

EXCELLUS BLUE CROSS / BLUE SHIELD

Services provided: employee communications program (design / analysis / recommendations), focus groups (design / facilitation / analysis)

MEDICARE PRODUCT PORTFOLIO ASSESSMENT

Buffalo, Rochester, and Syracuse/Utica
Regions

Presented To: Christine Greene, Director of
Medicare Sales & Marketing –
Excellus

Presented By: Natalie Campbell

Overview

- **'Yardstick'** approach with established criteria to assess the current Medicare product environment in the 3 regions, and make recommendations
- **Medicare Environment / NYS Trends**
- **Yardstick Evaluating Criteria** include:
 - **Performance**
 - . Staying Healthy & Living With Illness – areas specifically relevant to Medicare audience
 - . Access & Service
 - . % of Grievances vs. Reversal Rate
 - . NCQA Accreditation Status
- **Cost / Benefits: Case Study – Buffalo Market**
- **Conclusions & Recommendations to Improve Excellus' ROI for Medicare Products/Services**

3-Region Competitive Overview

□ MEDICARE PRODUCTS ONLY

Rochester

Excellus BCBS

- .Blue Choice Senior
- .Medicare Supplemental
- .Medicare Blue Choice

Preferred Care

- .Gold
- .Gold Value

AARP

- .Plans A-I

Buffalo

Excellus/Univera

- .Senior Choice

IHA

- .Encompass 65
- .Encompass 65/
50% RX Max

Comm. Blue (HealthNow)

- .Senior Blue

BCBSWNY (PPO)

- Trad. Blue #201
- Trad. Blue #202

AARP

- .Plans A-I

Syr/Utica

Excellus/Univera CNY

- .Medicare Supplemental
(Plans A, B, C, H)
- .65 Plus Group Plan
- .HMO Blue Medicare Carvout

MVP Health Plan

United HealthCare

CDPHP

HealthNow

GHI-HMO Select

Aetna Health

AARP

- .Plans A-I