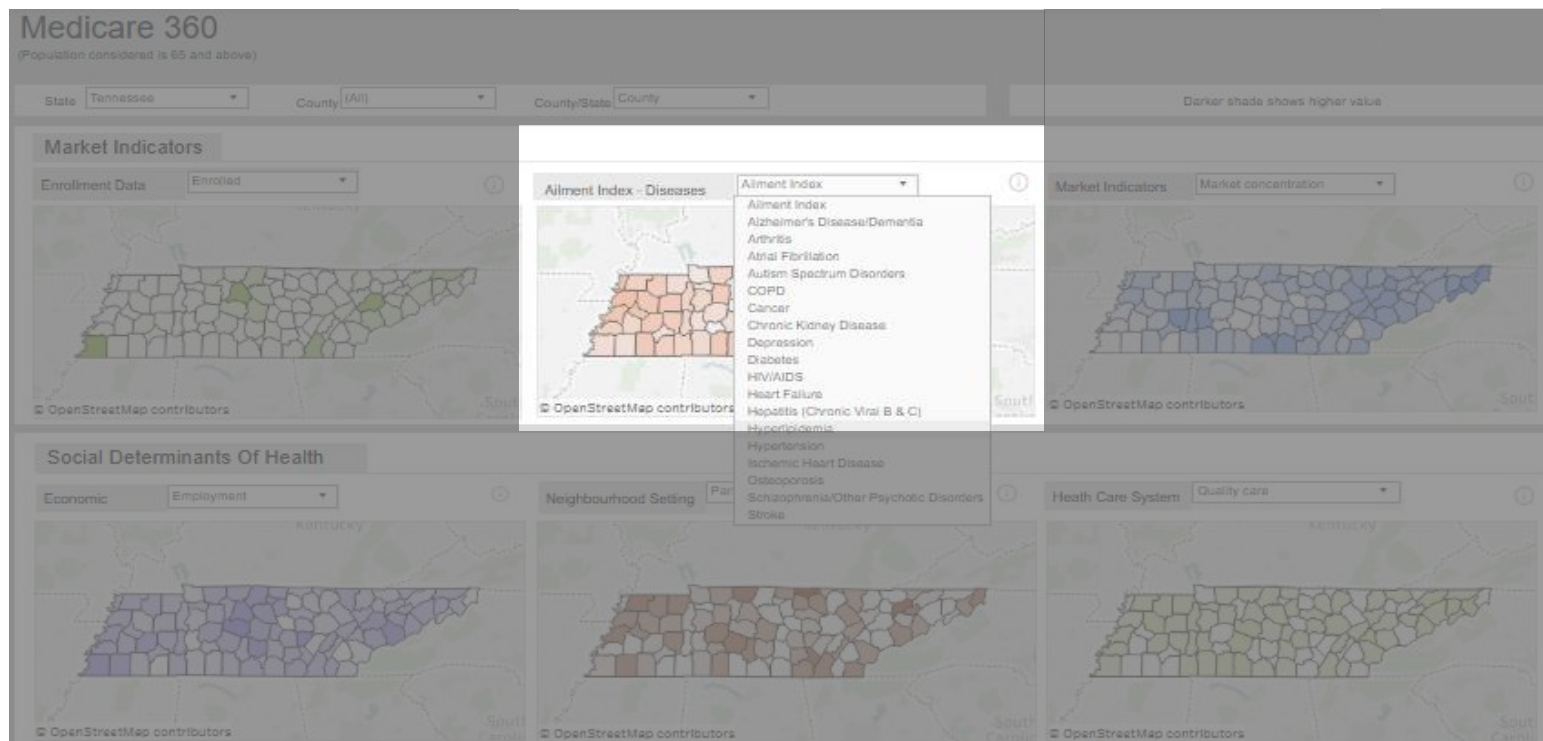


### 2.1 Choose your data view (Enrolled, Eligible, Penetration)

Select one option by clicking on the drop-down filter



# How can I use Medicare 360?

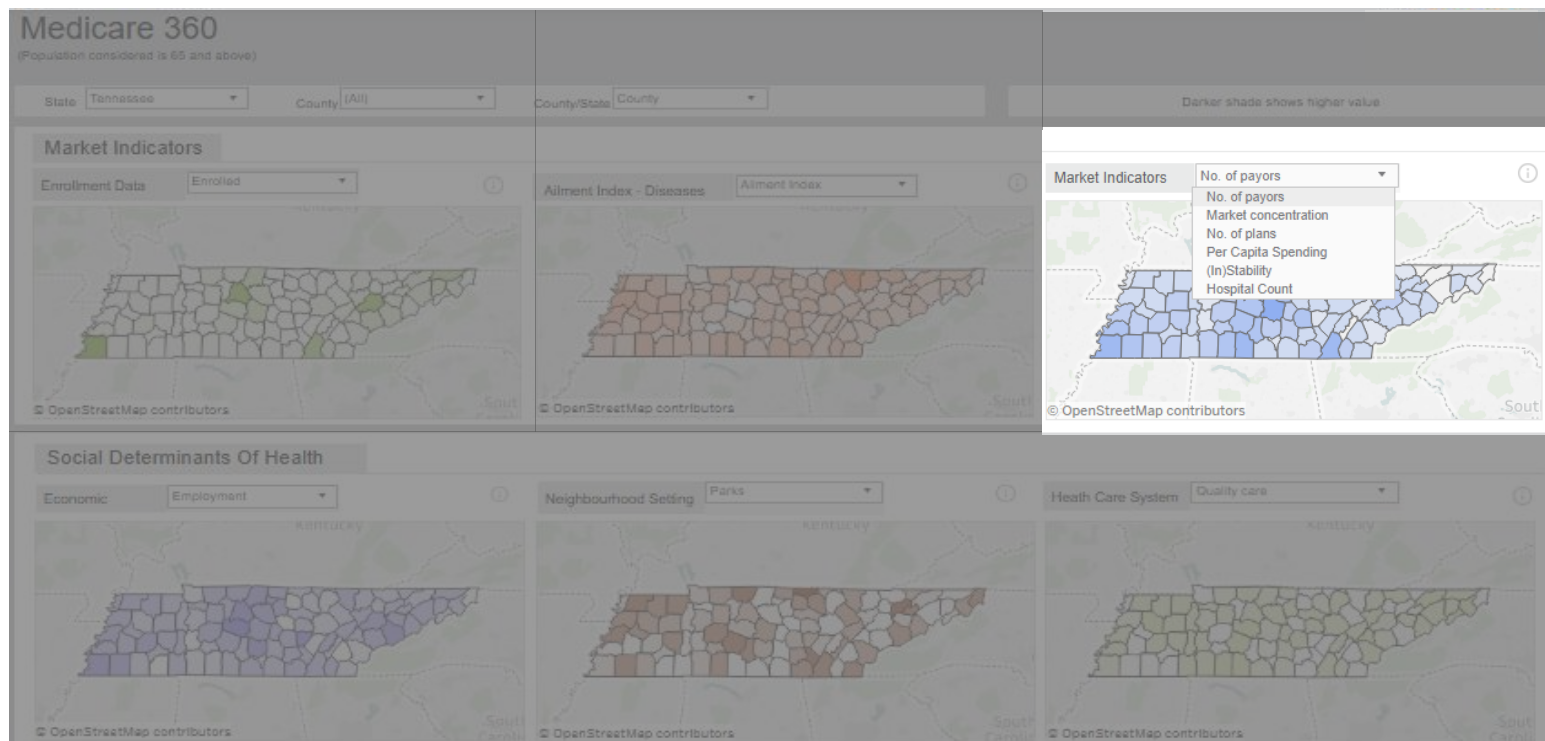


## 2.2 Select the Ailment

Select one of the options (from the 21 categories provided by CMS) from the drop-down filter, this which measures the incidence of ailment in a state/county



## How can I use Medicare 360?



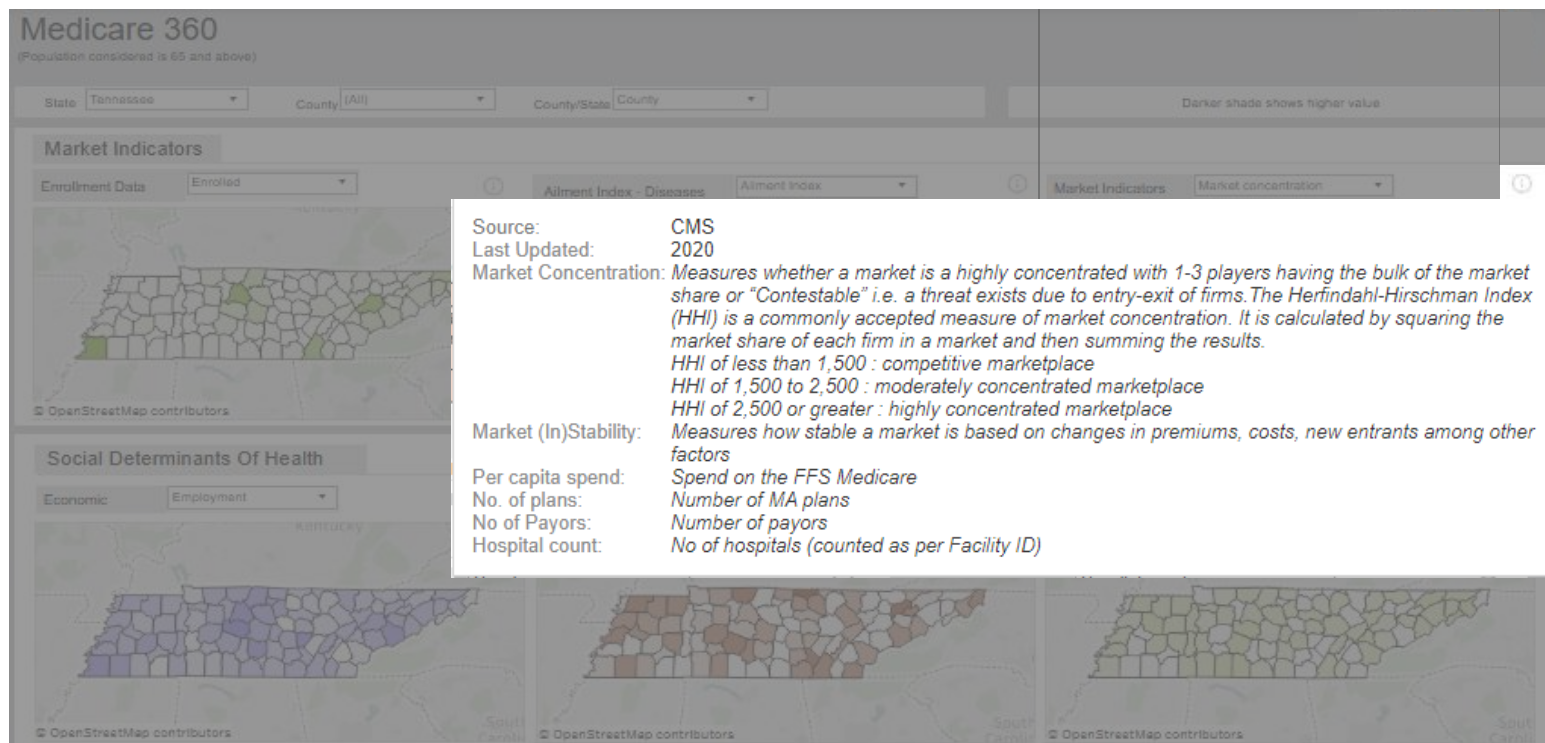
### 2.3 Select your Market Indicator

Select one of the options from the drop-down filter which has various metrics such as Market concentration, Number of payors, in-stability etc



## How can I use Medicare 360?

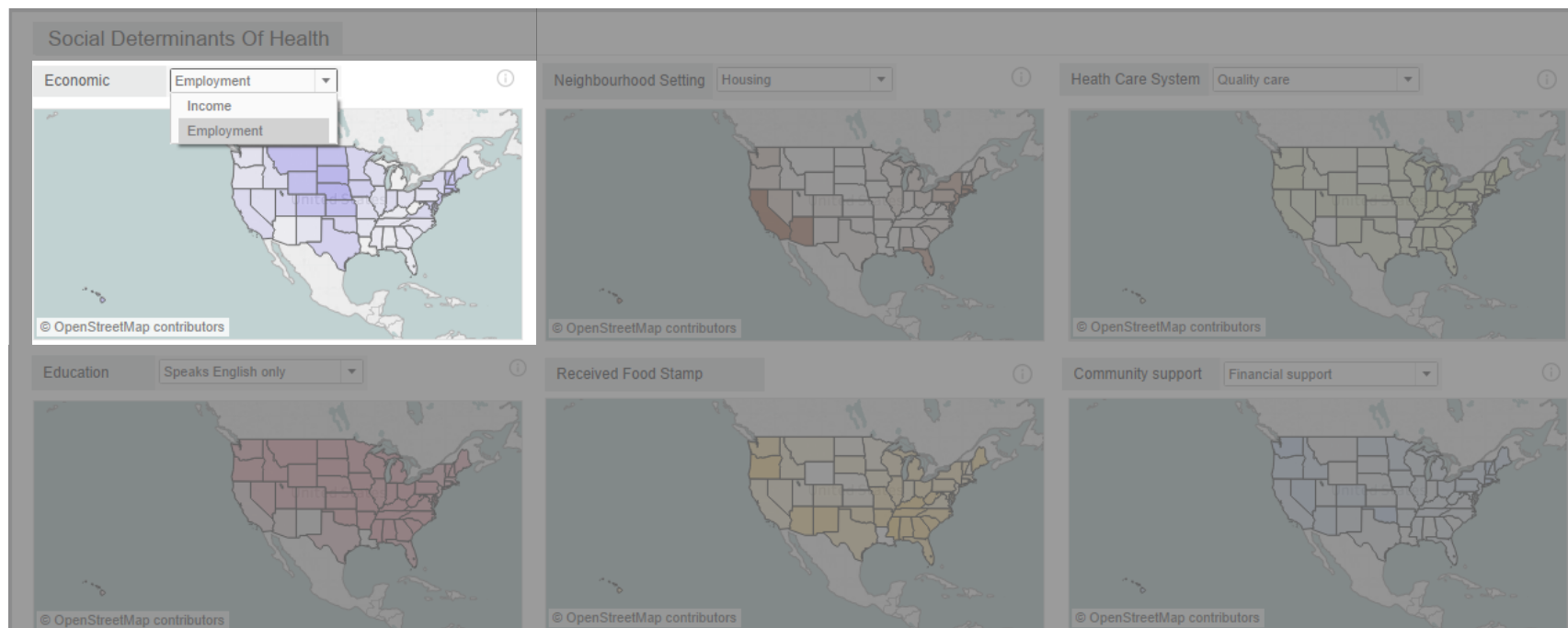
The information icon for each heat map provides information about the source of data, definition of parameters used in drop-down filter, units etc. in detail





## How can I use Medicare 360?

Social determinants of Health section provides information across various indicators related to health, social well-being, economic status, education etc. to help understand 65+ population better



### 3.1 Select an Economic parameter

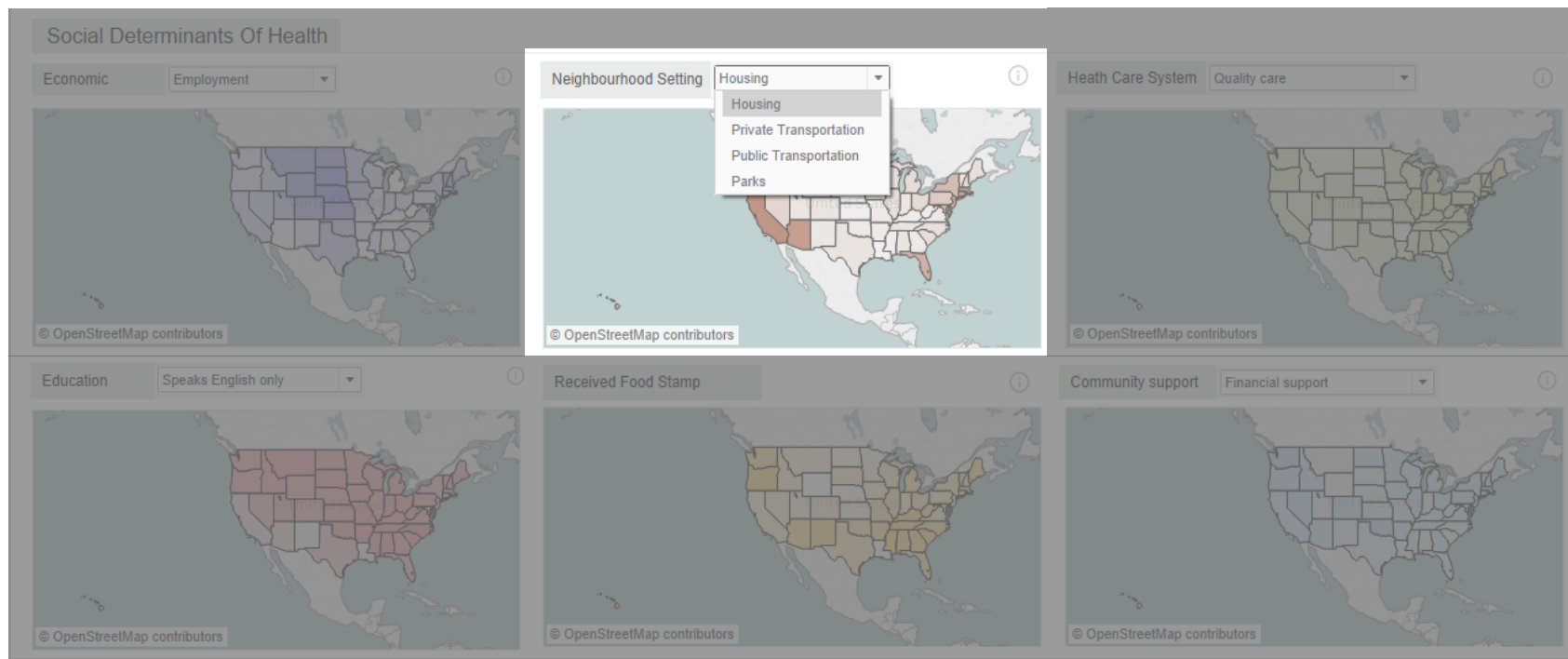
Select one (Employment or Income) from the drop-down filter





# How can I use Medicare 360?

Social determinants of Health section



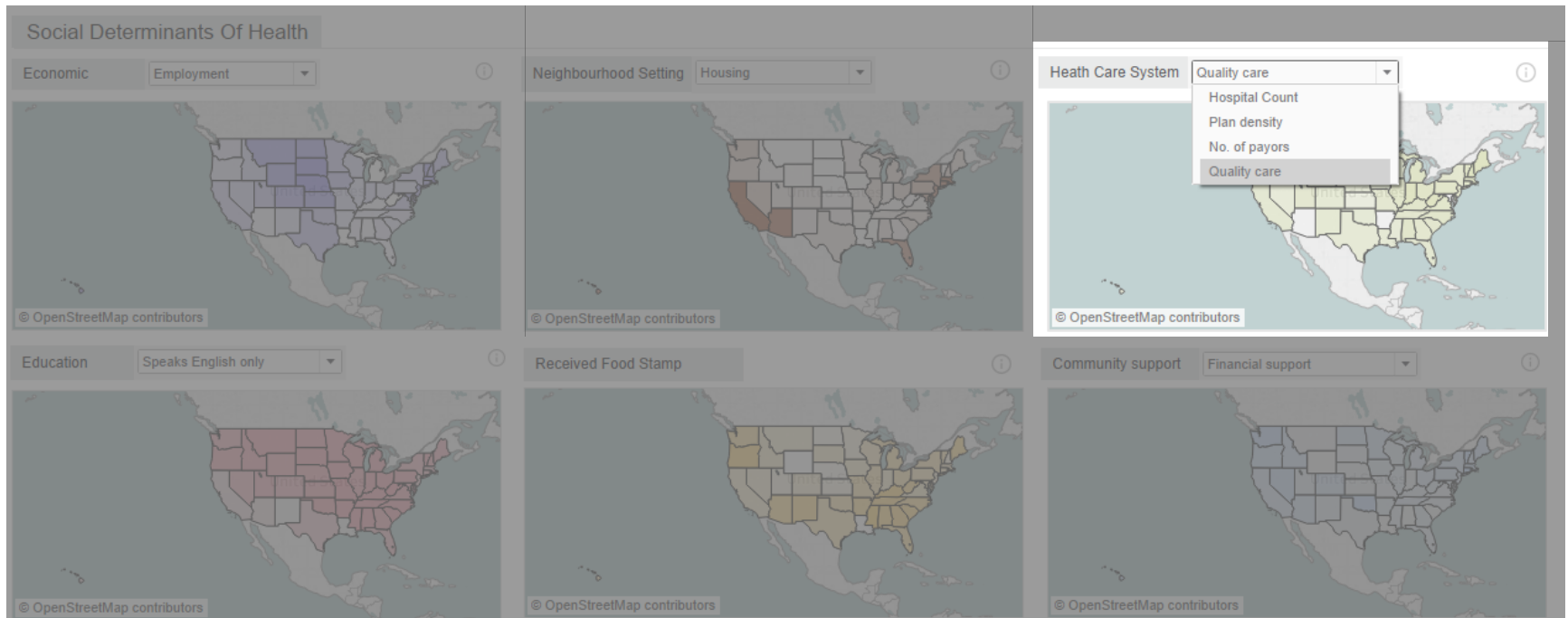
## 3.2 Select the Neighborhood setting

Select one of the options (Housing, Private transportation, Public transportation, Parks) from the drop-down filter



# How can I use Medicare 360?

Social determinants of Health section



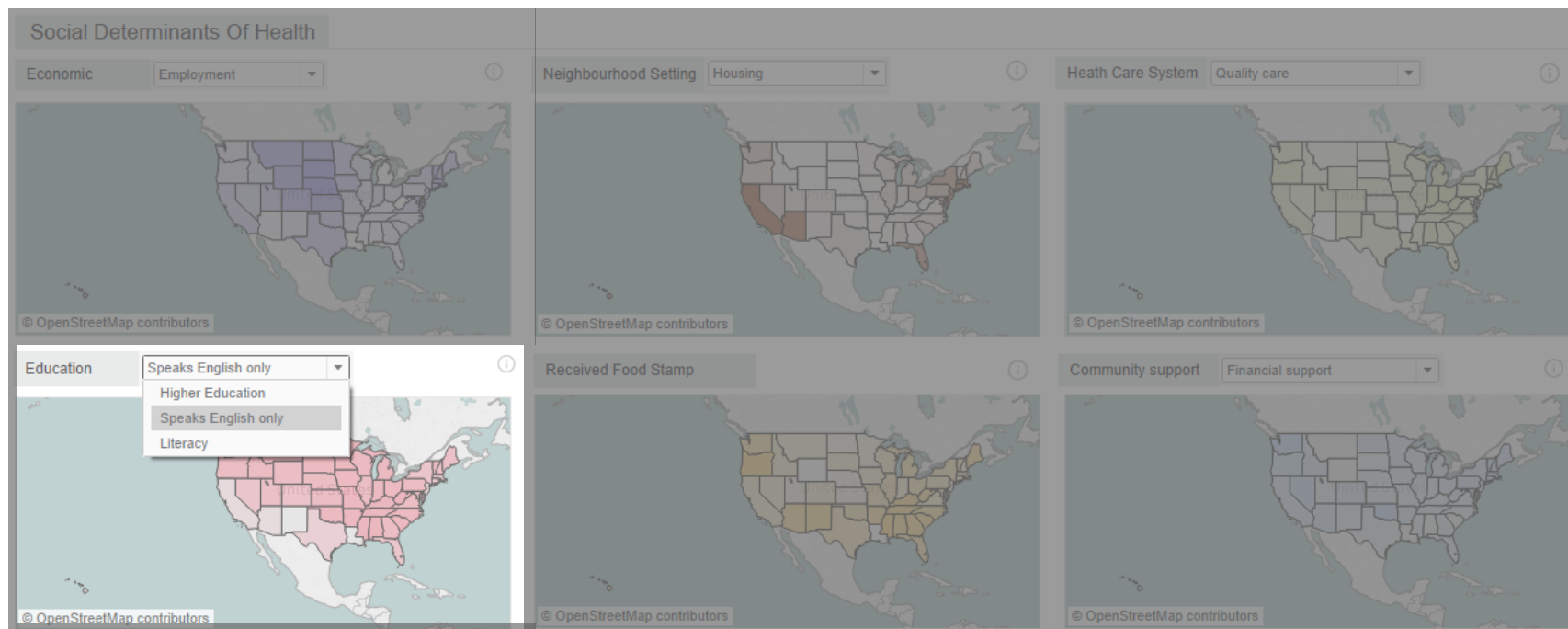
## 3.3 Select the Healthcare system

Select one of the healthcare setting measure from the drop-down filter



# How can I use Medicare 360?

Social determinants of Health section



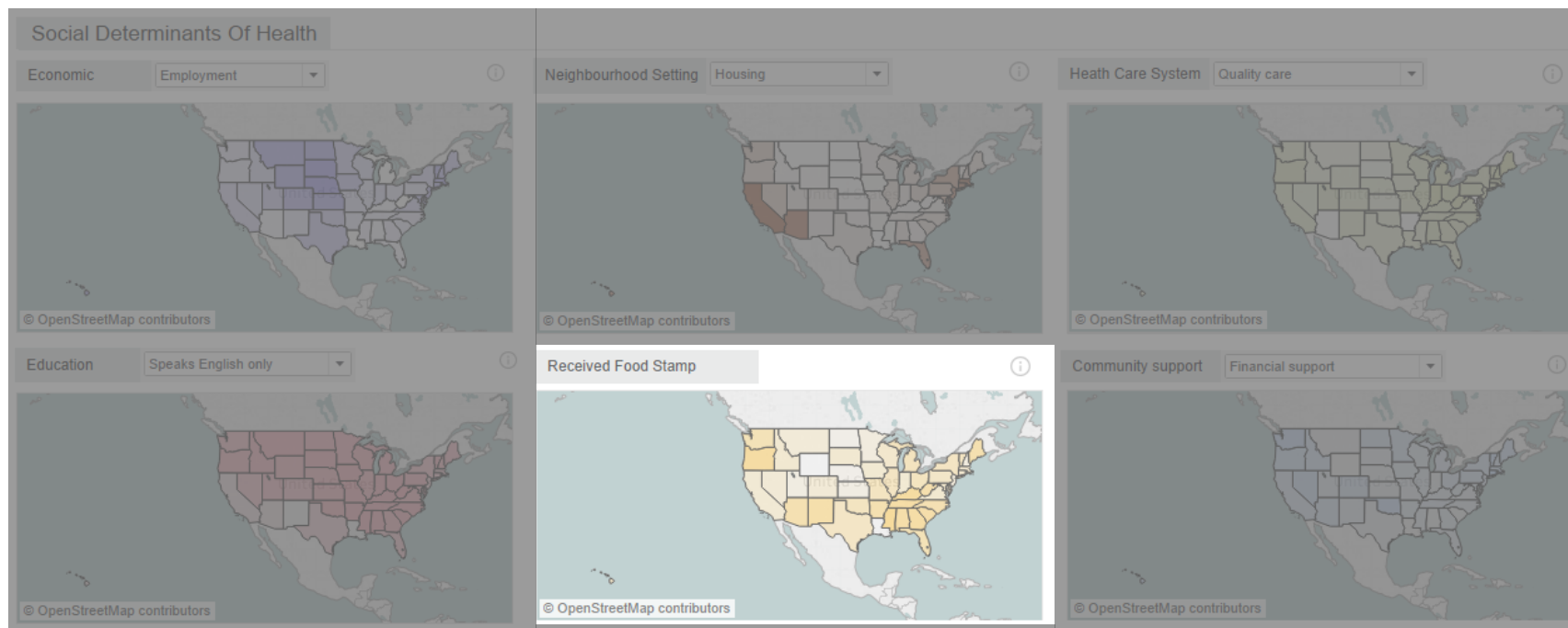
## 3.4 Select the Education level

Select one (Higher Education, Language(speaks English only), Literacy) from the drop-down filter



## How can I use Medicare 360?

Social determinants of Health section



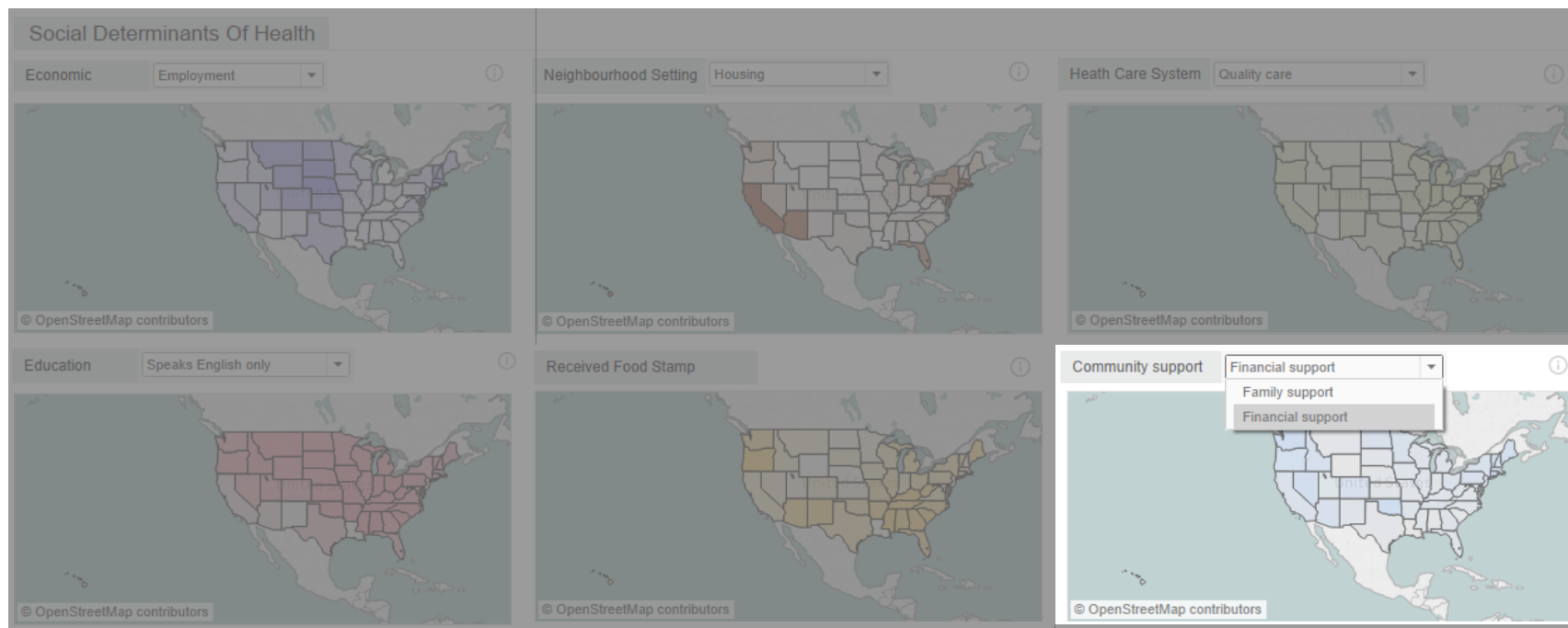
### 3.5 Receiving Food Stamp benefit

Across different state/counties, proportion of people receiving food stamp/SNAP benefit



## How can I use Medicare 360?

Social determinants of Health section



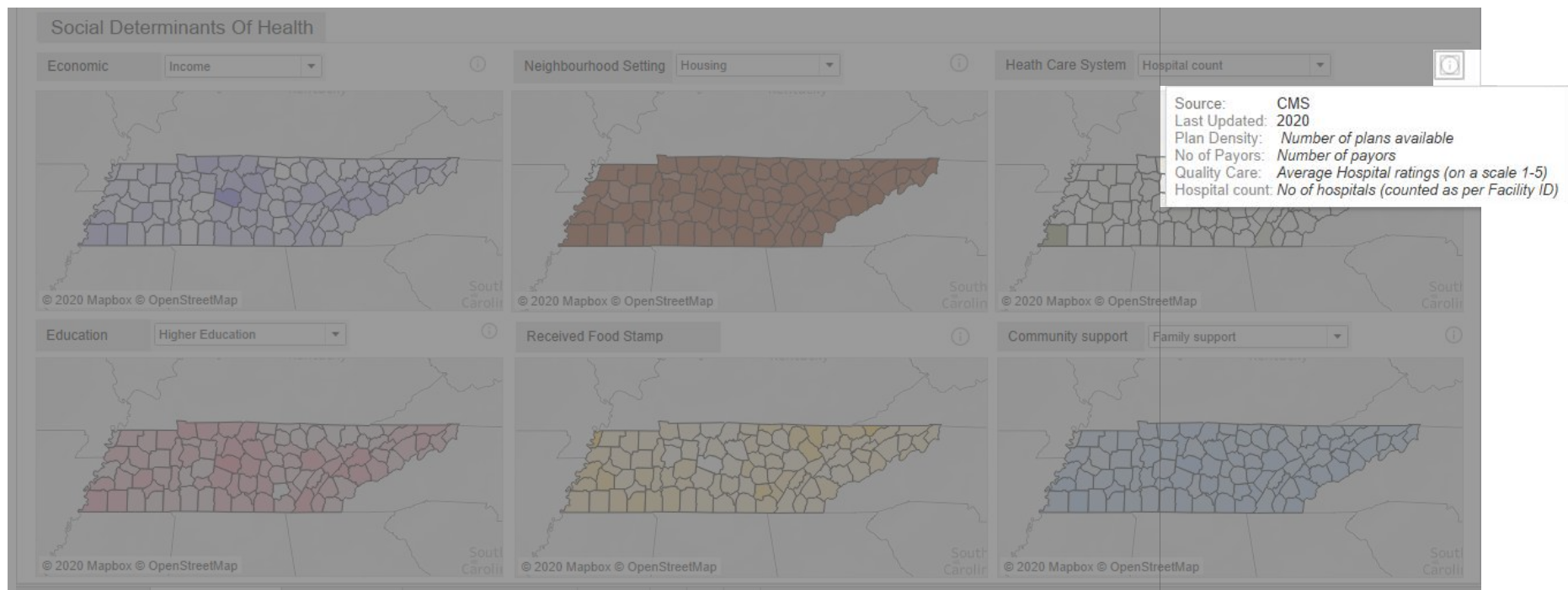
### 3.6 Select the Community support parameter

Select an option (Financial or Family ) from the drop-down filter which measures the percentage of people having cash or family assistance



## How can I use Medicare 360?

The information icon for each heat map provides information about the source of data, definition of parameters used in drop-down filter, units etc. in detail

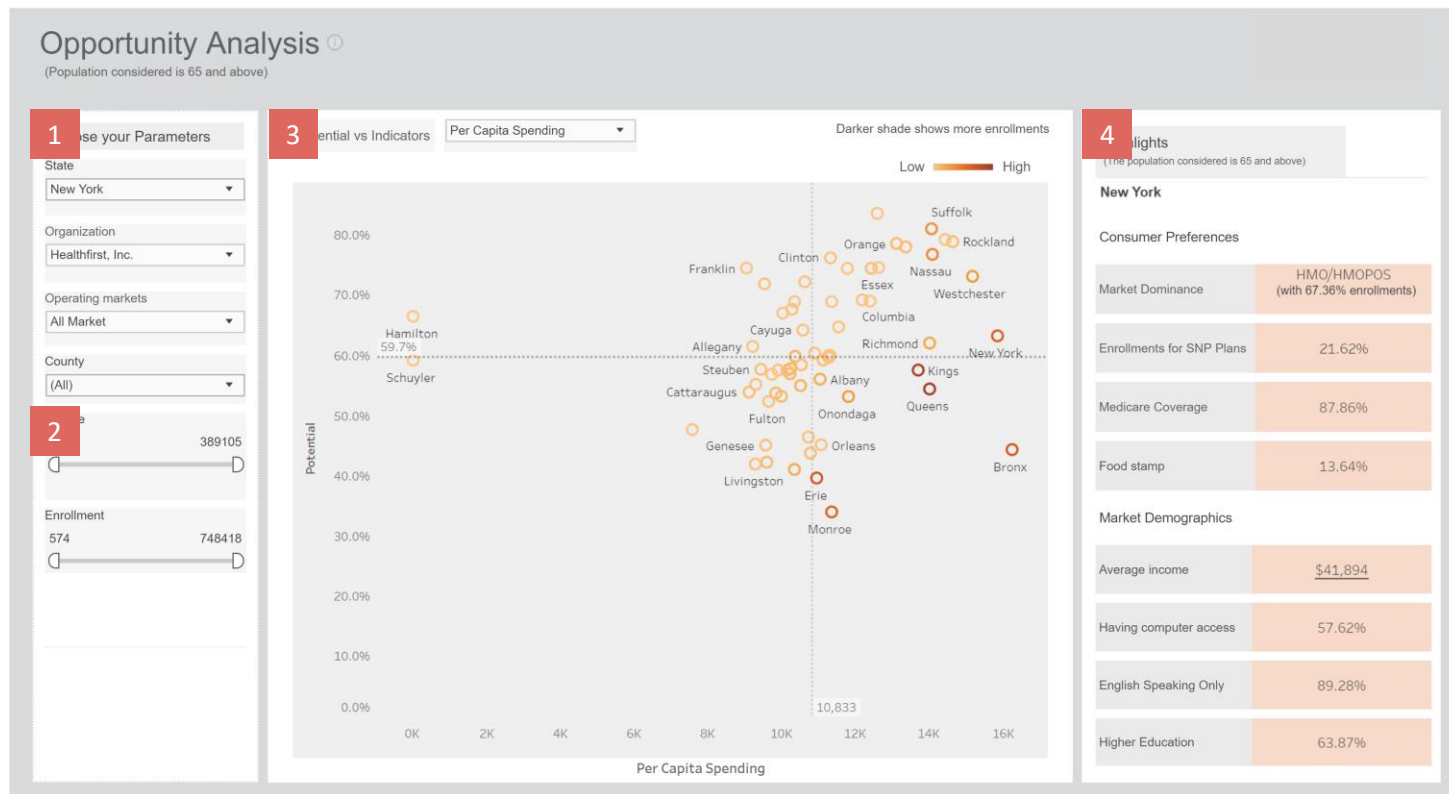






# How can I use Opportunity Analysis?

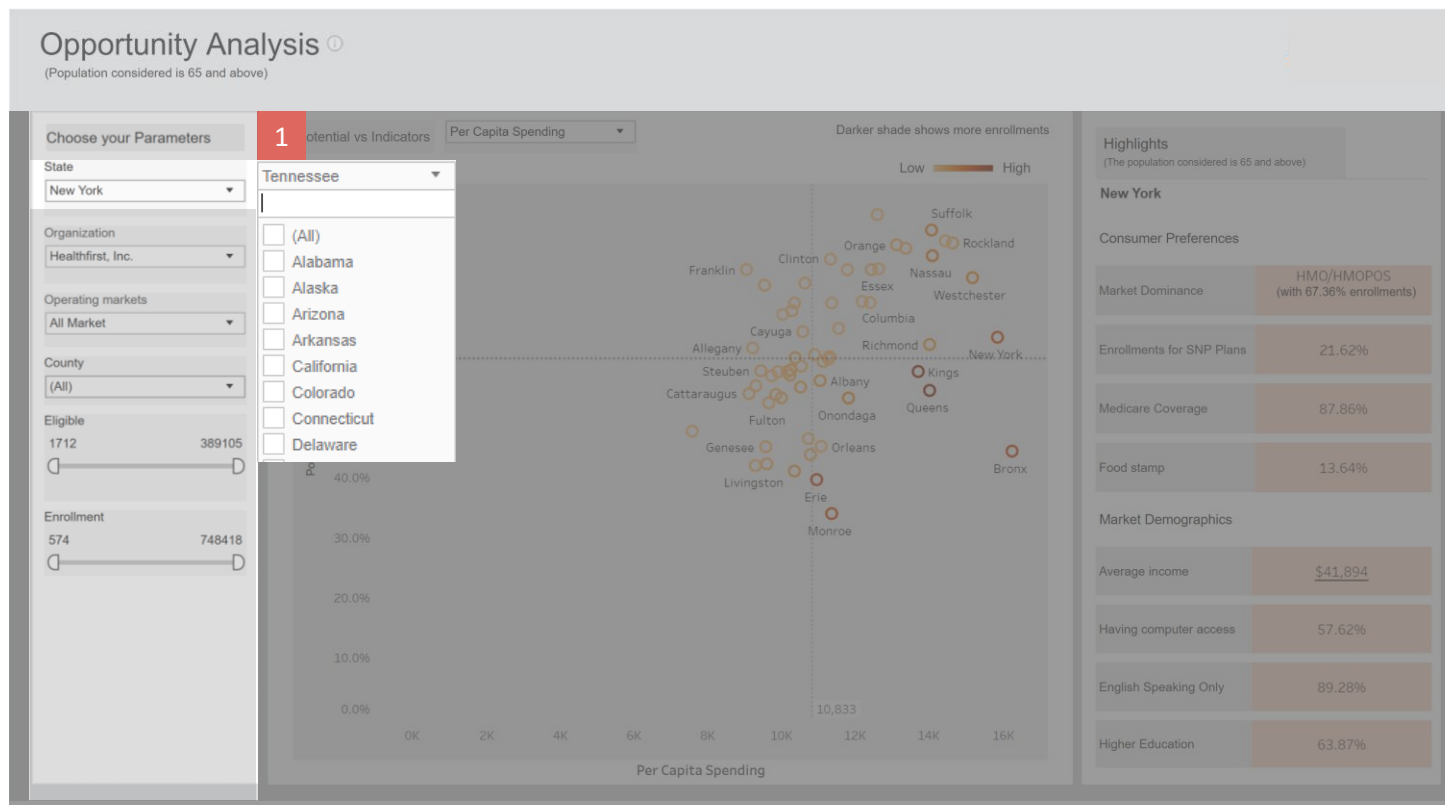
The default for this report is set for a National view at a State level and your Organization. Follow these steps to gain insights from this report:





# How can I use Opportunity Analysis?

This report is used to identify your opportunity areas based on various parameters . Follow these steps to gain insights from this report:

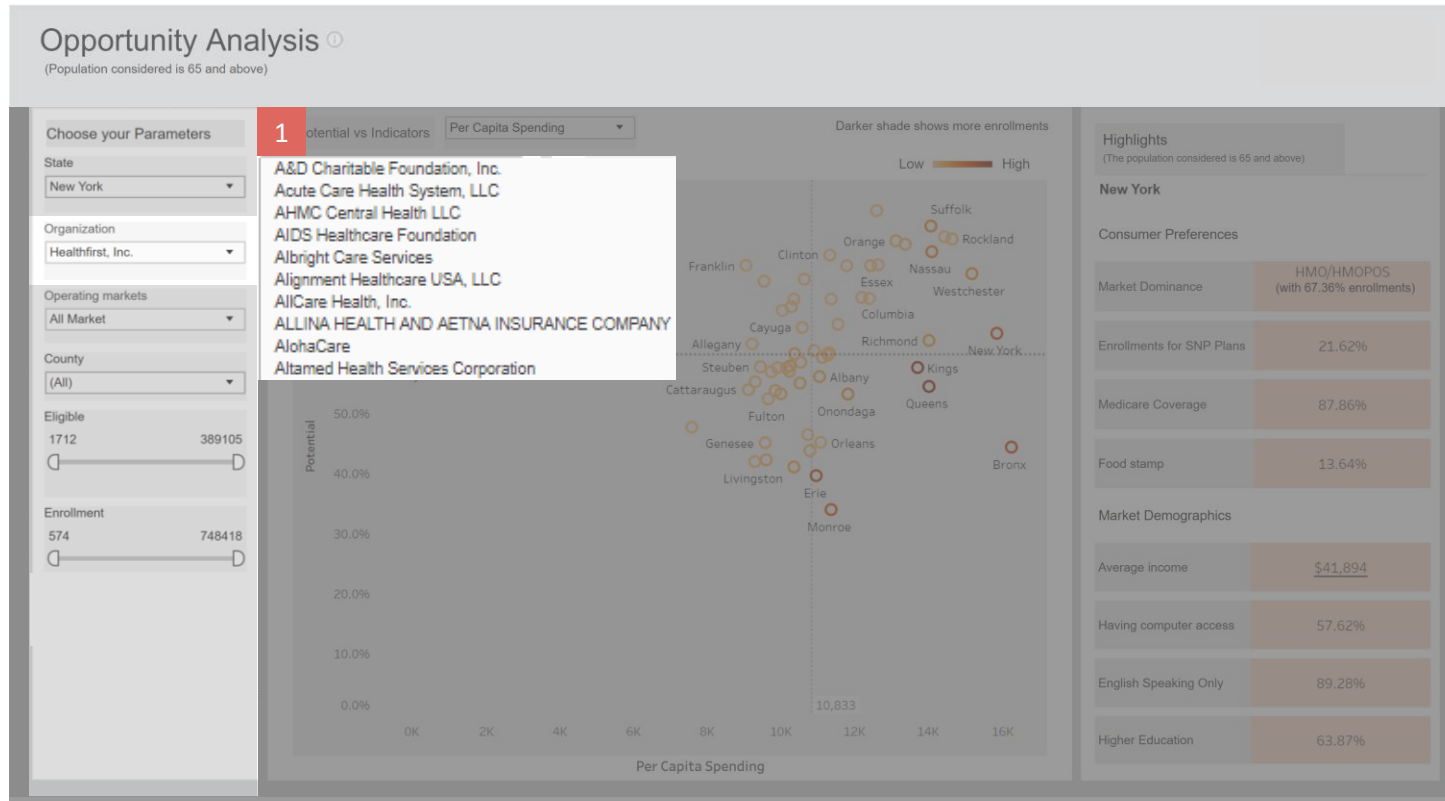


## 4.1.1 Select your State

Select one state by clicking on the drop-down State filter and click apply



# How can I use Opportunity Analysis?

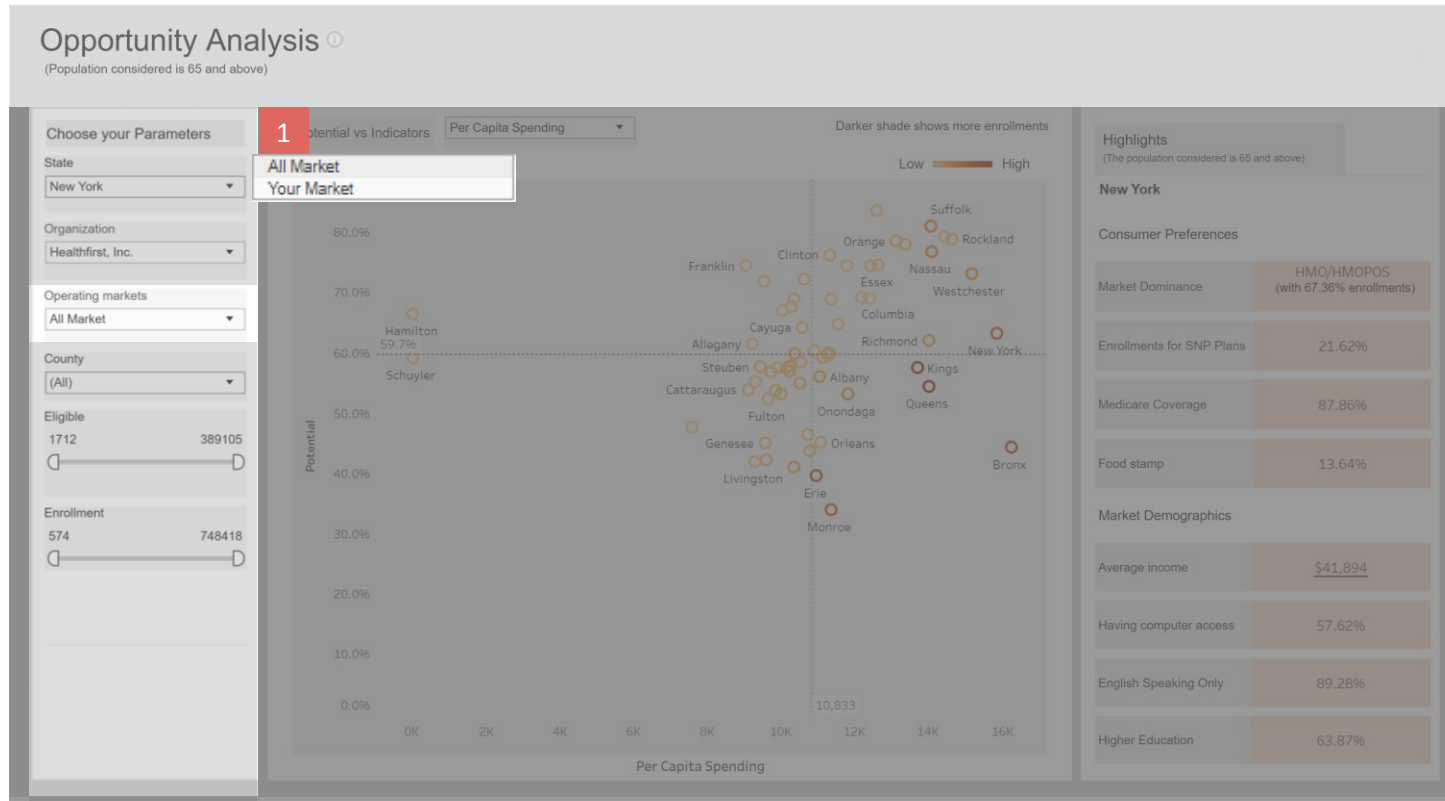


## 4.1.2 Select your Organization

Select the organization by clicking on the drop-down filter



# How can I use Opportunity Analysis?

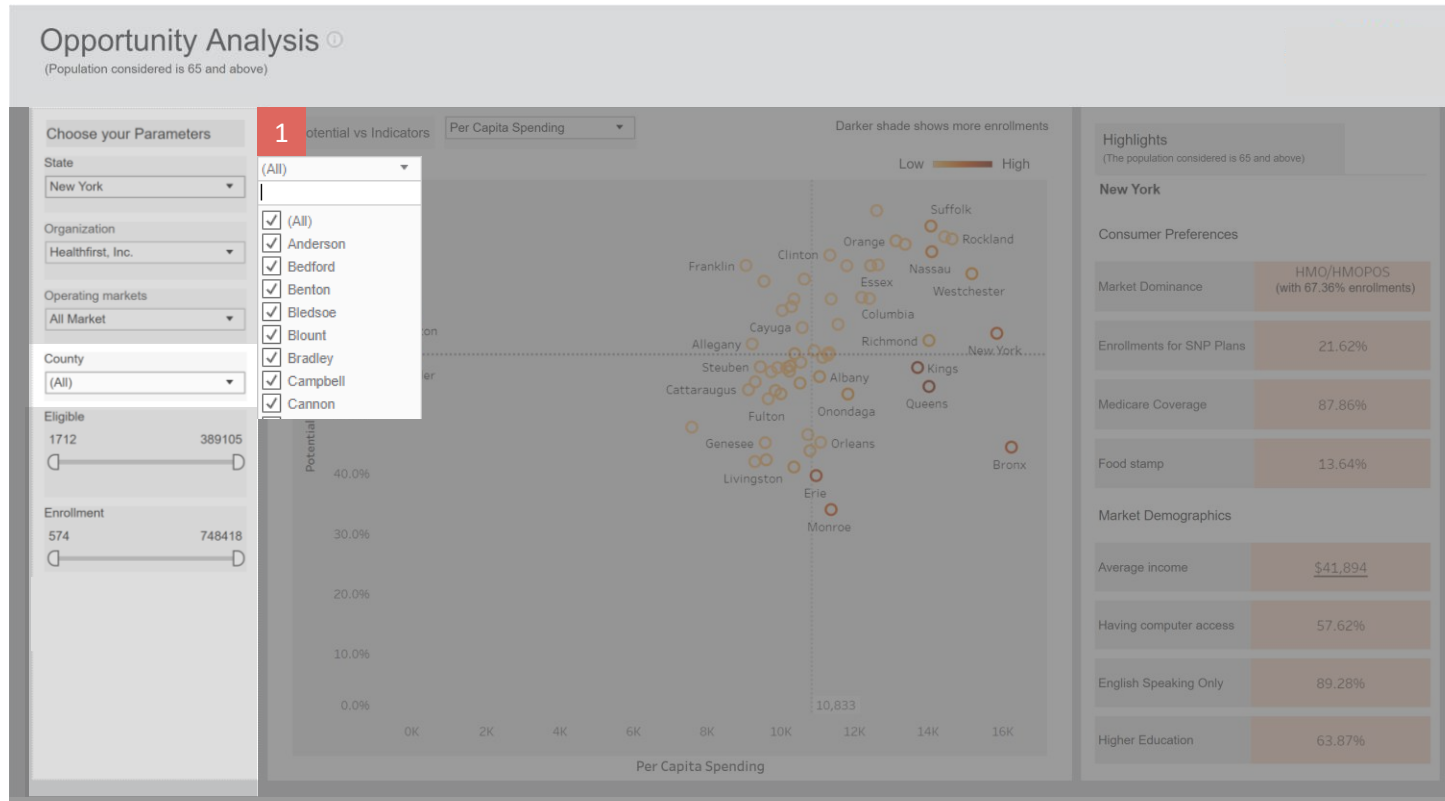


## 4.1.3 Choose the Operating markets

Select the view you want to look at (All Market or Your market) by clicking on the drop-down filter



# How can I use Opportunity Analysis?



## 4.1.4 Select your County

Select the specific county (one or multiple) by clicking on the drop-down filter and click apply



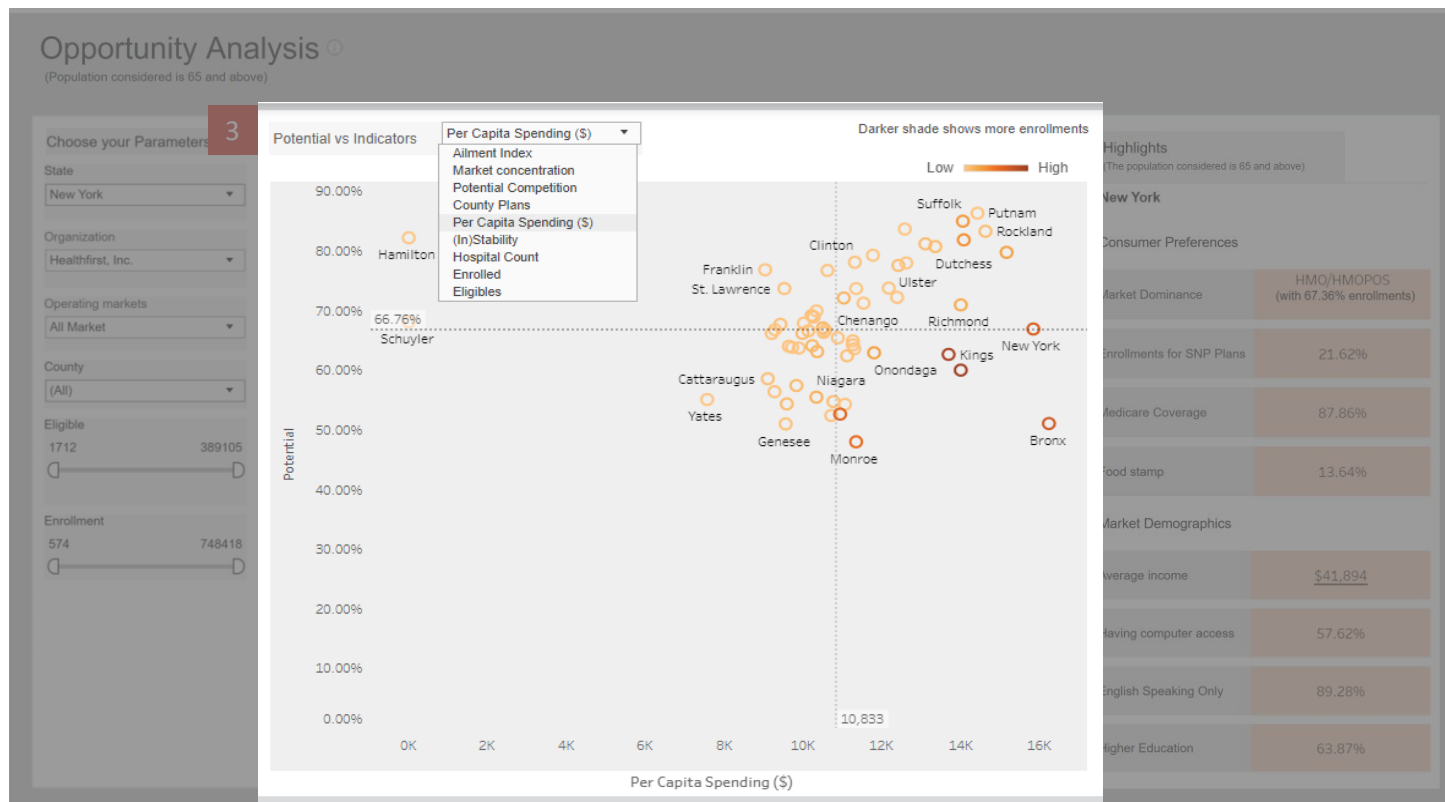
## 4.2 Select your range

Select the range for enrollment, eligible to filter out counties in the view by using the sliders





## How can I use Opportunity Analysis?

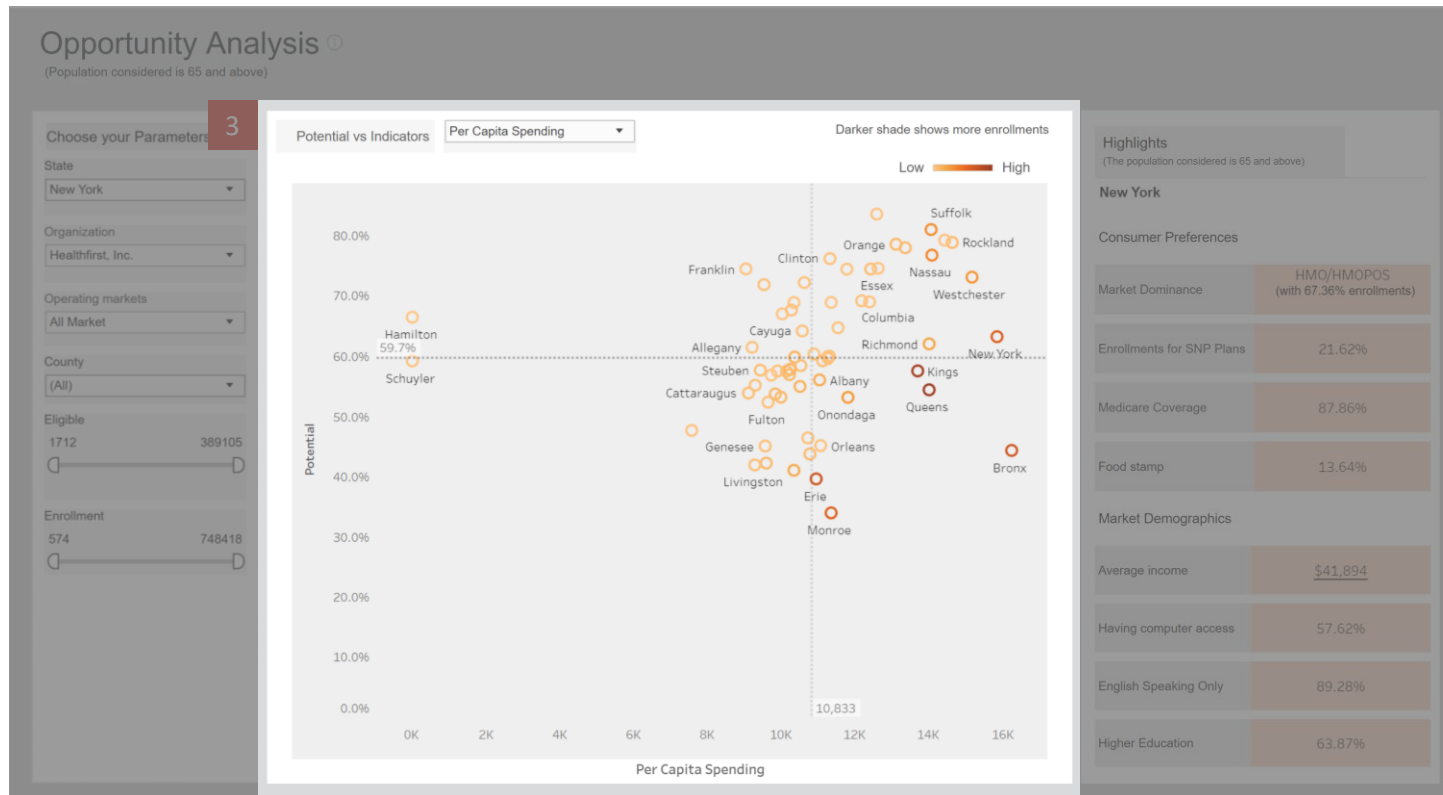


### 4.3.1 Select your indicator

Select one of the options by clicking on the drop-down filter that helps you to compare potential with any of the derived metrics



## How can I use Opportunity Analysis?

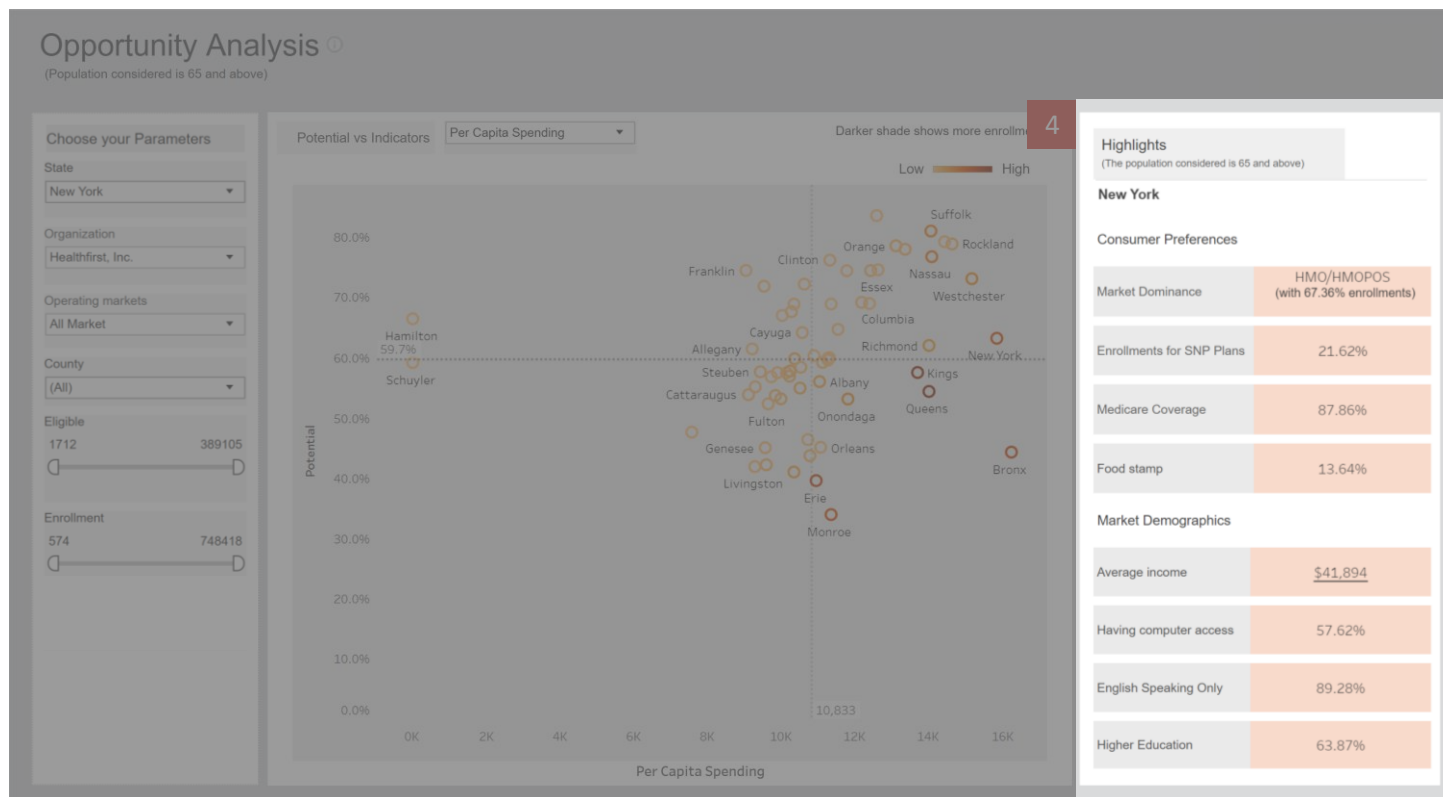


### 4.3.2 2X2 comparison view

After selecting the indicator, we can then find the opportunity areas using the 2X2 representation. Darker shade of the bubble implies more enrollment.



# How can I use Opportunity Analysis?



## 4.4 Highlights

Based on the area selected, this section gives summary points on consumer preferences and Market demographics such as Avg Income, Medicare coverage, Education etc.

An elderly couple is sitting on a wooden park bench. The woman on the left is wearing a grey patterned dress and is focused on reading a newspaper. The man on the right is wearing a light blue jacket, a red shirt, white pants, a white fedora, and sunglasses. He is smiling and also reading a newspaper. The background shows a park setting with trees and a path. The entire image has a semi-transparent purple overlay.

# Thank You

