



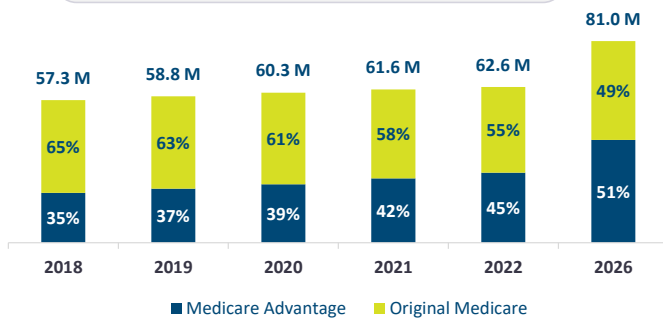
Payer Membership Growth

Winning the Medicare Advantage Business

Medicare Advantage membership provides 88% higher profitability to payers compared to commercial plan

Aging population and Retiring baby-boomers drive the MA enrollments higher

Medicare Advantage Enrollment Growth



- Medicare Advantage grew from 13% of total Medicare enrollments in 2004 to **45% in 2022**
- Medicare Advantage penetration expected to **overtake Original Medicare by 2025-26**.
- Between 2019-2022, **MA plans added 3.8 mn** members while Original Medicare lost 2.7 mn members

Medicare Advantage market is set to grow from \$275Bn in 2020 to \$700Bn by 2030

- All baby boomers (born during 1946-64) will be older than age 65
- 20% (73 mn) of US population will be at least 65 years old, up from 16% (52 mn) in 2019
- Share Of Medicare Advantage plans is expected to be nearly 55%
- Rise in per member expenditure to \$21,000 from \$14,000 in 2020

The market dynamics vary for large and regional payers, necessitating distinct approaches to win the market

Our themes are designed to cater to those approaches - it covers for better prospecting & marketing, better onboarding/switching experience, better care management, efficient management of provider networks and choosing right geographies.

Intelligent Prospecting & Marketing

Right Geographies



Better Experience & Care Management

Optimized Networks

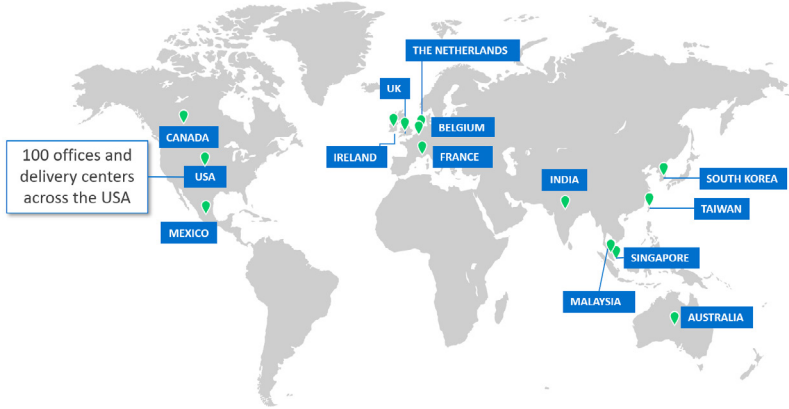
INTELLIGENT PROSPECTING AND MARKETING	BETTER EXPERIENCE AND CARE MANAGEMENT	OPTIMIZED PROVIDER NETWORKS	RIGHT GEOGRAPHIES FOR MARKET EXPANSION
<p>A structured approach to improve enrollments</p> <ul style="list-style-type: none"> Explore – Eligible members within the insurer and other insurers Insights – Segment based on parameters Strategize - Personalized products and campaign plans Operationalize – Sales plan and campaign execution 	<p>Provide better care and improve customer satisfaction leveraging technology to</p> <ul style="list-style-type: none"> Stratify Members Build differentiated services Personalize and contextualize Create Seamless switching/onboarding experience 	<p>Improve network quality and reduce overall expenses</p> <ul style="list-style-type: none"> Network Disruption Analytics – Evaluate the network performance on an ongoing Define best practices for the network Reduce administrative overheads and attract/retain providers 	<p>Explore market opportunities by analyzing information at country, state, city, and county level</p> <ul style="list-style-type: none"> Market share against MA penetration Competitor presence and plans Strategies based on demographics, socioeconomic and other data sources
<p>Improves MA enrollment by over 40%</p>	<p>Leads to over 50% reduction in MA member churn</p>	<p>Helps gain up to 18% incremental savings with MA optimized provider network</p>	<p>Improves your MA market share around 11% year on year</p>

Our technology service and solution offerings

Digital Product Engineering	Cloud Services	Data and Analytics	Intelligent Automation	Cybersecurity
------------------------------------	-----------------------	---------------------------	-------------------------------	----------------------

Some of our key partners

Our global footprint and delivery capabilities



<p>25 Years in IT Service</p>	<p>\$3 B In Revenue</p>	<p>50,000 Professionals</p>	<p>1,100 Clients</p>
--	------------------------------------	--	---------------------------------



www.innovasolutions.com

About Innova Solutions

Founded in 1998 and headquartered in Atlanta, Georgia, Innova Solutions employs approximately 50,000 professionals worldwide and reports an annual revenue approaching \$3 Billion. Through our global delivery centers across North America, Asia, and Europe, we deliver strategic technology and business transformation solutions to our clients, enabling them to operate as leaders within their fields.

know more about our Payer Membership Growth Solutions. Contact us at info@innovasolutions.com

Contact Us

