

## MEDICARE

### Proven Solutions for Navigating the Complex and Ever-Changing Medicare Landscape

Medicare, the nation's single largest health program, has undergone rapid change in recent years with millions of new beneficiaries enrolling in managed care plans, including those eligible for Medicaid benefits. As enrollment growth, budget pressures, new political directions, and rapid technological change continue to shape the program's future, new payment and delivery system innovations are emerging.

#### ABOUT HMA

HMA is a leading independent research and consulting firm with more than 500 consultants with expertise across all domains of publicly funded healthcare and human services. HMA has distinguished itself from other consulting companies by our decades-long tradition of hiring senior-level policymakers, healthcare system leaders, and other experts with hands-on experience.

### What We Offer

Health Management Associates (HMA) is uniquely positioned to help health plans, delivery systems, and providers navigate new challenges and capitalize on opportunities. We understand all aspects of the Medicare program including policy, financing mechanisms, benefits, coverage, operations, quality, and the unique care needs of different Medicare populations. Our colleagues at **The Moran Company**, an HMA Company, have comprehensive knowledge of Medicare payment systems, related coding systems, and data analysis, and are widely recognized as experts in modeling complex Medicare reimbursement systems.

**Our highly experienced team of consultants are former health plan executives, federal and state executives and policy experts, data analysts, physician leaders, health policy analysts, and more. Together we specialize in:**

#### Policy and Regulatory Analysis/Strategy

Medicare policy, data and regulatory analysis and strategic support for providers, suppliers, manufacturers, value-based organizations, health plans, associations, and foundations.

#### Medicare Advantage Strategies

Medicare Advantage (MA) (including Special Needs Plans) strategy development, market assessments, Centers for Medicare and Medicaid Services (CMS) application assistance including Model of Care (MOC) for relevant products, product development, operations evaluation, implementation assistance to address gaps readiness, and audit support.

#### Value-Based Care Leadership

Medicare value-based programs and model (e.g., Medicare Shared Savings Program, Direct Contracting/ ACO REACH, Primary Care First, Kidney Care Choices) market assessment, application support and implementation.



▶ **HMA provides highly sophisticated data analysis to help our clients develop policies, strategies and tactical work plans to meet their business goals. We utilize a number of not readily available data sources, including Medicare-Medicaid Plan Encounter Data and the Medicare 100 Percent Sample, and can customize our data approach to meet our clients' needs.**

#### CONTACT US:

##### Amy Bassano

Managing Director, Medicare  
Washington, D.C.  
abassano@healthmanagement.com

##### Julie Faulhaber, MBA

Managing Director, Medicare and Dual Eligibles  
Chicago, IL  
jfaulhaber@healthmanagement.com

##### Kevin M. Kirby

Managing Director, The Moran Company  
Arlington, VA  
kmkirby@themorancompany.com

## OUR EXPERTISE INCLUDES:

- » Medicare policy and regulatory analysis
- » Knowledge of CMS and its operations
- » Replication of CMS payment systems and analysis of Medicare fee-for-service claims data
- » Design of alternative payment models
- » Market analysis and strategic planning
- » Integration of Medicare, Medicaid, and long-term services and supports
- » CMS Center for Medicare and Medicaid Innovation (CMMI) and MA applications and product implementations
- » MA benefit development and operations
- » Medicare Star strategy and risk adjustment processes

## WE SERVE:

- » MA plans, including provider-sponsored and start-up plans
- » Medicare Supplemental and Part D plans
- » Delivery systems, accountable care organizations, hospitals and provider groups
- » State and local governments
- » Post-acute, and home-based and community-based service providers
- » Medical device, biomedical and pharmaceutical companies
- » Research foundations
- » National, state and local advocacy organizations



## PROJECT EXAMPLE:

HMA worked with a leading delivery system and its commercial health plan to start its MA plan.

### Our team partnered with the organization to:

- » Conduct a market assessment to determine opportunities for the MA line of business
- » Assisted with completing their CMS MA application through the deficiency process
- » Completed an infrastructure gap analysis and developed and monitored their implementation plan to address the gaps
- » Provided targeted SME assistance in areas such as sales
- » Conducted a readiness assessment immediately before “go-live” to ensure the plan was ready to accept enrollment