## An Experienced Medicaid and Special Needs Health Plan Sought to Relaunch Their Medicare Advantage Program from Scratch



CASE STUDY: MarketProminence<sup>™</sup> Enrollment and Member Maintenance Solution

In 2014 a non-profit health plan with over 25 years of Medicaid and special needs experience decided to relaunch their Medicare Advantage program. The health plan had sold the previous Medicare Advantage program in 2006 but felt the time was right in 2014 to enter that market again. "Adding Medicare Advantage was an opportunity to grow," said the Associate Vice President of Enrollment. "We knew we could be successful by adding a Medicare Advantage line of business if we did it right."

Medicare Advantage had changed considerably in that eight-year gap. The optional prescription drug benefit (Part D) went into effect in 2006, and numerous compliance safeguards to ensure members received quality care were put in place. In short, Medicare Advantage represented a tremendous opportunity, but compliance was

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also far more complex. "We were doing well with Medicaid and CHIP but wanted to diversify and expand," added the Associate Vice President of Enrollment. "I came from a plan that offered Medicare Advantage and had a strong Medicare background, so I knew what it could mean for us."



### The Problem: Entry into the Medicare Advantage Market Seemed Daunting Without the Right Systems in Place to Assist

Initial discussions for adding Medicare Advantage centered on building the tools needed to manage the program internally. After much discussion and debate, it became clear that any successful launch would require a partner with established tools and considerable expertise. The hunt began for the right partner with the right experience. "There was considerable discussion around building everything we needed in-house," said the Associate Vice President of Enrollment. "But Medicare Advantage was much different than it was eight years before. A lot of rules and services had been added to make things better for members. That was a great thing overall, but it meant staying compliant was more difficult than ever."



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The team had outlined several key factors that were critical to success with any partner solution:

- Simplified enrollment processes
- Powerful customization and flexibility
- Intelligent and sophisticated automation
- In-depth knowledge of Medicare Advantage needs
- Checks and balances to ensure CMS compliance
- The ability to scale and expand as they grew
- Accurate financial reconciliation tools
- The ability to add efficient premium billing

### The Solution: Simplified Member Enrollment, Premium Billing and Financial Reconciliation with MHK MarketProminence

The team evaluated several internal and external solutions. It seemed at first that no one platform might have everything they needed until they found MHK MarketProminence. After seeing several demonstrations, they knew it could facilitate a simple, flexible member enrollment process. Automation and flexibility were the most vital selling points. "We felt they really knew our business," said the Associate Vice President of Enrollment. "Our project manager really put MHK through the wringer. But they won us over. It was clear that MarketProminence was head and shoulders above everyone else. It does everything you need for Medicare."

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# The Results: A Successful Medicare Advantage Launch with 14,000 Members and Growing

Implementing MHK MarketProminence was a rousing success. "We were one of the fastest-growing Medicare Advantage plans in the country. We added nearly 10,000 members in the first year alone, and we're currently at 14,000 now," said the Associate Vice President of Enrollment. "We've talked to other health plans that had an awful experience trying to grow the way we did, but we never missed a beat. With MarketProminence, eligibility was never a question. We went through our first Centers for Medicare and Medicaid Services (CMS) audit in 2015, and we had every bit of data they asked to see. Later we went through a financial audit and also had ALL the data we needed there too."



In addition to member eligibility, MarketProminence provided accurate financial reconciliation tools to compare discrepancies between expected and actual payments. This type of reconciliation can be arduous and time-consuming, but MarketProminence makes it simple. "In a previous health plan, I had a team of 20 plus to manage the financial reconciliation of half a million members. It was a highly manual system. MarketProminence makes reconciliation so much easier. One person does it for our entire population, and it's not their full-time job."

With MarketProminence, enrollment is timely and accurate. "Enrollment timeliness was 99% within goals in the past year," said the Manager of Medicare Enrollment. "Transactions sent to CMS can be rejected for a lot of reasons, but our rejection rate is low. 99.44% of our transactions get accepted. In fact, we are so efficient now that we shifted two full-time employees (FTEs) to other initiatives because MarketProminence makes the process so effortless."



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Over time, MarketProminence can be configured to streamline more and more processes and can expand to meet almost any need. "When you go live, a member may come into the system with codes on their record you've not encountered yet. When that happens, you start building workflows in MarketProminence to address the different groups of codes you get back," said the Associate Vice President of Enrollment. "Every time we added rules to address new scenarios, fallout decreased. You'd expect with growth that the fallout volume would increase, but with MarketProminence, it was the opposite. With each new scenario, you send the right letter, with the right responses, at the right time. Once we create a group of rules for unique codes that come in and build a workflow for that 'type' of scenario, those codes never drop out again."

### Simplified Onboarding of Members to Launch the New Medicare Advantage Plan Was Just the Beginning

Enrollment, financial reconciliation and billing member premiums are all necessary functions of any system managing a Medicare Advantage plan. What sets MarketProminence apart from the competition is customization, flexibility and automation. "MarketProminence does a lot you need for your Medicare business right out of the box," said the Manager of Medicare Enrollment. "Premium Billing, reconciliation, and enrollment are all there, but customization is where MarketProminence really shines. Our dual-eligible special needs population is large and requires monthly recertification. In our first year, this was all done manually. It took a lot of effort. MHK worked with us to automate the recertification process and move those resources to other parts of our organization to be even better and more efficient at what we do."





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"Customization really is where MarketProminence is so far ahead of everyone else," added the Associate Vice President of Enrollment. "When we were building out our instance of MarketProminence, the MHK team kept asking us how we wanted to do things. We almost weren't prepared to have that much autonomy. As an organization, you have processes already in place, and you can mold MarketProminence to fit whatever you need. It can work for any plan because it's so customizable. That kind of flexibility is invaluable."

#### Summary

The purpose behind MarketProminence is to simplify all the member management tools a health plan needs to operate a Medicare Advantage plan efficiently. The essential enrollment, billing and reconciliation tools are the same for any health plan, but MarketProminence strives to create a unique environment to fit any processes already in place. To make it work, the MHK team teaches each client how to manage those processes and improve them.

"They trained us, and we have the ability to make any changes needed," adds the Manager of Medicare Enrollment. "They want us to have that level of control. They encourage autonomy. Sure, you can go back to them, but you don't always have to because they teach you to be a good administrator of the system so you can manage your MarketProminence instance on your own. The software is theirs, but our MarketProminence instance is unique to us."

"I can't say enough good things about what MarketProminence has meant to us," said the Associate Vice President of Enrollment. "MHK is super responsive. They have all been fantastic to work with, and they are very knowledgeable resources we turn to regularly. We're in a growth cycle and looking to exceed 20,000 Medicare Advantage members in the next year. With MarketProminence, that kind of growth isn't intimidating at all. In fact, we welcome it. MarketProminence is a big part of our confidence."



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