Tip Sheet
Medicare Advantage Penetration Analysis

Purpose:

Community Based Organizations (CBOs) engaging in contracting with Managed Care Organizations should have a detailed awareness of the penetration of Medicare Advantage plans (also called Medicare health plans) in their particular market. The Centers for Medicare & Medicaid Services (CMS) provides monthly data on Medicare Advantage (MA) penetration in the United States. This tip sheet provides an overview of how to access and use that data to conduct a market analysis.

Background:

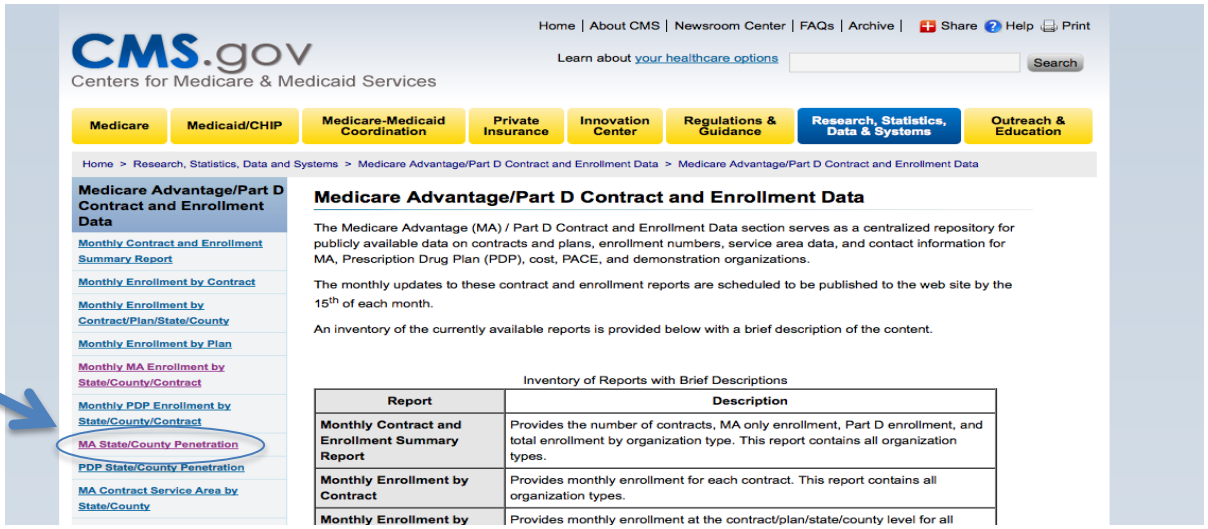
Medicare Advantage, also known as Medicare Part C, provides an option for Medicare beneficiaries to enroll in a managed care plan to administer their Medicare benefit. If a CBO wishes to provide reimbursable services to a beneficiary enrolled in a Medicare Advantage plan, then the organization must contract directly with the Medicare Advantage plan before initiating services for the target population.

Accessing the Data:

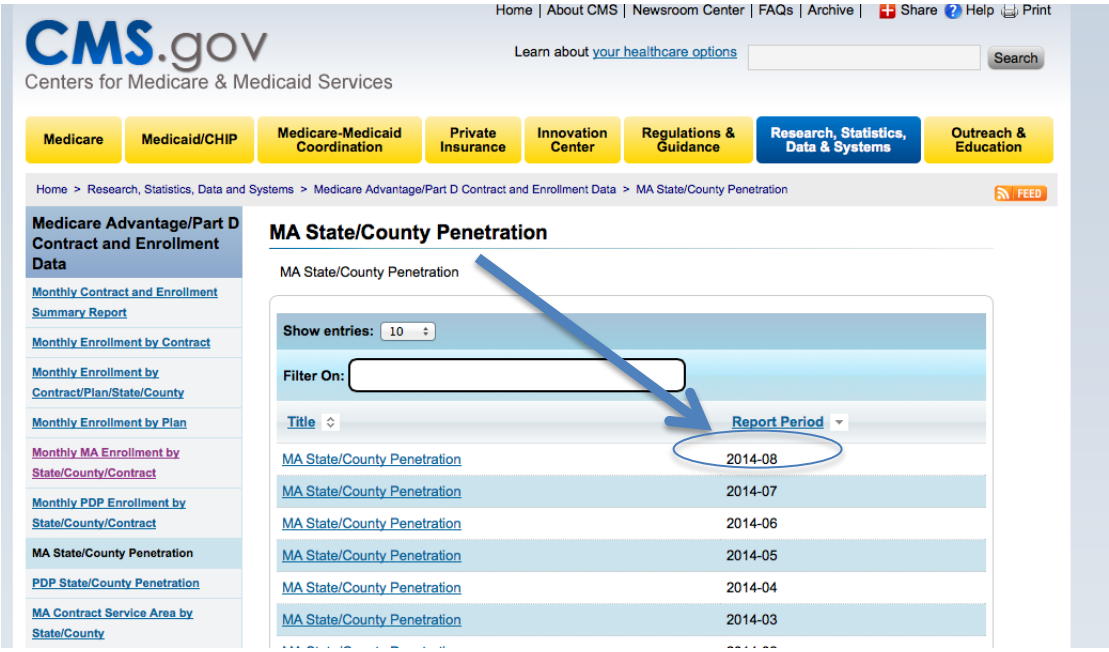
1. First, access the CMS website (shown in screenshot below) dedicated to providing Medicare Advantage (Part C) and Medicare Part D enrollment data using the following web link:

   https://www.cms.gov/MCRAdvPartDEnrolData/01_Overview.asp#TopOfPage

2. On that webpage you will see a series of options along the left side of the page. In order to determine how many beneficiaries in your service area are enrolled in Medicare Advantage plans, you need to click on the "MA State/County Penetration" link on the left hand side (see the arrow in the below screenshot).

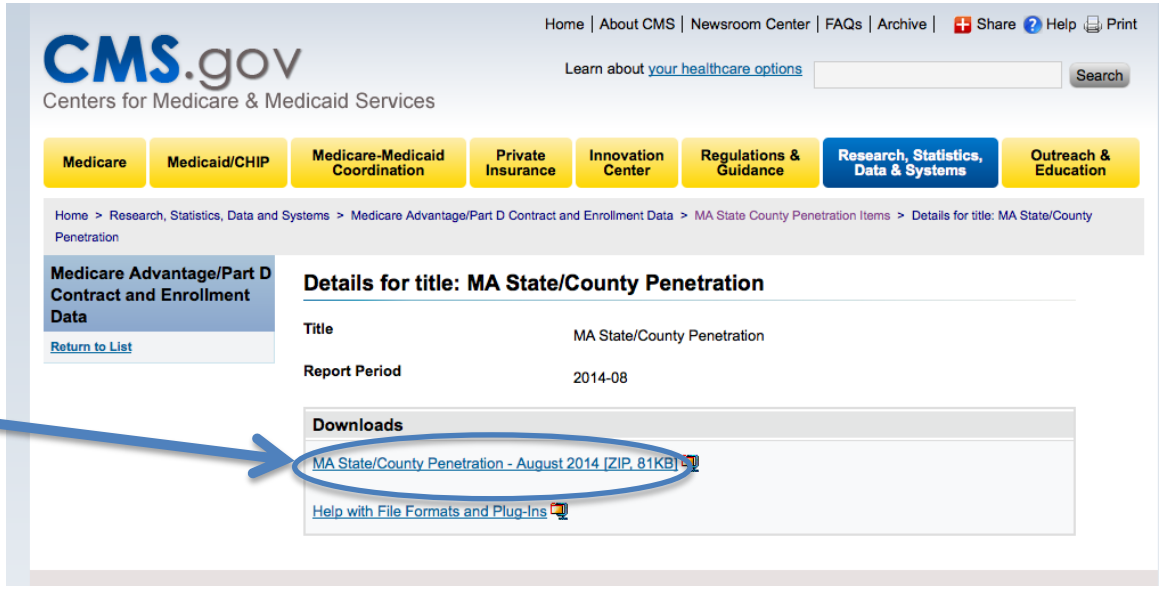


3. After you click on "MA State/County Penetration", you will see a listing of available files, categorized by "Report Period" (year, then month). See screenshot below:



4. Identify the year and month for which you want to view Medicare Advantage enrollment data. Click on that link.

5. After you click you will see a link to download a zipped CSV File. Click on that link and when prompted, accept the request to download the file.

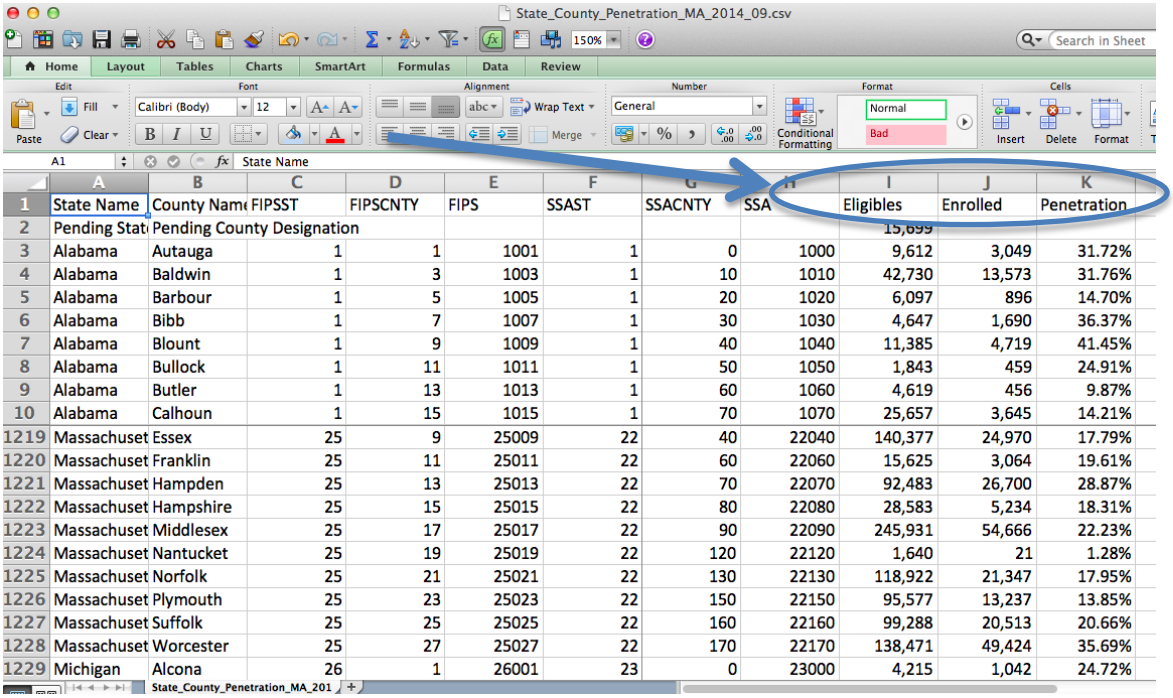


6. Open the downloaded file.

7. *Note:* It is a large file and the data in the file is categorized in alphabetical order by state and then by county.

8. Scroll to the state and then the county that you wish to analyze.

9. Scroll across the table to determine the key data elements for the market you are analyzing. Key data elements include the following:
    a. *Eligibles:* Universe of Medicare beneficiaries in that county in Original (fee-for-service) Medicare and in Medicare Advantage plans
    b. *Enrolled:* Number of eligible beneficiaries in that county who have enrolled in a Medicare Advantage plan
    c. *Penetration*: Percentage of Medicare beneficiaries in that county enrolled in MA plans



	A	B	C	D	E	F	G	H	I	J	K
1	State Name	County Nam	FIPSST	FIPSCNTY	FIPS	SSAST	SSACNTY	SSA	Eligibles	Enrolled	Penetration
2	Pending Stat	Pending County Designation							15,699		
3	Alabama	Autauga	1	1	1001	1	0	1000	9,612	3,049	31.72%
4	Alabama	Baldwin	1	3	1003	1	10	1010	42,730	13,573	31.76%
5	Alabama	Barbour	1	5	1005	1	20	1020	6,097	896	14.70%
6	Alabama	Bibb	1	7	1007	1	30	1030	4,647	1,690	36.37%
7	Alabama	Blount	1	9	1009	1	40	1040	11,385	4,719	41.45%
8	Alabama	Bullock	1	11	1011	1	50	1050	1,843	459	24.91%
9	Alabama	Butler	1	13	1013	1	60	1060	4,619	456	9.87%
10	Alabama	Calhoun	1	15	1015	1	70	1070	25,657	3,645	14.21%
1219	Massachuset	Essex	25	9	25009	22	40	22040	140,377	24,970	17.79%
1220	Massachuset	Franklin	25	11	25011	22	60	22060	15,625	3,064	19.61%
1221	Massachuset	Hampden	25	13	25013	22	70	22070	92,483	26,700	28.87%
1222	Massachuset	Hampshire	25	15	25015	22	80	22080	28,583	5,234	18.31%
1223	Massachuset	Middlesex	25	17	25017	22	90	22090	245,931	54,666	22.23%
1224	Massachuset	Nantucket	25	19	25019	22	120	22120	1,640	21	1.28%
1225	Massachuset	Norfolk	25	21	25021	22	130	22130	118,922	21,347	17.95%
1226	Massachuset	Plymouth	25	23	25023	22	150	22150	95,577	13,237	13.85%
1227	Massachuset	Suffolk	25	25	25025	22	160	22160	99,288	20,513	20.66%
1228	Massachuset	Worcester	25	27	25027	22	170	22170	138,471	49,424	35.69%
1229	Michigan	Alcona	26	1	26001	23	0	23000	4,215	1,042	24.72%

State_County_Penetration_MA_201

In order to get the number of Medicare beneficiaries enrolled in Original Medicare, subtract the number of *Enrolled* from the number of *Eligibles*. (See example below.)

10. Example:
Essex County, MA (September 2014)
    - *Eligibles* (Total Number of Medicare Beneficiaries) = 140,377
    - *Enrolled* (Total Number enrolled in an MA Plan) = 24,970
    - *Penetration* = 17.79%
    - Total Number of Medicare Beneficiaries enrolled in Original Medicare = 140,377 – 24,970 = 115,407

Why Use This Data?

Analyzing this data can help you figure out your target market for services your organization/network may wish to market and sell. Medicare beneficiaries enrolled in a Medicare Advantage plan have their benefits covered by that plan. Medicare beneficiaries not enrolled in an MA plan have their benefits covered by Original Medicare. If your network/organization wants to provide services under Medicare Part B (such as Diabetes Self-Management Training, or DSMT) and be reimbursed by Medicare, then your potential target population would be the number of Medicare beneficiaries who are **not** enrolled in an MA plan, which is *Eligibles – Enrolled*. Using the example above, the number of beneficiaries who would be included in the target population, as of August 2014, is 114,495.

In addition, low MA Plan penetration might also correlate with higher Accountable Care Organization (ACO) activity in a given market. Only Medicare beneficiaries in traditional Medicare can participate in an ACO, which might lead your organization toward marketing your services to ACOs in your area. Similarly, high MA penetration might point you toward marketing your services toward MA plans in your area.