



MA Product Stand Out with the Right Benefits that Will Have Impact.

Non-medical benefits are a major differentiator for MA plans. But, how do you know which will be a worthy investment for prospective and current members in their communities?

We combine deep payer and member engagement experience with human centered design approaches to achieve three goals critical to designing the best MA product.

60% of Medicare Advantage beneficiaries surveyed said free extra benefits, such as rides to doctor appointments, would be a motivator to choose a plan.

Source: [Healthmine](#)

WholeCare+ Reveals What Matters Most to Members

Reveal Preferences

Discover which supplemental and non-medical benefits will have the most impact on members and be utilized most.

Better Analysis Informs Decisions

Provide analysis and recommendations to inform payer and program decision-making.

Uncover Benefit Impact

Document benefits and experiences that correlate directly to value for MA members with chronic illness.

Reveal Value Quickly

WholeCare+ seeks to first understand members, then inform benefit decisions and enrollment messaging.

- ✓ **Baseline Interviews:** Initial snapshots, small scale, in person
- ✓ **Gather Snapshots at Scale:** Multi-channel data capture of both needs and buying behavior for current and prospective members
- ✓ **Benefit Usage Insights:** Population profiles & prospective member patterns
- ✓ **Recommendations:** Determine which supplemental benefits are worth investing in
- ✓ **Growth:** Expand services and experience (including Digital front door) for whole-member care

In Financial Terms

Offering the right non-medical benefits both improves experience and attracts new members. Did you know...

- Experience measures are now weighted more heavily in Star ratings?
- A 3.5-Star plan could gain \$12-14M per year (on average) with effective actions
- A 4-Star plan could lose \$44M per year (on average) with a slip in ratings
- A 1-Star increase can translate to a 12% enrollment bump