



Product Insight Report

2020



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Tutorial: Product Insight Report

Overview

Product Insight report helps you keep track of how the landscape of the products offered in your marketplace are evolving, and helps you stay ahead of the curve. It tracks the plan level cost changes, like the Premium, Deductible, MOOP, Star Rating and OOPC across years, and what impact those changes have had on the enrollment share for each Unique Plan, across several AEPs.

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

This report has data coming from PBP files to capture the benefits, Crosswalk to record appropriate year-over-year changes and enrollment file to capture who has been winning the market in terms of the gain in enrollment. All the files are released by the CMS and this report is refreshed post AEP for AEP change.

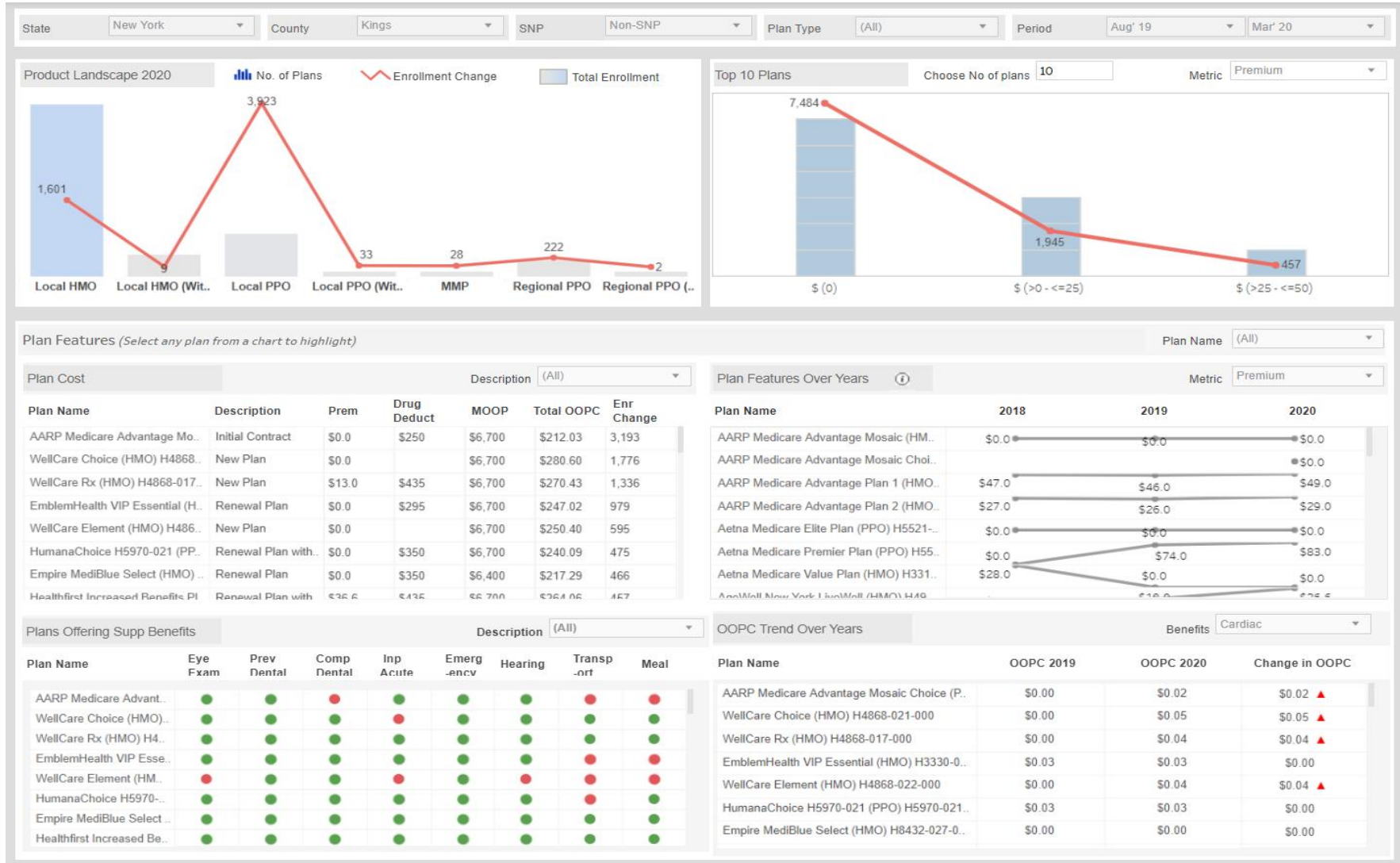
What decisions can I make using this report?

- Which new plans have been attracting the most beneficiaries, and their product features?
- What percentage of plans are offering each of the supplemental benefits?
- Which cost bucket (Premium, Deductible, etc.) is attracting the maximum consumer base?
- Anticipate the changes the competitors are likely to make in their product



How can I use Product Insight report?

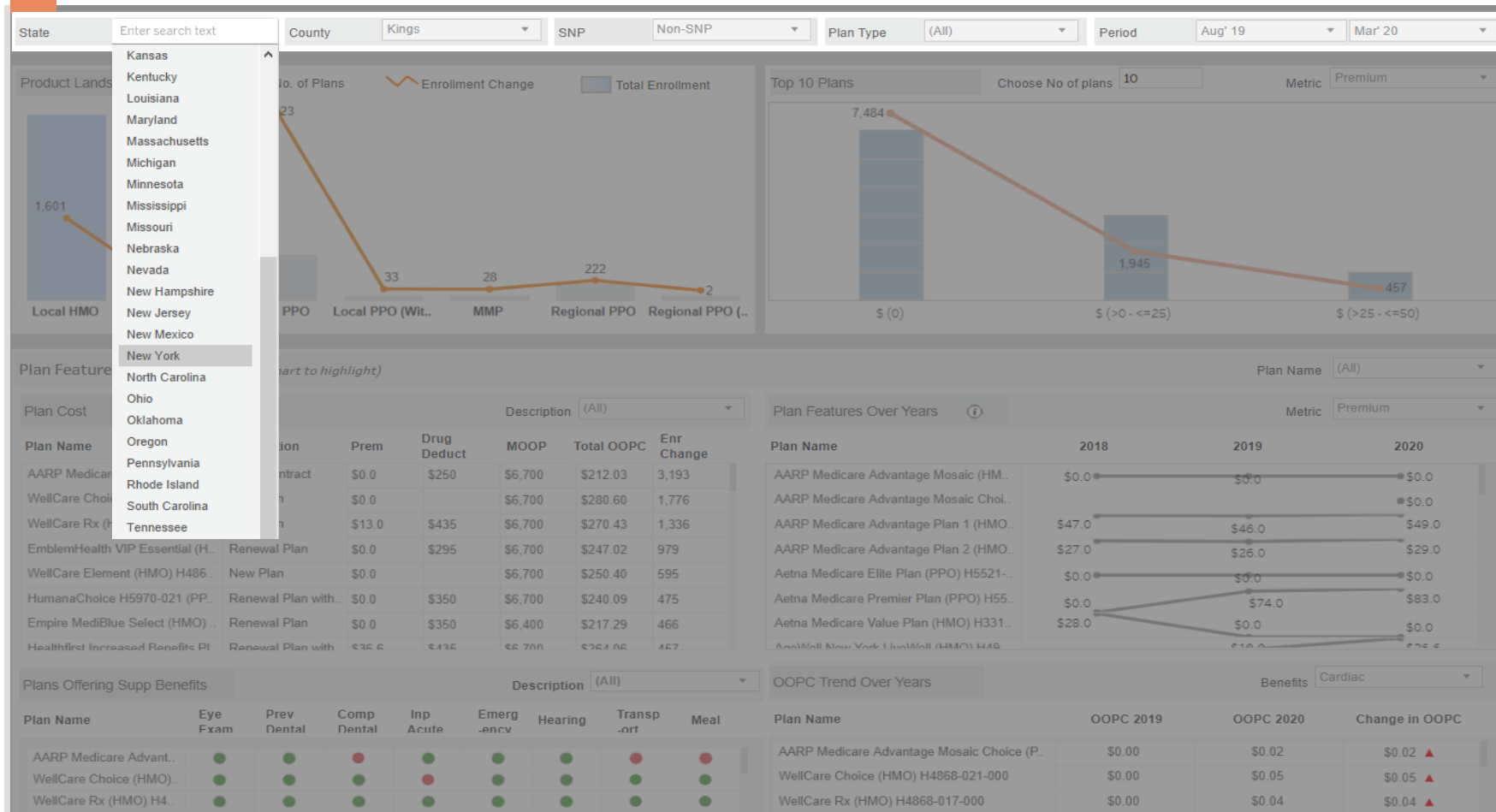
The default view is YoY for your organization at a State level. Follow these steps to gain insights from this report:





How can I use Product Insight report?

1



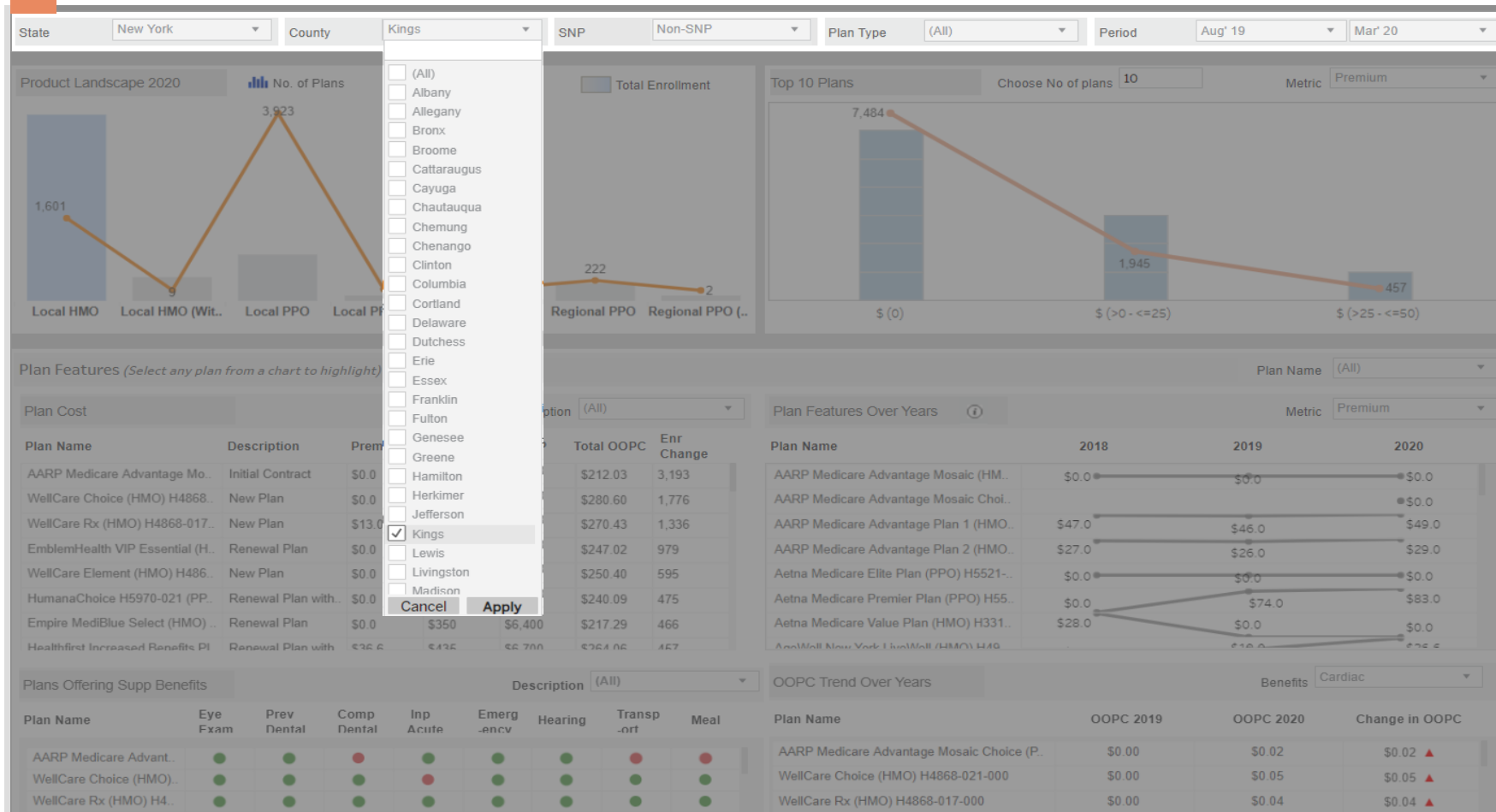
1.1 Choose your State

Select one State from the dropdown to filter information in your State



How can I use Product Insight report?

1



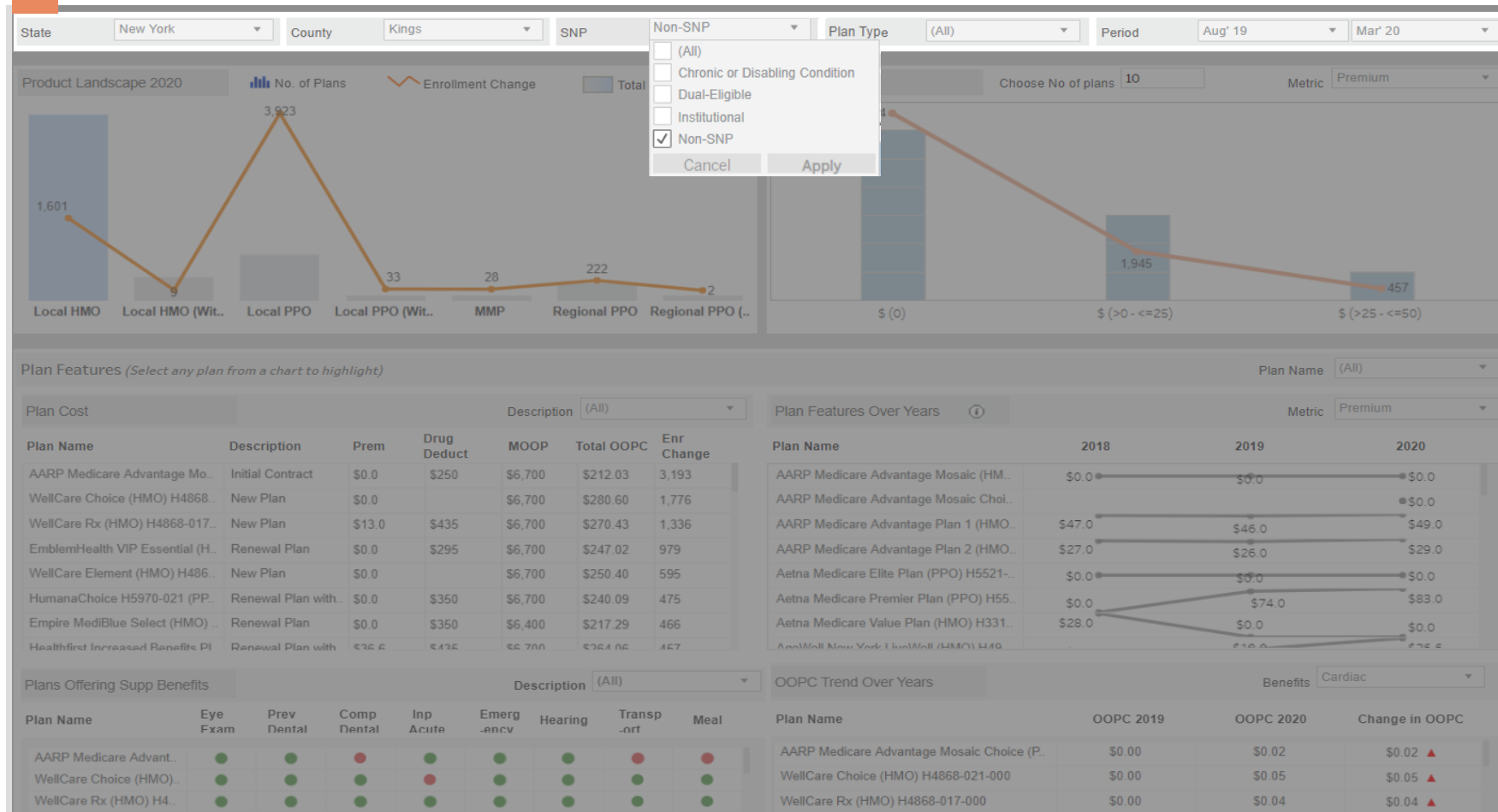
1.2 Choose your County

Select the County you want to focus on, you can also choose all the Counties for State level analysis



How can I use Product Insight report?

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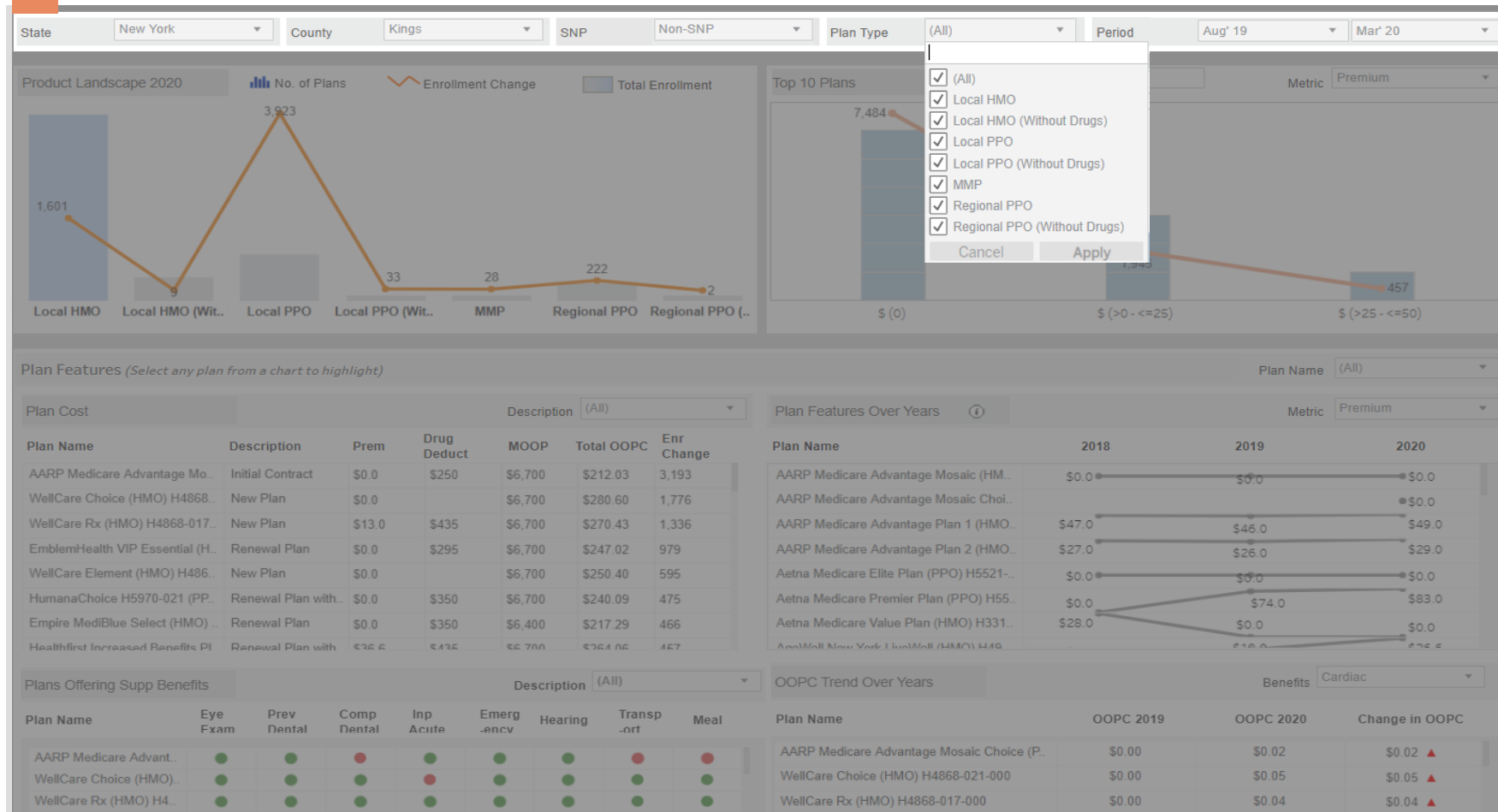
1.3 Choose SNP type

Select whether you want to look at SNP market or non-SNP plans



How can I use Product Insight report?

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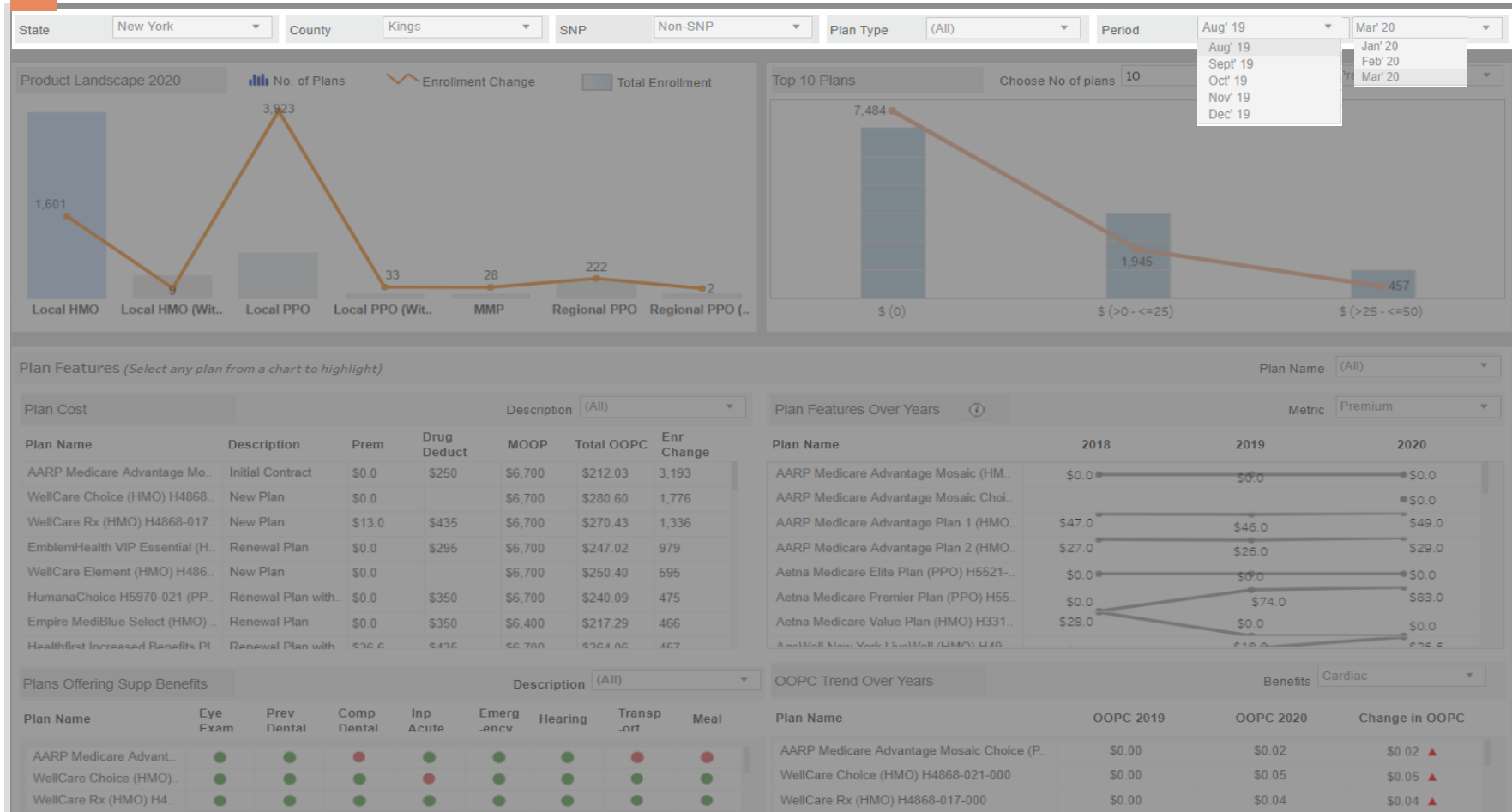
1.4 Choose Plan Type

Select the Plan type you want to focus on



How can I use Product Insight report?

1

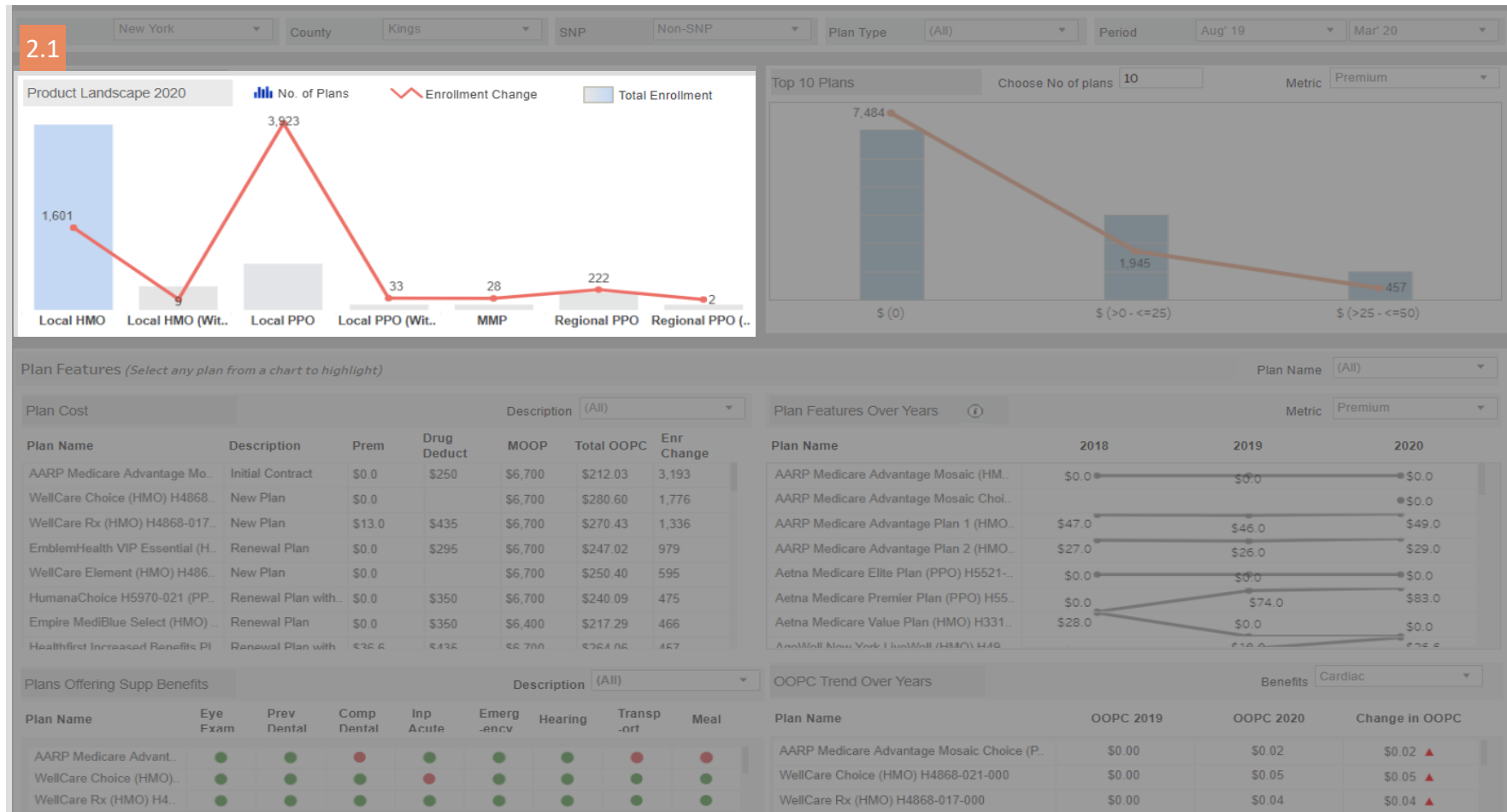


1.5 Choose Period

Select the Period you want to focus on : Top Plans are based on Enrollment Change (March – August) enrollment for selected period



How can I use Product Insight report?

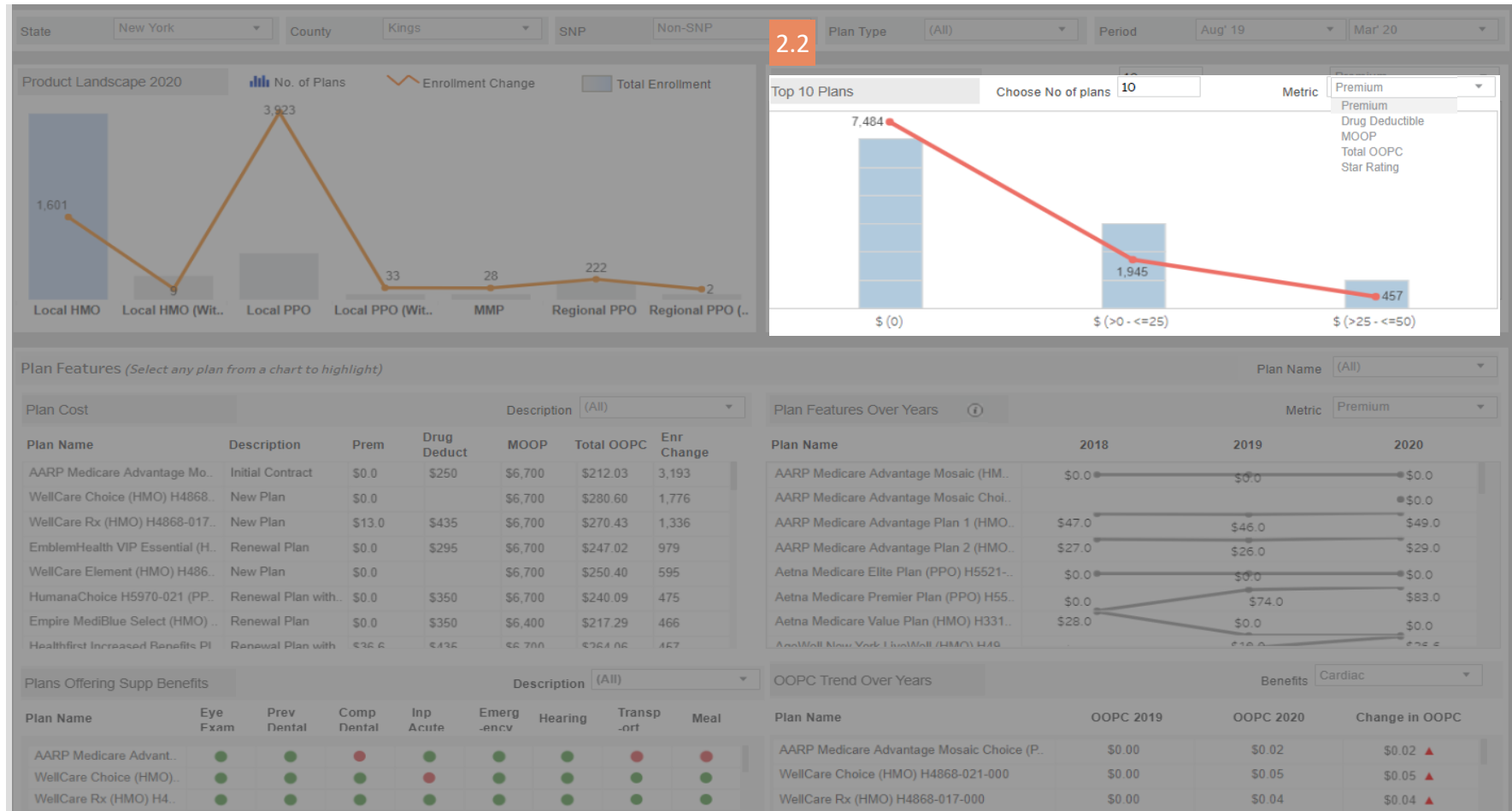


2.1 Product Landscape

The first card gives you the most prevalent Plan Types (number of plans for each) and the enrollment gains each Plan Type saw in the last AEP, with color gradient in bar denoting high to low enrollments from dark to lighter shade



How can I use Product Insight report?

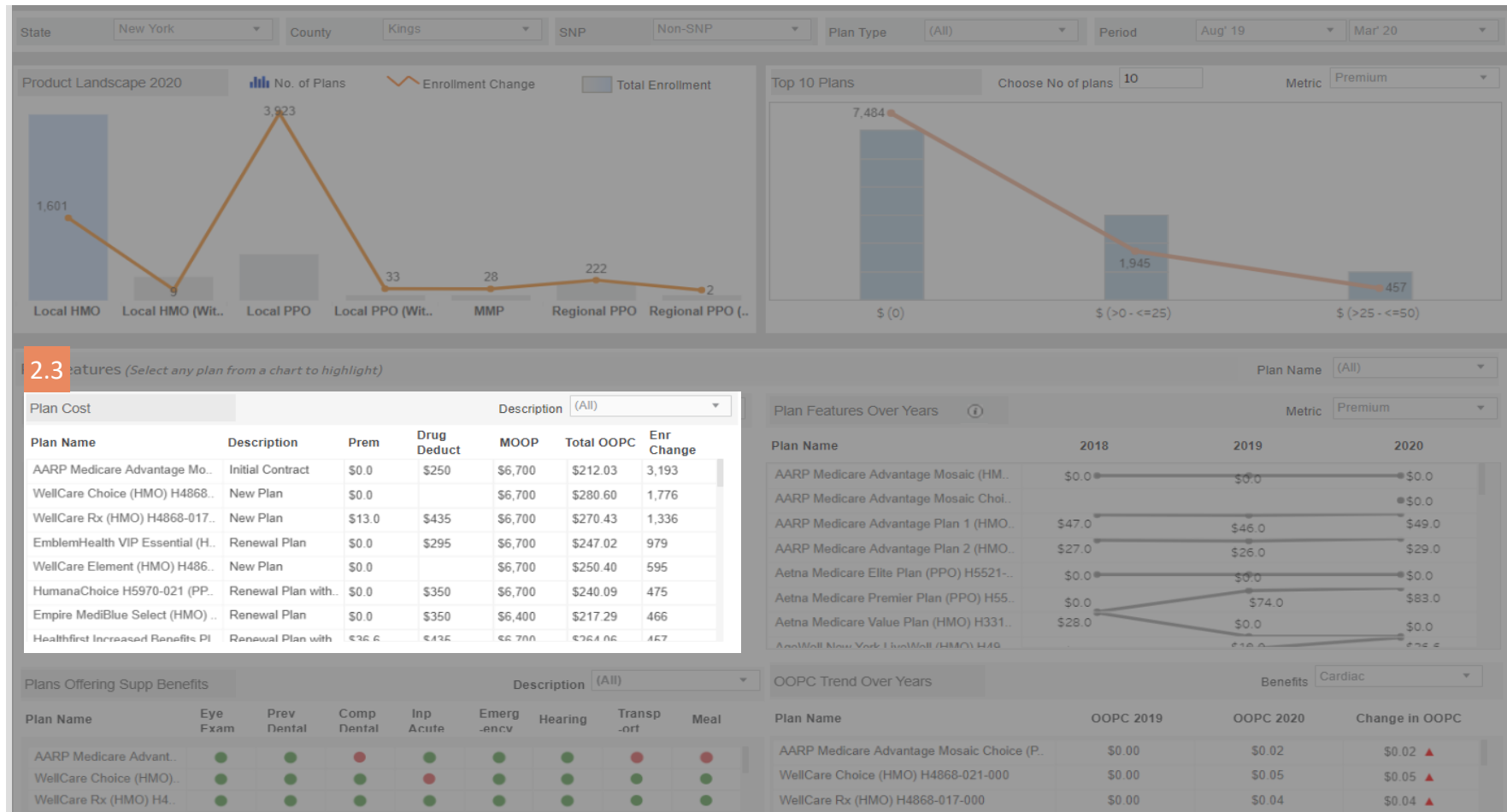


2.2 Plan Features: Top Plans

The second card lets you choose the plan costs feature and shows which cost bucket do the top plans lie in. You can choose the number of plans you want to look at.



How can I use Product Insight report?

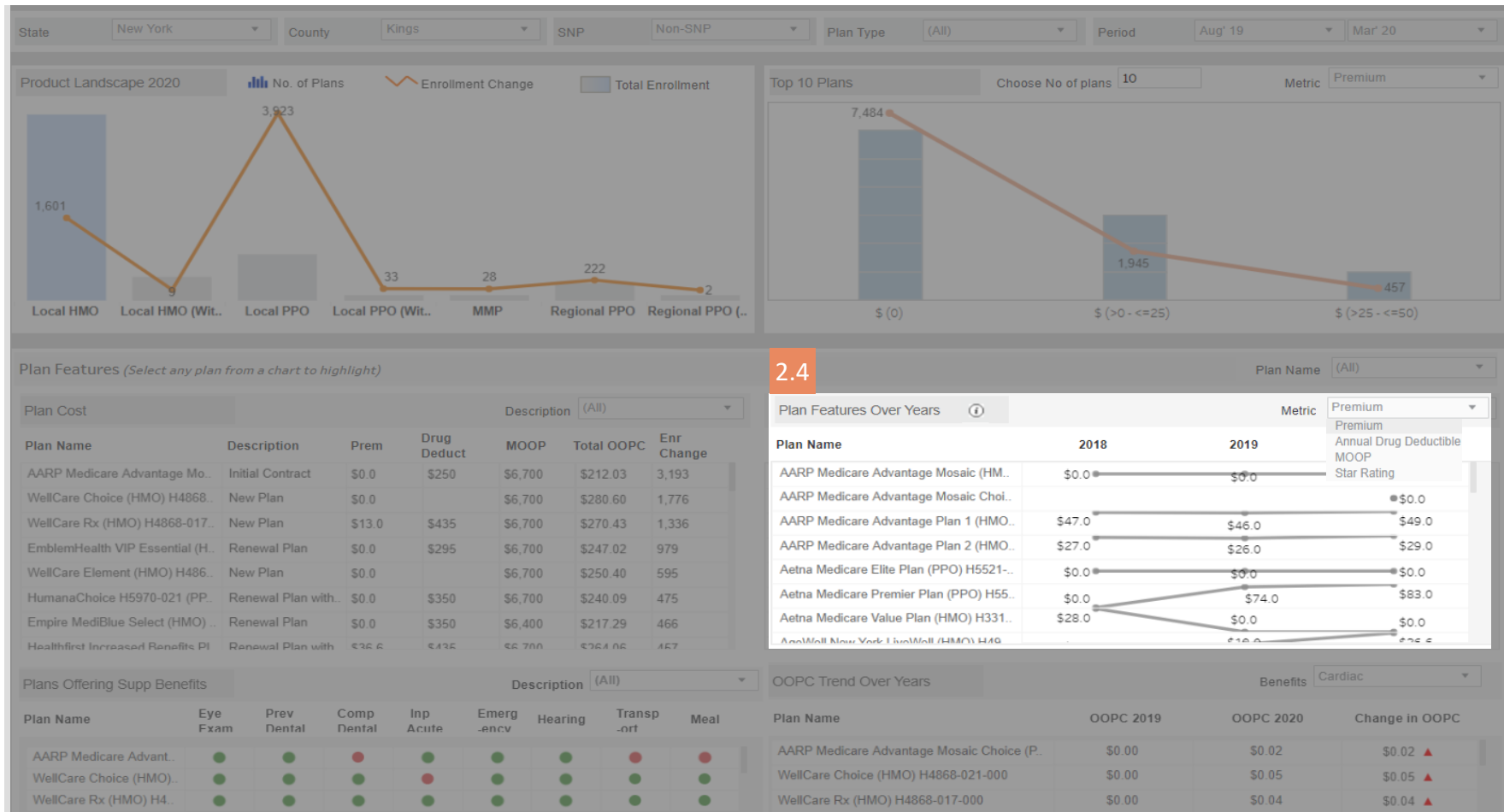


2.3 Plan Features

This table lists out all the plans with their crosswalk description (such as new plans) and plan features of all plans. Plans are sorted on Net enrollment for the last AEP.



How can I use Product Insight report?

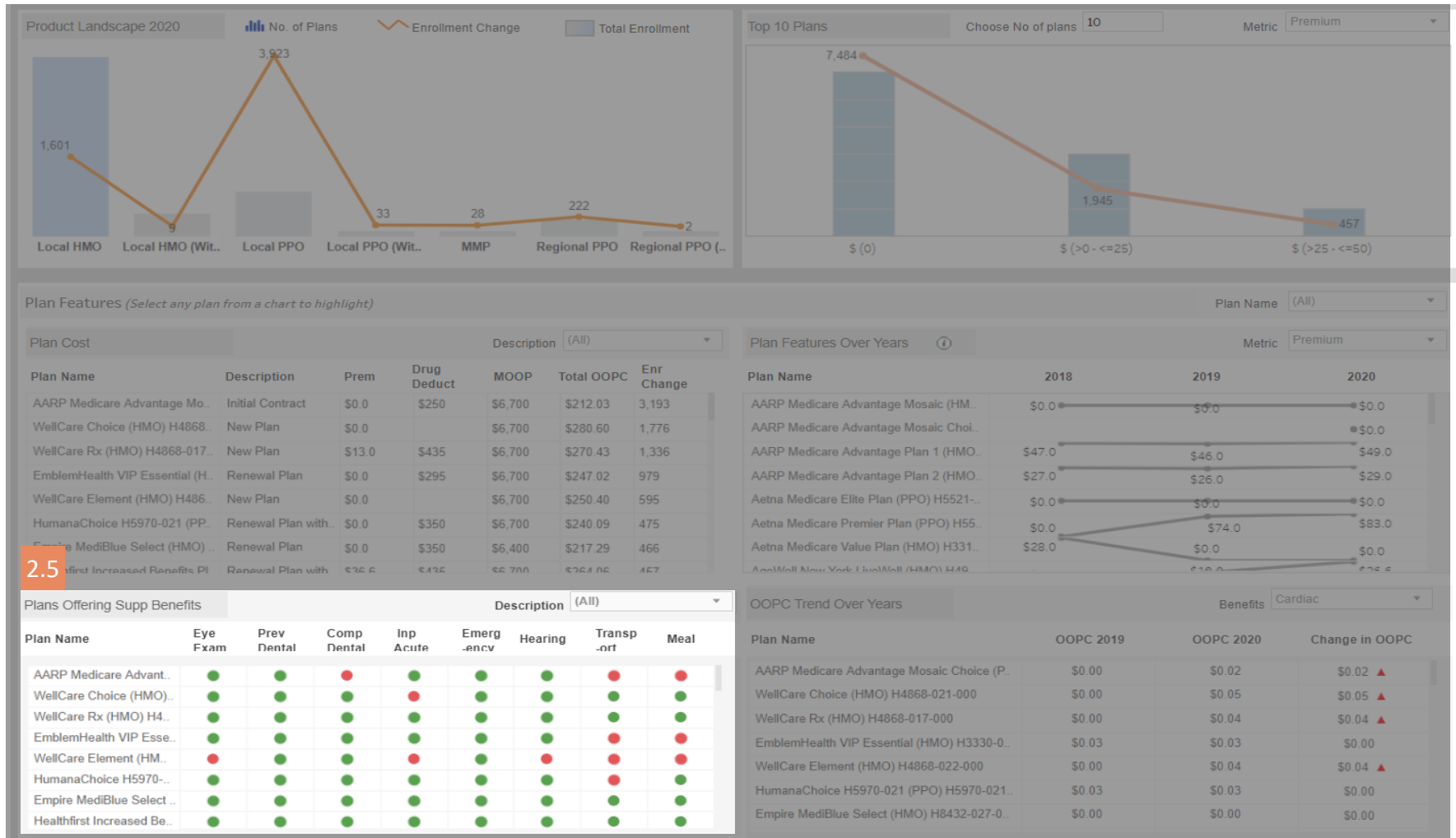


2.4 Plan Features Over Years

This card shows the trend of each feature across 3 years (based on 2020 crosswalk) for the plans that have been selected from the filter.



How can I use Product Insight report?

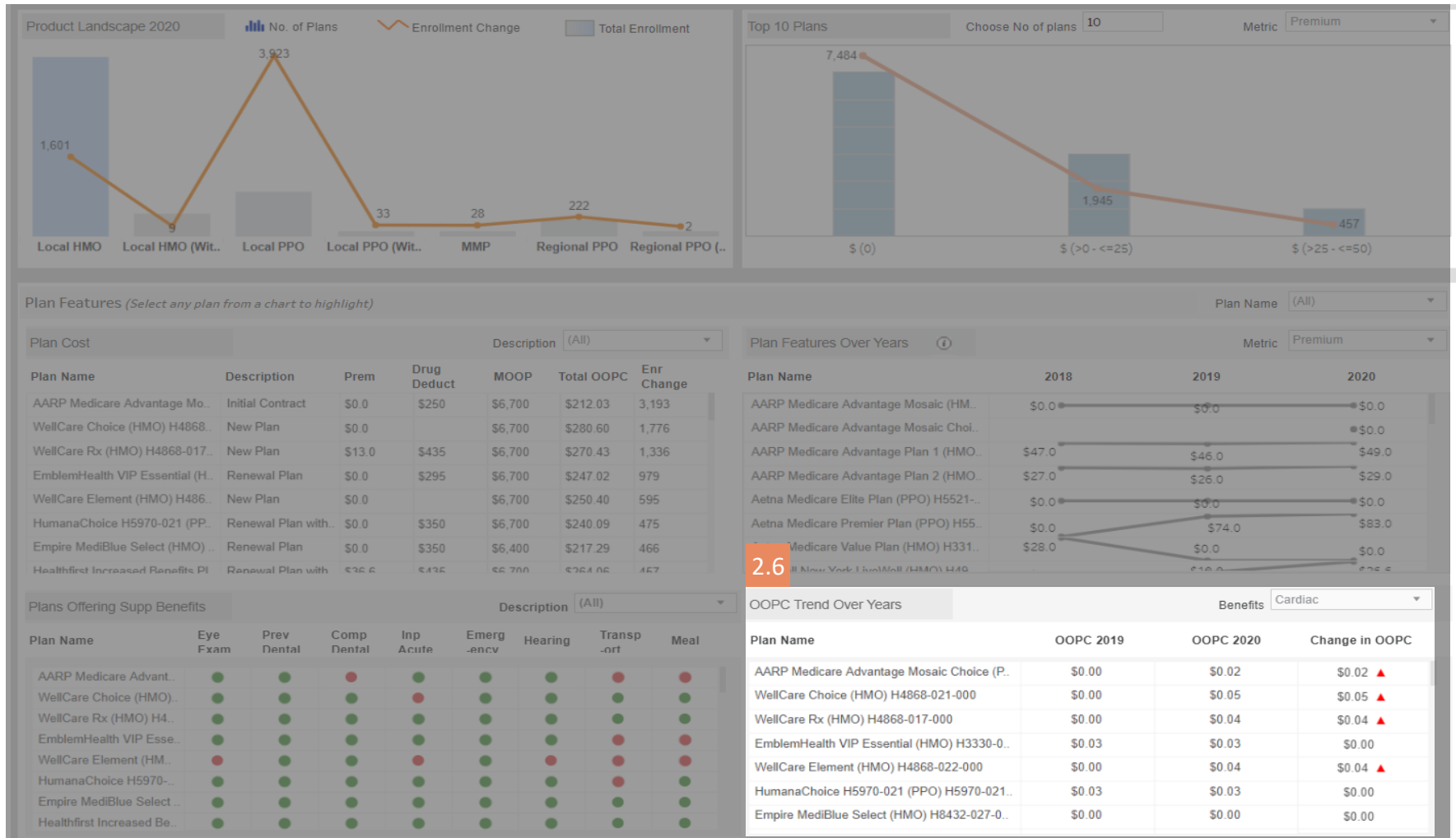


2.5 Plan Features: Supplemental Benefits

This card tabulates the supplemental benefit offering for all the selected plans, a green signifying offered, and red meaning not offered.



How can I use Product Insight report?



2.6 Plan Features: OOPC trend over years

This last card of the dashboard lays out the OOPC across years for the selected plans and the benefit, which you can select from the filters

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 over a red shirt, white trousers, a fedora hat, and sunglasses. He is smiling and also reading a newspaper. The background shows a large tree on the left and a grassy area with some foliage on the right. The entire image has a semi-transparent purple overlay.

Thank You



HealthWorks AI