



Medicare Concierge Program

10/2/2017

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Create and utilize a Gateway Partner Service (GPS) to prevent disenrollment of at risk MA membership

- Adapt the role and associated strategy for the existing Retention team, now known as Gateway Health Partners, assigning each representative to a book of member business to assure measureable impact.
- Interface with at risk members via both inbound and outbound calls to directly assist with the navigation through the difficult health insurance landscape (providers, claims, formularies, recertification, etc).
- Directly interact with members at the time of events that directly impact approximately 90% of all voluntary disenrollment (network issues, claim and drug denial) to assist with alternatives.
- Market the program as a value add to potential members via all sales channels.

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- **Preparatory steps:**

- Members will be split into book of business by last name to keep families with same names together and allow for fair measurement of outcomes.
- Marketing support will take approximately 3 weeks for development, compliance review and distribution of member materials announcing the official launch of the program.
- Internal communications will be developed and distributed to alert member facing groups (MSRs, Sales, Agents, Community, etc) of the team's role and the departments official name. TBA
- Operational steps, such as phone system set up, voicemail development, FAQs and similar will be done concurrent with other activities.
- Systems access will be requested, with training coordinated.

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We will be sending out more communication as we continue to develop this program