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# Medicare Advantage Enrollment Success Begins Here

How forward-thinking Medicare Advantage plans ensure member enrollment success

## Introduction

Medicare Advantage has emerged as a popular, yet crowded, market showing no signs of slowing down. According to the Kaiser Family Foundation, the industry saw a 15% increase in the number of plans available to members in 2020 (an increase of 414 plans). Enrollment has also doubled over the past decade to over 24 million enrollees in 2020. The market opportunity is there, but competition is fierce.

Competition isn't the only challenge. Existing players and new entrants are often constrained by inefficient enrollment systems fraught with manual operations. Market scalability is negatively affected and administrative costs can skyrocket. Member dissatisfaction can manifest from protracted enrollment processing timeframes, contributing to churn and revenue loss.

Overcoming these challenges requires a modern member enrollment system. Edifecs Enrollment Management for Medicare Advantage was designed to manage the complexities of Medicare Advantage member acquisition. Our history as the market-leader in electronic data interchange (EDI) enables plans to ingest enrollment files in any format.

Solution flexibility streamlines compliance with CMS changes. Complete lifecycle visibility and workflows drive processing efficiency and ensures all files are processed in a timely manner. Edifecs is the premier Medicare Advantage enrollment solution for new entrants and existing MAOs alike and delivers a competitive differentiator for any plan.

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## Why Edifecs for Medicare Advantage enrollment management:

- 24+ years of managing healthcare data for health plans of all types, CMS and state Medicaid agencies
- Solution built on market-leading health care EDI platform
- Edifecs Enrollment Management consolidates enrollment operations across all health plan lines of business
- Built-in error correction workflows
- Complete financial and membership reconciliation

# Key Features, Capabilities, and Value

Key Features	Capabilities	Value
Custom intake file format	<ul style="list-style-type: none"> <li>• Sample Excel file format</li> <li>• Intake file processing and validation</li> <li>• Client enrollment and workflow</li> </ul>	<ul style="list-style-type: none"> <li>• Streamlines electronic enrollment submission for Medicare brokers</li> <li>• Automates validation processing</li> </ul>
CMS batch eligibility query (BEQ) process	<ul style="list-style-type: none"> <li>• BEQ request file generation</li> <li>• BEQ response file processing</li> <li>• Medicare eligibility validation and workflow</li> </ul>	<ul style="list-style-type: none"> <li>• Automates eligibility processes for easier CMS integration</li> <li>• Reduces manual logins into the CMS MARx system</li> </ul>
CMS enrollment transaction process	<ul style="list-style-type: none"> <li>• CMS enrollment processing and workflow</li> <li>• MARx enrollment file generation</li> <li>• BCSS processing</li> <li>• Daily transaction reply report (TRR) processing, validation and workflow</li> <li>• CMS full enrollment file</li> </ul>	<ul style="list-style-type: none"> <li>• Enhances visibility/tracking of each submitted and received transmission</li> <li>• Improves transaction lifecycle management and identifies fallouts</li> </ul>
Issuer membership enrollment	<ul style="list-style-type: none"> <li>• Enrollment generation to issuer membership enrollment system</li> </ul>	<ul style="list-style-type: none"> <li>• Reduces fallout through seamless integration with Issuer systems</li> </ul>
Member enrollment correspondence and reporting	<ul style="list-style-type: none"> <li>• Enrollment confirmation letter generation</li> <li>• Enrollment rejection letter generation</li> <li>• Avoidable rejections report</li> <li>• Enrollment/disenrollment status report</li> </ul>	<ul style="list-style-type: none"> <li>• Streamlines integration and visibility into letters/reports generated and sent to members and/or CMS</li> </ul>



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