



# Market Snapshot Report

User Guide 2020



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## Overview: Market Snapshot

### Overview

Market Snapshot report allows you to view the county level performance for the Medicare Advantage market at a point in time. This includes some of the key demographic and social determinants of health (SDoH) characteristics like literacy, sex ratio, population number etc. for 65 and above population across different regions. In addition, it captures information like the enrollment trends, MA penetration and growth by different market types, leading organizations, dominant plan types along with plans that are winning in the market.

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

The report utilizes the enrolment information from the CMS Enrolment data and includes all plan information (Individual, group, PDP, MA-PD) as of 2019. Data for Social Determinants of Health and demographics are sourced primarily from census bureau. This report is refreshed every month to reflect the new enrolment numbers, which SDoH values are changed over a longer period in the time and can be used throughout the year.

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

Use this report to compare various parameters like enrolment, MA penetration, growth, demographics, etc across various stakeholders (county, organization and plan). Select your organization or competitor to observe their growth over the last 5 years, their dominant plan types and winning plans in the selected 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:

## Market Snapshot

(Please ensure to select 'All' in County filter before changing State/Sales Region)



1

2

State FL

Sales Region All

65+ Demographics

(Date and Plan level filters don't apply)

Population: 5,175,093

Sex Ratio: 82 males to 100 females

Literacy: 92.13%

Below Poverty Line: 10.17%

Household: 98.02%

Disability: 32.80%

Recieved Food Stamp Benefits: 12.10%

Employer Based Insurance: 25.58%

Has Computer: 80.82%

3

Medicare Advantage Market

(Market implies to the Sales Region(s) and Counties selected above)


Eligibles: 5,175,093

Enrollments: 2,235,017

Penetration: 43.19%

Growth: 7.79% (▲)

Market Share



Humana Inc.	32.21%
UnitedHealth Group, Inc.	27.51%
Anthem Inc.	11.42%
CVS Health Corporation	8.04%
Guidewell Mutual Holding Corporation	7.38%
Centene Corporation	5.11%
CIGNA	0.11%

By Plan Type

HMO	Local PPO	Regional PPO
HMO-POS		

All Plans

Plan Name	Enrollments
AARP Medicare Advantage Choice Plan 2 (Regional PPO)R0759-001	79,318
UnitedHealthcare Dual Complete RP (Regional PPO D-SNP)R0759-003	75,152
HumanaChoice Florida H5216-072 (PPO)H5216-072	60,589
Aetna Medicare Plan (PPO)H5521-801	50,154
BlueMedicare Choice (Regional PPO)R3332-001	48,308

4

UnitedHealth Group, Inc.

Parent Org: UnitedHealth Group,...

No. of Plans: 99

Market Share: 27.51%

Enrollments: 614,962

Growth: 6.14% (▲)

Enrollment Trends



Period	Enrollments
May-19	579,399
Jun-19	581,433
Jul-19	583,220
Aug-19	585,099
Sep-19	587,405
Oct-19	589,481
Nov-19	590,864
Dec-19	592,824
Jan-20	604,061
Feb-20	610,493
Mar-20	612,811
Apr-20	614,962

By Plan Type

Local PPO	HMO	Regional PPO
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Plans of UnitedHealth Group, Inc.

Plan Name	Enrollments
AARP Medicare Advantage Choice Plan 2 (Regional PPO)R0759-001	79,318
UnitedHealthcare Dual Complete RP (Regional PPO D-SNP)R0759-003	75,152
UnitedHealthcare Group Medicare Advantage (PPO)H2001-817	33,374
Medica HealthCare Plans MedicareMax (HMO)H5420-001	31,215
UnitedHealthcare The Villages Medicare Advantage 1 (HMO)H1045-025	29,807
AARP Medicare Advantage Choice (PPO)H2160-044	28,154



## Step 1: Select your market, time period and plan level filters

1 State  Sales Region  County  Plan Scope  MA-MAPD-PDP  SNP Plan Type  Plan Type  Period

### 1.1 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.

### 1.2 Select Individual or Group Plans

Select Individual MA or Group MA plans from the dropdown

### 1.3 Select MA/MAPD or PDP only plans

Select MA, MAPD or PDP plans from the dropdown

### 1.4 Select Special Needs Plan (SNP)

Select D-SNP, C-SNP, I-SNP or Non-SNP plans from the dropdown

### 1.5 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

### 1.6 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



## Step 2: View the key Demographics

<b>2 65+ Demographics</b> (Date and Plan level filters don't apply)		
Population:	5,175,093	
Sex Ratio:	82 males to 100 females	
Literacy:	92.13%	
Below Poverty Line:	10.17%	
Household:	98.02%	
Disability:	32.80%	
Recieved Food Stamp Benefits:	12.10%	
Employer Based Insurance:	25.58%	
Has Computer:	80.82%	

### 2.2 View the key demographics

The Exclamation mark in a circle represents a notation about the social determinants of health (SDoH) data and tells you which filters will be applicable on demographics table. One can view the note after hovering over the symbol.

### 2.1 View the key demographics

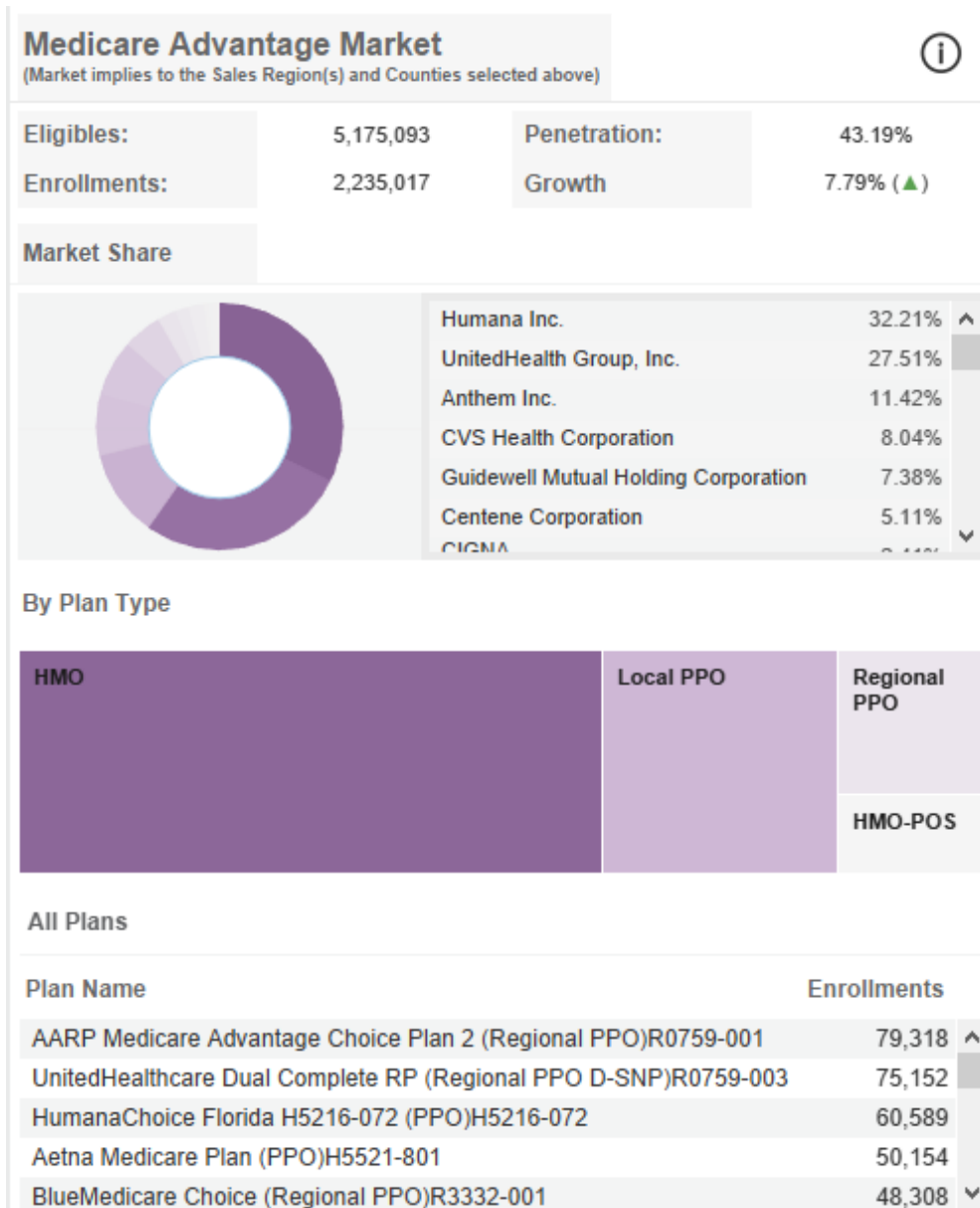
Under the heading of “65+ Demographics”, based upon your filter selection in step 1, view the population, sex ratio, literacy rate, BPL percent, disable percent, and other SDoH datapoints for 65+ years of population.





## Step 3: View the Medicare Advantage Market

- This section gives information on various important variables like eligible, enrolment, penetration, growth, share of wallet among the payors (market share), plan type wise enrolment buckets and enrolment number of all the plans in the selected region





## Step 3.1: View the Medicare Advantage Market- Variables

3.1

### Medicare Advantage Market

(Market implies to the Sales Region(s) and Counties selected above)



Eligibles:	5,175,093	Penetration:	43.19%
Enrollments:	2,235,017	Growth	7.79% (▲)

#### Market Share



Humana Inc.	32.21%	▲
UnitedHealth Group, Inc.	27.51%	■
Anthem Inc.	11.42%	
CVS Health Corporation	8.04%	
Guidewell Mutual Holding Corporation	7.38%	
Centene Corporation	5.11%	▼
CIGNA	2.11%	

#### By Plan Type

HMO	Local PPO	Regional PPO
		HMO-POS

#### All Plans

Plan Name	Enrollments
AARP Medicare Advantage Choice Plan 2 (Regional PPO)R0759-001	79,318 ▲
UnitedHealthcare Dual Complete RP (Regional PPO D-SNP)R0759-003	75,152 ■
HumanaChoice Florida H5216-072 (PPO)H5216-072	60,589
Aetna Medicare Plan (PPO)H5521-801	50,154
BlueMedicare Choice (Regional PPO)R3332-001	48,308 ▼

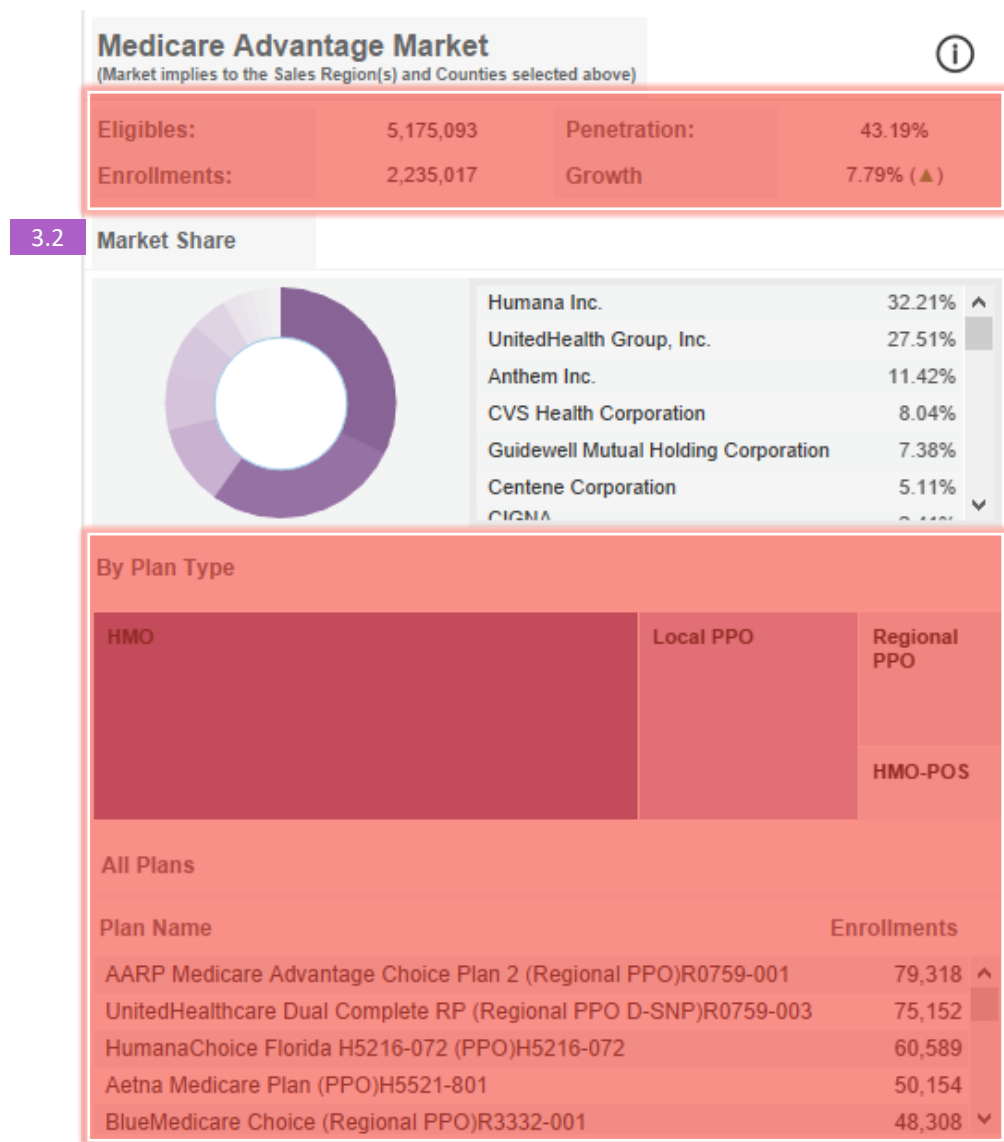
### 3.1 View the Medicare advantage market- Variables

The exclamation mark in a circle represents a notation about the DSNP Eligible data. One can view the note after hovering over the symbol. The below section, on basis of selection of filters in step 1, gives information about important variables like eligible, enrolments, penetration and growth.





## Step 3.2: View the Medicare Advantage Market- Market Share



### 3.2 View the Medicare advantage market-Market Share

On basis of the filters selected in step 1, this section 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.



## Step 3.3: View the Medicare Advantage Market- By Plan Type

### Medicare Advantage Market

(Market implies to the Sales Region(s) and Counties selected above)



Eligibles:	5,175,093	Penetration:	43.19%
Enrollments:	2,235,017	Growth	7.79% (▲)

#### Market Share



Humana Inc.	32.21%	▲
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### 3.3 By Plan Type



#### All Plans

Plan Name	Enrollments
AARP Medicare Advantage Choice Plan 2 (Regional PPO)R0759-001	79,318 ▲
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Aetna Medicare Plan (PPO)H5521-801	50,154
BlueMedicare Choice (Regional PPO)R3332-001	48,308 ▼

3.3 View the Medicare advantage market- By Plan Type  
“By Plan Type”, as the name suggests, is the section where one can find proportion of enrolments (in terms of percentage of total enrolments) in that plan type on hovering over that plan.



## Step 3.4: View the Medicare Advantage Market- All Plans

### Medicare Advantage Market

(Market implies to the Sales Region(s) and Counties selected above)



Eligibles:	5,175,093	Penetration:	43.19%
Enrollments:	2,235,017	Growth	7.79% (▲)

#### Market Share



Humana Inc.	32.21%	▲
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Guidewell Mutual Holding Corporation	7.38%	
Centene Corporation	5.11%	▼
CIGNA	2.11%	

#### By Plan Type

HMO	Local PPO	Regional PPO
		HMO-POS

3.4

#### All Plans

Plan Name	Enrollments
AARP Medicare Advantage Choice Plan 2 (Regional PPO)R0759-001	79,318 ▲
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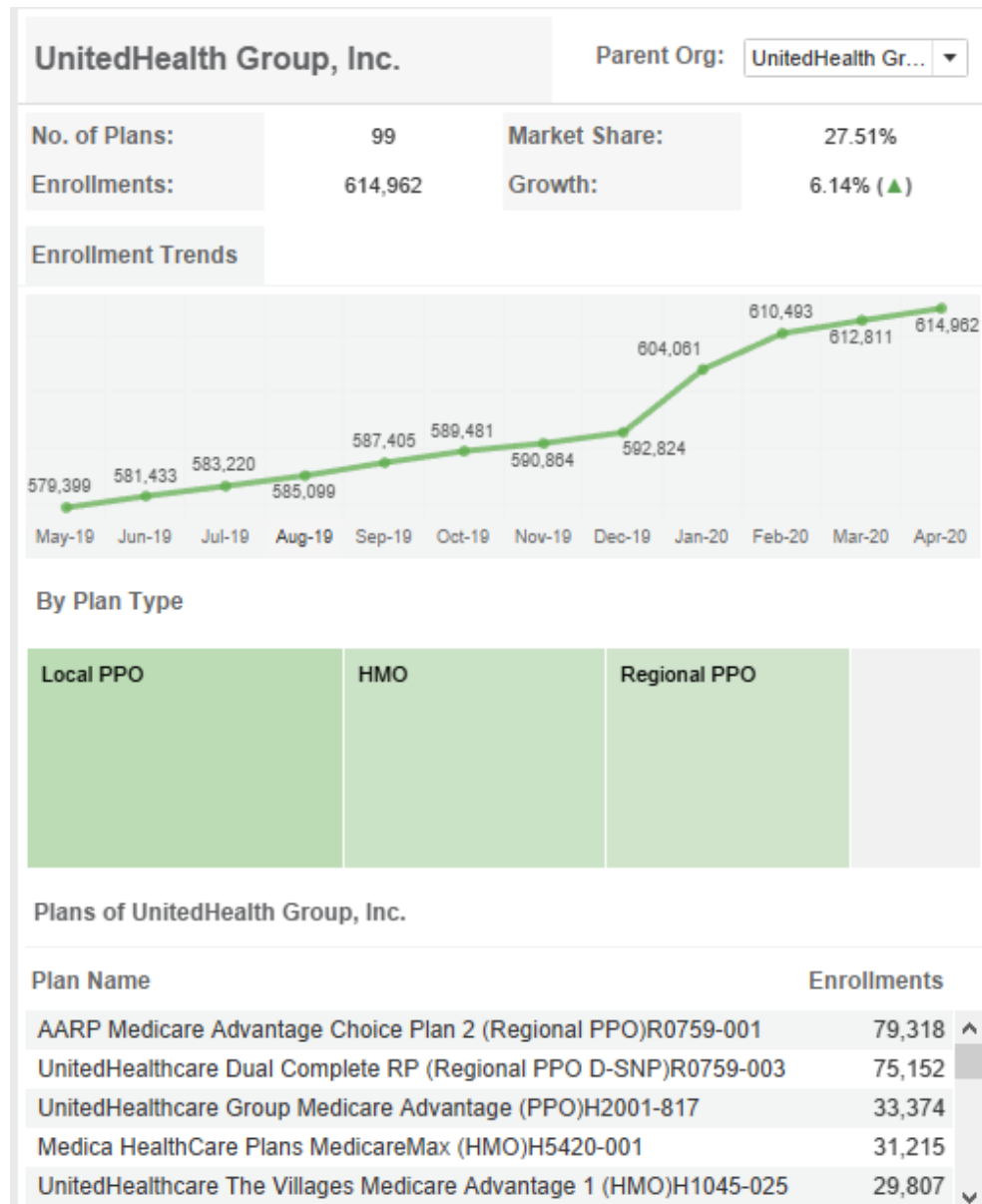
#### 3.4 View the Medicare advantage market- All Plans

Under the heading of “All Plans”, one can view the number of enrolments in all the plans present on basis of the geography and types of plan filtered in step 1.



## Step 4: View the organization level summary

- This section gives information on various important variables on an organization level like number of plans, enrolment, growth, market share, enrolment trend of the selected period, plan type wise enrolment buckets and enrolment number organization's plans in the selected region





## Step 4.1: View the organization level summary- Variables

4.1

UnitedHealth Group, Inc.

Parent Org: UnitedHealth Gr... ▼

No. of Plans:	99	Market Share:	27.51%
Enrollments:	614,962	Growth:	6.14% ▲

### Enrollment Trends



### By Plan Type

Local PPO	HMO	Regional PPO
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### Plans of UnitedHealth Group, Inc.

Plan Name	Enrollments
AARP Medicare Advantage Choice Plan 2 (Regional PPO)R0759-001	79,318 ▲
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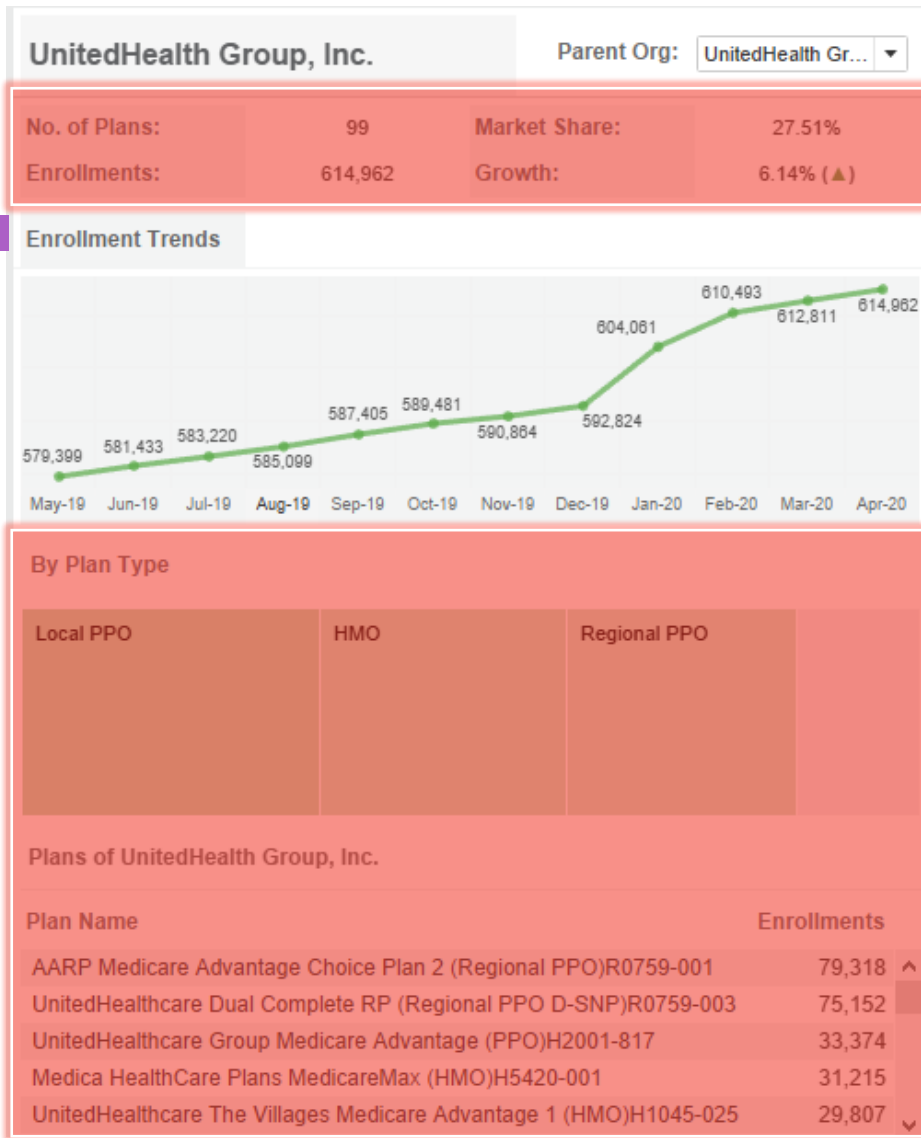
### 4.1 View the organization level summary- Variables

On basis of selection of filters in step 1, parent organization gets filtered and one can select out of them in the given dropdown menu to see their number of enrolments, number of plans in the selected geography, market share and the growth for the period selected.



## Step 4.2: View the organization level summary- Enrolment Trends

4.2

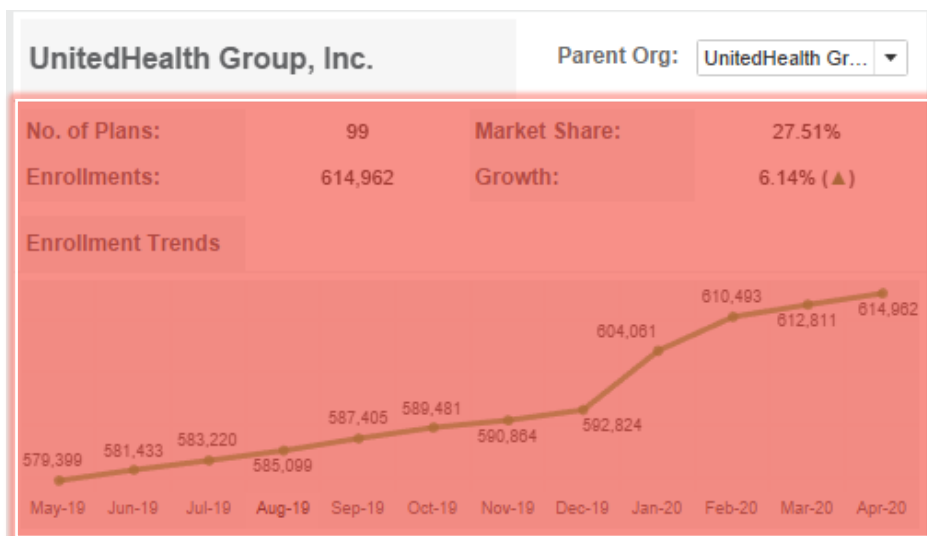


### 3.2 View the organization level summary- Enrolment Trends

As the name suggests, this graph gives you a month-on-month view of enrolments of an organization (selected in step 4.1) for the period selected.

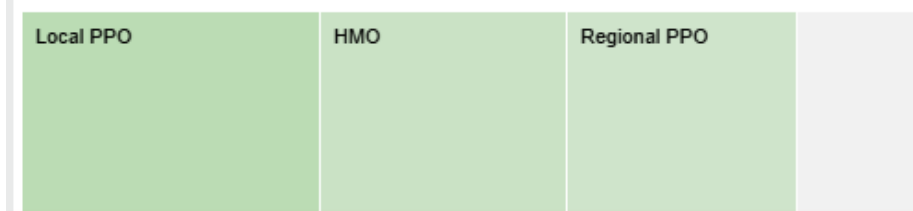


## Step 4.3: View the organization level summary- By Plan Types



4.3

### By Plan Type



**4.3 View the organization level summary- By Plan Type**  
It is the section where on hovering over a particular plan type, one can find proportion of enrolments (in terms of percentage of total enrolments) for that plan type

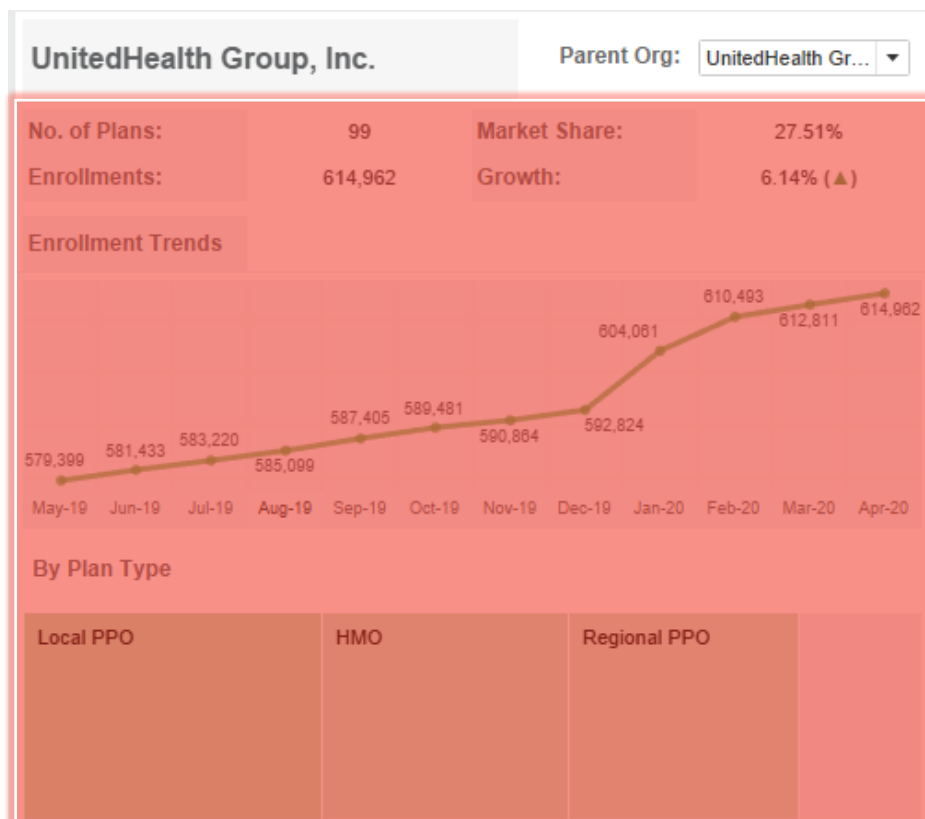
### Plans of UnitedHealth Group, Inc.

Plan Name	Enrollments
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UnitedHealthcare The Villages Medicare Advantage 1 (HMO)H1045-025	29,807 v





## Step 4.4: View the organization level summary- Plans of an organization



4.4

### Plans of UnitedHealth Group, Inc.

Plan Name	Enrollments
AARP Medicare Advantage Choice Plan 2 (Regional PPO)R0759-001	79,318 ^
UnitedHealthcare Dual Complete RP (Regional PPO D-SNP)R0759-003	75,152
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Medica HealthCare Plans MedicareMax (HMO)H5420-001	31,215
UnitedHealthcare The Villages Medicare Advantage 1 (HMO)H1045-025	29,807 v

### 4.4 View the organization level summary- Plans of an organization

Under this heading, one can view the number of enrolments in all the plans present on basis of the geography and types of plan filtered in step 1 for the organization selected.

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, light-colored trousers, a fedora hat, 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



HealthWorks AI