ZS

Medicare Advantage plan design with GenAI-based accelerators

ZS's Next-Best Plan solution

Differentiate your Medicare Advantage products

Rapid growth and increased competition in the Medicare Advantage (MA) market requires organizations to develop creative strategies to compete. Offering a high value, differentiated benefits package is key to gaining a competitive edge.

However, health plans face challenges such as:

- Siloed data leading to complex and manual processing
- Evolving market sentiments and consumer preferences
- Loss of distinctiveness as many plans now have similar benefit offerings
- Increasing regulatory pressure from Centers for Medicare & Medicaid Services (CMS)

With ZS's Next-Best Plan (NBP) solution, companies can:

- Integrate benefit data from different sources into a single source of truth
- Use GenAI to automate unstructured data processing
- Identify opportunities to differentiate benefit packages using AI/ML insights
- Design customer-centric plans based on evolving preferences

Our approach

ZS employs a robust, evidence-driven plan design framework to help MA organizations build a differentiated benefits package. This solution unlocks:
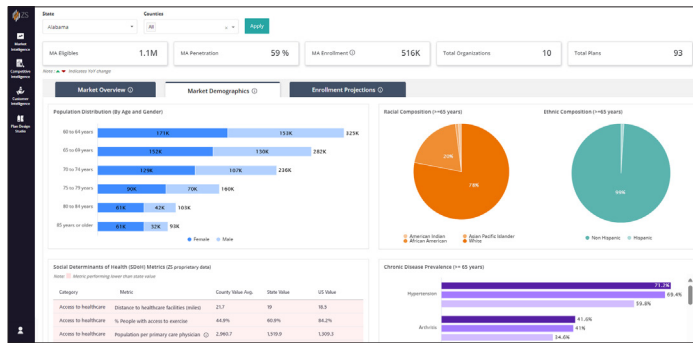
- **Competitive intelligence:** Identify key competitors in the market along with core metric data like market share and growth percentage. Assess current plans relative to the market and compare benefit design against competitors.

- **Market intelligence:** Understand key market-level metrics, customer demographics and social determinants of health (SDoH) parameters. Predict market shifts by evaluating enrollment trends by plan, product and premium.

- **Customer intelligence:** Understand local health market needs and utilization patterns to identify benefits that drive MA enrollment. Leverage AI/ML models to evaluate benefit coverage details and their impact on enrollment.

- **Plan design simulator:** Create different benefit design scenarios by changing coverage details, cost sharing, limits and periodicity. Evaluate real-time impact of benefit changes on projected enrollment.

Impact where it matters.®

Our unique proposition

ZS's NBP solution is integrated with: GenAI-based accelerator that leverages unstructured data from plan benefit package (PBP) and evidence of coverage (EOC) files to unlock competitive insights. GenAI chat assistant that offers the right information without navigating a myriad of data and codes.

Value demonstrated: 30% impact on enrollment through NBP's effective plan design. ~60% of analysis time saved through GenAI-driven PBP and EOC data extraction.

Market Intelligence

Plan comparison side-by-side screen

Plan design simulator

AI-Powered Plan Benefit Chat

Learn more: https://www.zs.com/industries/health-plans

About ZS

ZS is a management consulting and technology firm focused on transforming global healthcare and beyond. We leverage our leading-edge analytics, plus the power of data, science and tech products, to help our clients make more intelligent decisions, deliver innovative solutions and improve outcomes for all. Founded in 1983, ZS has more than 13,000 employees in 35 offices worldwide.