HealthWorks AI

Competitor Analysis Report

User Guide 2020

Contents

Overview: Competitor Analysis

Overview

Competitor Analysis report helps users assess their competitive position in the market. This report provides an ability to slice and dice the data for Individual or Group Plans, MA/MAPD or PDP, SNP or Non-SNP market and for all Plan types like HMO, PPO etc. Learn about Eligible, Enrollment, Growth and Penetration in your county by various cuts of plans and how Payor organizations have grown in the last 4 years.

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

This report is created from the Landscape file, Enrollment file and Penetration file release by CMS. Data is available for all Payor organizations in the US at a county level broken out by various plan cuts. This report is refreshed every month within two days of CMS releases the respective data.

What decisions can I make using this report?

Analyse your competitive position in the market in the Medicare Advantage ecosystem. Keep a track of how competitors have grown in the last five years and which counties have high or low penetration. Track the growth of your regions and compare with key competitors in your market.

How can one navigate this report?

Default view for your state, sales region (if available), county and plan type will be pre-set for this report. Follow these steps to navigate this report:
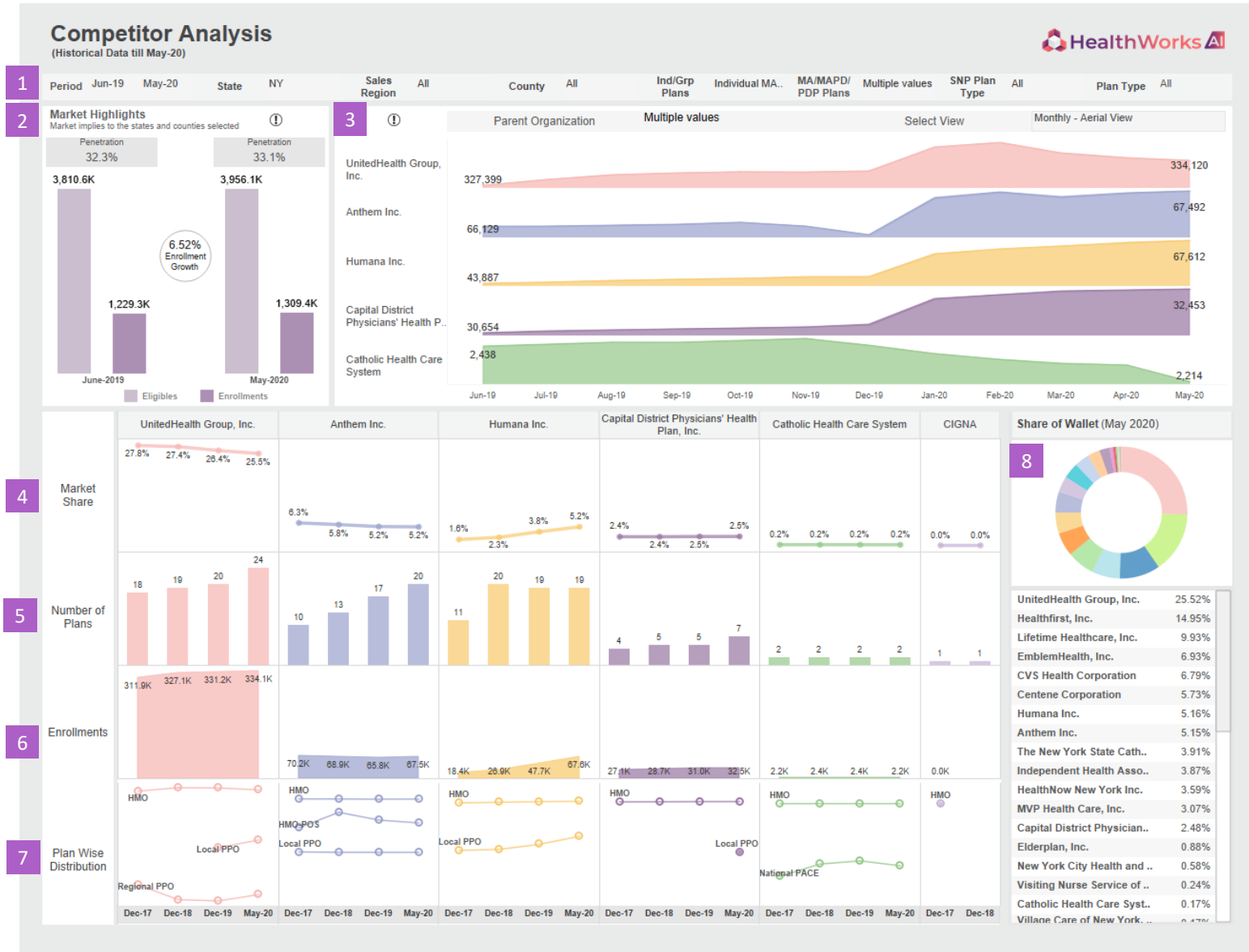
Step 1: Select your market, time period and plan level filters

| 1 | Period | Jun-19 | May-20 | State | FL ▼ | Sales Region | All ▼ | County | (All) ▼ | Ind/Grp Plans | Individu... ▼ | MA/MAPD/ PDP Plans | (Multiple... ▼ | SNP Plan Type | (All) ▼ | Plan Type | (All) ▼ |

1.1 Select your Time period
Click on the dates and enter 'month-year' to filter all the data for the selected time period or select the same from the drop-down calendar menu

1.2 Select your Market/ Geography
Use the **State**, **Sales Region** (if provided by the clients) and **County** dropdown menu to select your State and County for this analysis. Data for all US is made available.

1.3 Select Individual or Group Plans
Select Individual MA or Group MA plans from the dropdown

1.4 Select MA/MAPD or PDP only plans
Select MA, MAPD or PDP plans from the dropdown
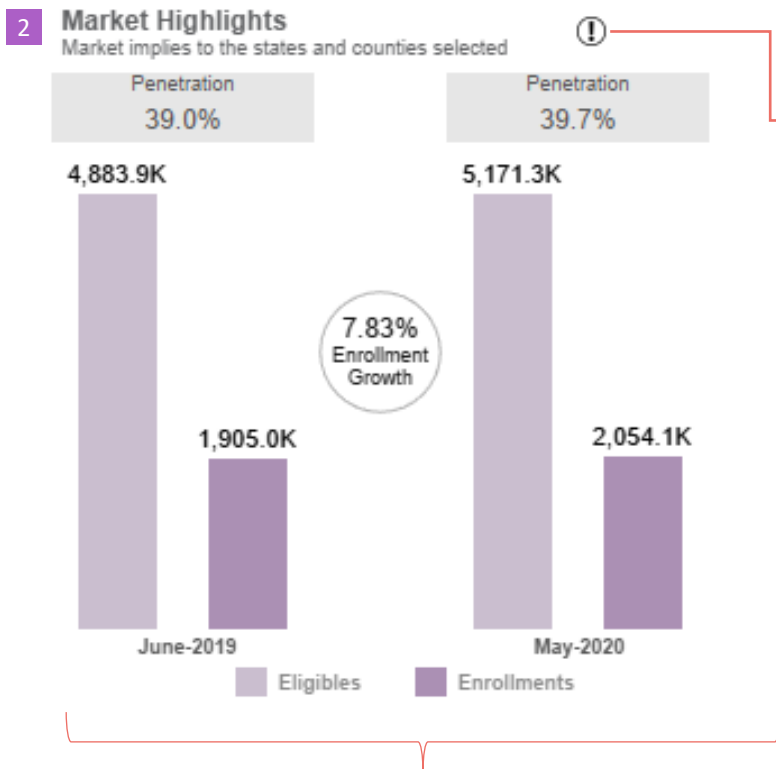
1.5 Select Special Needs Plan (SNP)
Select D-SNP, C-SNP, I-SNP or Non-SNP plans from the dropdown

1.6 Select Plan type
Select one or more than one plan type from the dropdown to filter all data in the report for those plan types

Step 2: View key Market Metrics

2.2 View key market metrics
The Exclamation mark in a circle represents an important notation about the eligible data. One can view the note after hovering over the symbol.

2.1 View key market metrics
Under the heading of "Market Highlights", based upon your filter selection in step 1, view Eligible, Enrollments, respective Penetration, and Enrollment's Growth for initial and final month of the period selected.
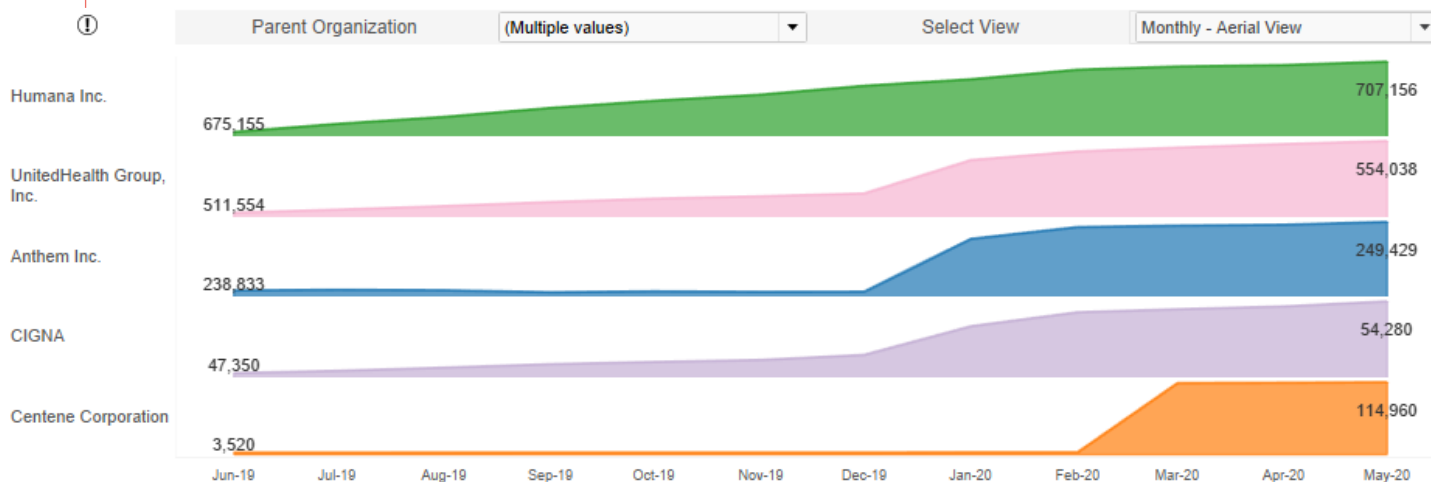
Step 3: View enrollment trends of different competitors selected

3.2 View enrolment trends
The Exclamation mark in a circle represents an important notation about the data which we show in the quarterly charts.

3.1 View enrolment trends
In this chart we have two more filters, i.e. selection of organization and selection of view. On basis of the filters in step 1, parent organizations gets filtered and from them one can choose to compare those organizations in the below enrollment trends chart in first filter, whereas in second filter, trend can be set up as one can view monthly trend or quarterly trend. In the same filter views can also be changed as one can view the chart in fitted view, scroller view or aerial chart view.

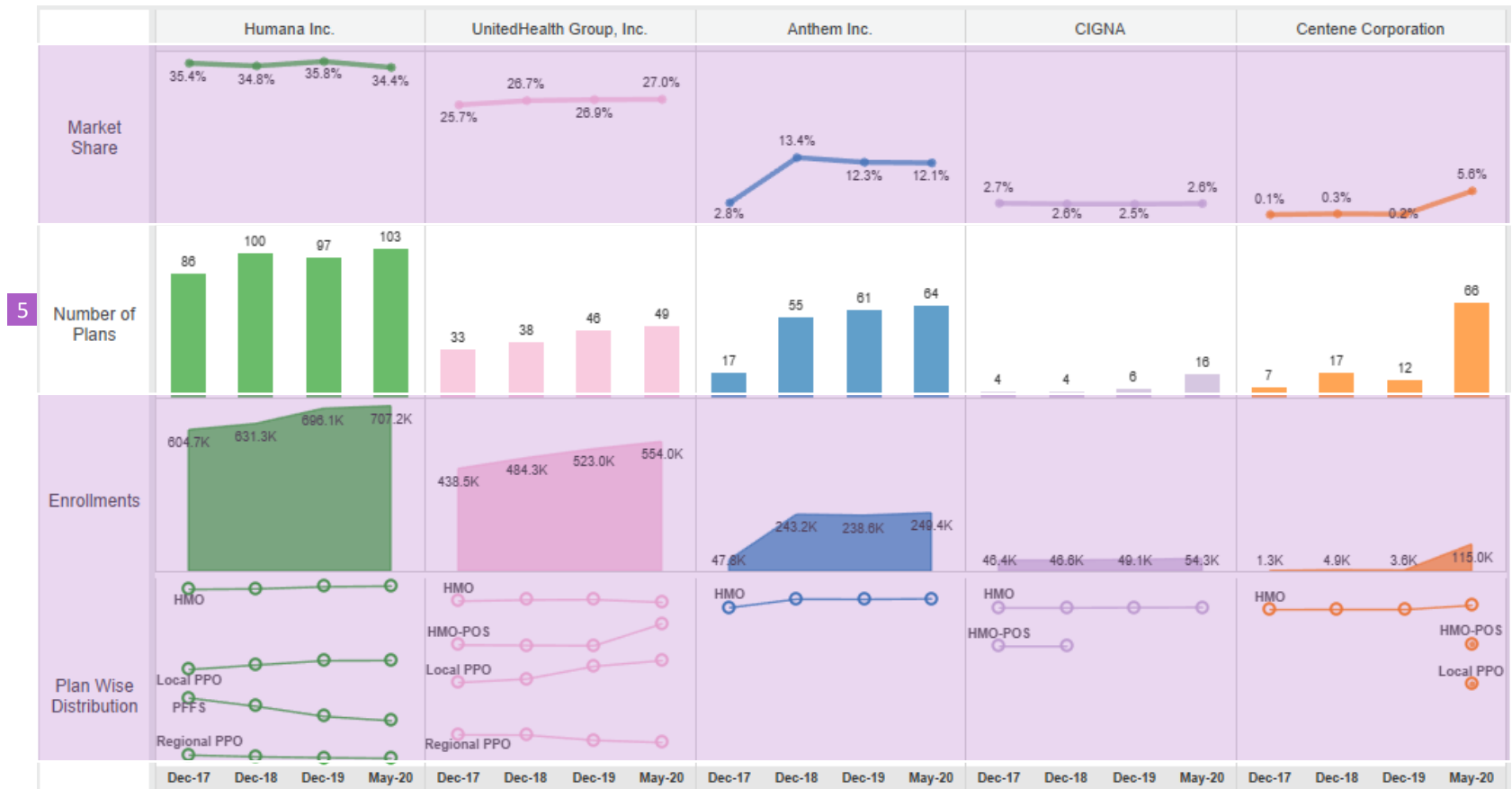# Step 4: View trend of market share of the competitors

4.0 View trend of market share of competitors

On basis of the selection of parent organizations in step 3 and filters in step 1, it shows the market share of selected competitors of the latest month of years (2017 - till present). Time period filter of step 1 doesn't apply here.

5.0 View trend of total number of plans of the competitors

On basis of the selection of parent organizations in step 3 and filters in step 1, it shows the total number of plans of the selected competitor comprises in the latest month of years (2017 – till present)

6.0 View trend of enrollment numbers of the competitors

On basis of the selection of parent organizations in step 3 and filters in step 1, it shows the number of enrollments having in the latest month of years (2017 – till present) of the selected competitors

Step 7: View plan wise enrollment trend of the competitors

## 7.0 View plan wise enrollment trend of the competitors

On basis of the selection of parent organizations in step 3 and filters in step 1, it shows the number of enrollments distributed plan wise in the latest month of years (2017 – till present) of the selected competitors. On hovering over the plan wise enrollment trend, one can see the number of respective plan and enrollments of that plan
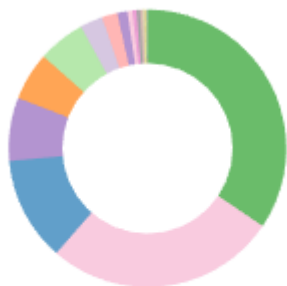
Share of Wallet (May 2020)	
Humana Inc.	34.43%
UnitedHealth Group, Inc.	26.97%
Anthem Inc.	12.14%
Guidewell Mutual Holding..	7.38%
Centene Corporation	5.60%
CVS Health Corporation	5.52%
CIGNA	2.64%
Health First, Inc.	1.81%
AvMed, Inc.	1.17%
Devoted Health, Inc.	0.61%
DOCTORS HEALTHCARE..	0.47%
BayCare Health System, I..	0.38%
ULTIMATE HEALTH PLAN..	0.36%
Summit Master Company,..	0.15%
Molina Healthcare, Inc.,	0.08%
AIDS Healthcare Foundati..	0.07%
Athena Healthcare Holdin..	0.06%
Miami Jewish Health Syst..	0.04%

8.0 View market share of organizations

On basis of the filters in step 1, it shows the market share of all the competitors in the selected market. It only shows the latest month's share out of the period selected. On hovering over the donut chart it shows market share and enrolments of an organization with its name.

Note: Filters of step 3 doesn't apply here.

Thank You

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