

CASE STUDY

Benefits Optimization



We helped our client increase their Medicare Advantage plan membership by 68% and prepared them to expand into target markets.

Client Overview

The client is a regional Medicare Advantage (MA) plan offering MA, insurance and HMO plans.

Outcomes

- » Medicare Advantage product assessment
- » Market analysis
- » Benefit comparisons
- » Benefit plan design
- » Competitive analysis

CHALLENGE

The client needed to increase their Medicare Advantage (MA) plan membership and expand into target markets. They also wanted to modernize their MA and HMO benefit plan offerings, analyze current trends and conduct a competitive product analysis.

SOLUTION

ProspHire drove an end-to-end assessment of the client's enrollment, benefits and sales and marketing data. They conducted key stakeholder interviews with leadership and subject matter experts (SMEs) to enable a rapid assessment of core and expansion markets. ProspHire utilized this data assessment, along with an analysis of the competitor landscape, to inform the design and development of enhanced benefits. The engagement team's SWOT analysis led to strategic recommendations for a seamless and profitable expansion into target markets.

RESULT

As a result, the client used ProspHire's analysis and recommendations to modernize and improve their MA and HMO benefit plan designs. They also increased their MA plan membership by 60% and were better positioned to enter established target markets. **Membership totals as of Cycle Year 2021 Annual Enrollment Period; Data could fluctuate*



Let's have a conversation

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About ProspHire

ProspHire is a management consulting firm focused on healthcare advisory, project delivery and strategic resourcing. Founded on the core value of relationships, with the goal to "prosper together," ProspHire partners with clients to identify and solve their most significant people, process and technology challenges.