

Tip Sheet

Medicare Advantage Plan Market Share Analysis Top Five Plans by County

Purpose:

The Centers for Medicare & Medicaid Services (CMS) provides monthly data on Medicare Advantage enrollment in the United States, by County. This tip sheet provides an overview on how to conduct a market analysis to determine the top Medicare Advantage plans, by enrollment in a specific county.

Background:

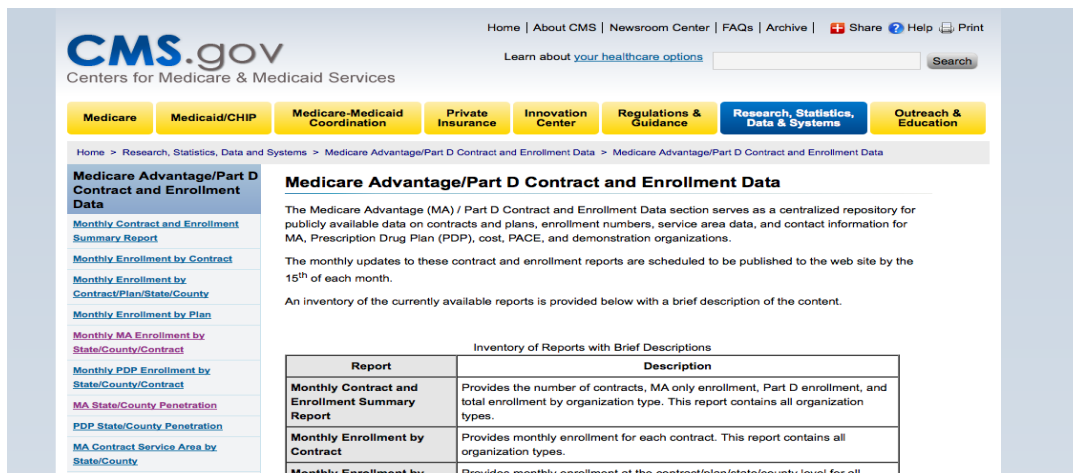
Medicare Advantage, also known as Medicare Part C, provides an option for Medicare beneficiaries to enroll in a managed care plan to administer their Medicare benefits. Medicare Advantage (MA) plans have different levels of market share depending on the specific market. If a community-based organization (CBO) wishes to provide reimbursable services to a beneficiary who is enrolled in an MA plan, then the organization must contract directly with the MA plan before initiating services for the target population.

Procedure:

1. First, access the CMS website dedicated to providing Medicare Advantage plan and Medicare Part D enrollment using the following link:

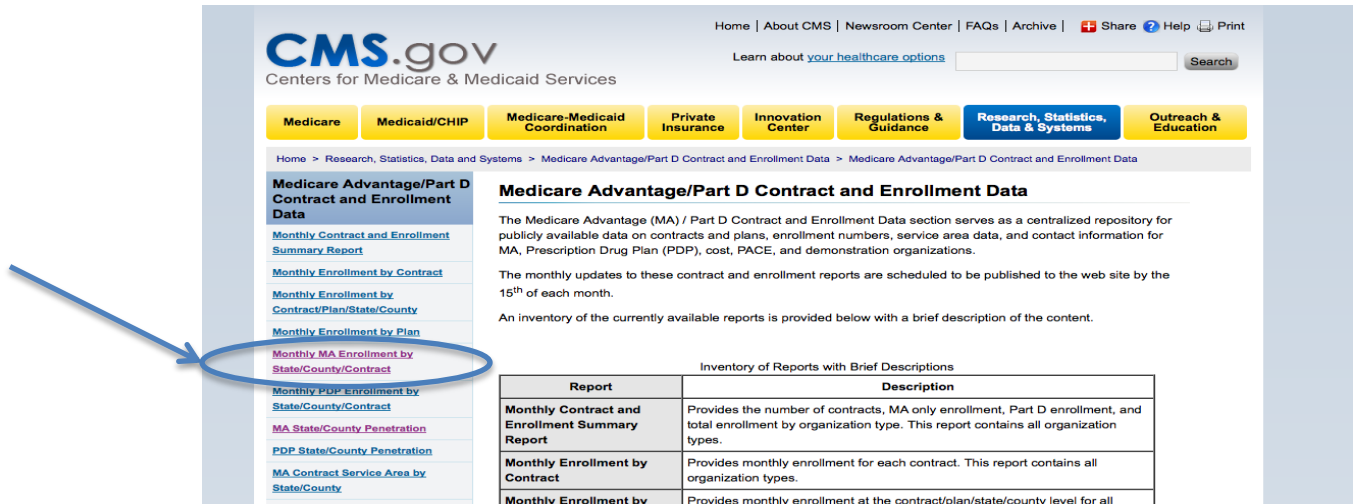
https://www.cms.gov/MCRAdvPartDEnrolData/01_Overview.asp#TopOfPage

The following screenshot shows the CMS webpage that is accessed using the link above:



- Once at the webpage, you will see a series of options along the left side of the page. In order to determine the Medicare Advantage Penetration numbers in the requested County, you will access the following table:

Monthly MA Enrollment by State/County/Contract



Home | About CMS | Newsroom Center | FAQs | Archive | Share Help Print

Learn about [your healthcare options](#)

Medicare Medicaid/CHIP Medicare-Medicaid Coordination Private Insurance Innovation Center Regulations & Guidance **Research, Statistics, Data & Systems** Outreach & Education

Home > Research, Statistics, Data and Systems > Medicare Advantage/Part D Contract and Enrollment Data > Medicare Advantage/Part D Contract and Enrollment Data

Medicare Advantage/Part D Contract and Enrollment Data

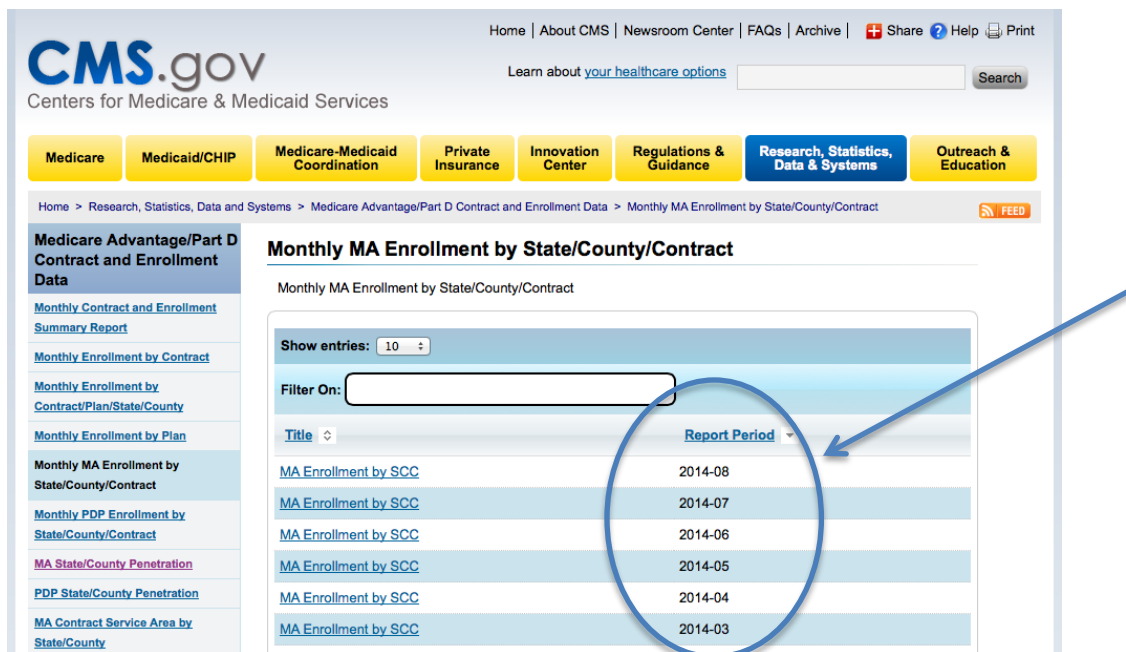
The Medicare Advantage (MA) / Part D Contract and Enrollment Data section serves as a centralized repository for publicly available data on contracts and plans, enrollment numbers, service area data, and contact information for MA, Prescription Drug Plan (PDP), cost, PACE, and demonstration organizations.

The monthly updates to these contract and enrollment reports are scheduled to be published to the web site by the 15th of each month.

An inventory of the currently available reports is provided below with a brief description of the content.

Inventory of Reports with Brief Descriptions	
Report	Description
Monthly Contract and Enrollment Summary Report	Provides the number of contracts, MA only enrollment, Part D enrollment, and total enrollment by organization type. This report contains all organization types.
Monthly Enrollment by Contract	Provides monthly enrollment for each contract. This report contains all organization types.
Monthly Enrollment by	Provides monthly enrollment at the contract/plan/state/county level for all

- When you click on that link, you will see a listing of available files, in chronological order using based on date (YYYY-MM):



Home | About CMS | Newsroom Center | FAQs | Archive | Share Help Print

Learn about [your healthcare options](#)

Medicare Medicaid/CHIP Medicare-Medicaid Coordination Private Insurance Innovation Center Regulations & Guidance **Research, Statistics, Data & Systems** Outreach & Education

Home > Research, Statistics, Data and Systems > Medicare Advantage/Part D Contract and Enrollment Data > Monthly MA Enrollment by State/County/Contract

Monthly MA Enrollment by State/County/Contract

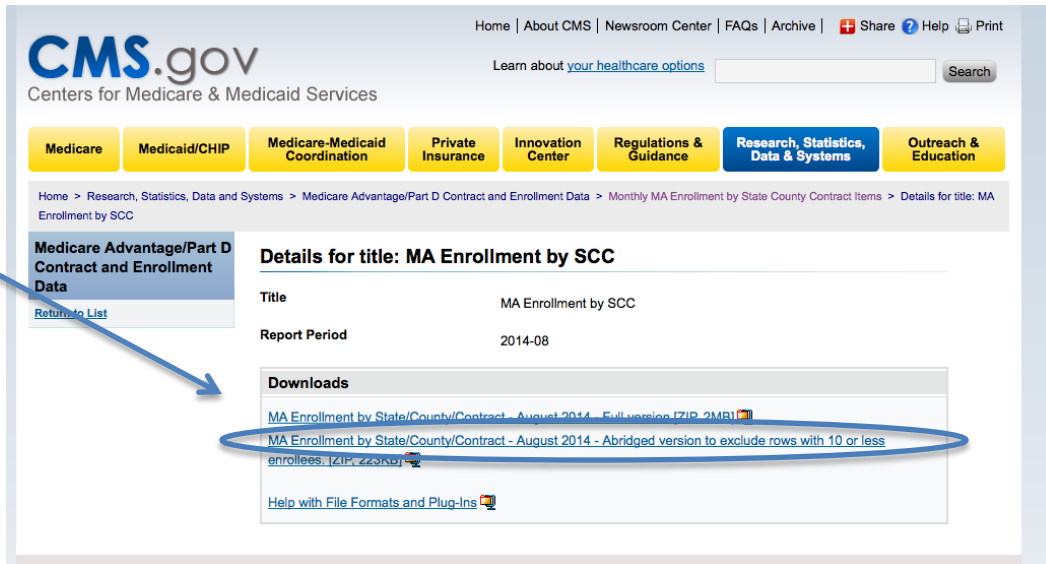
Monthly MA Enrollment by State/County/Contract

Show entries: 10

Filter On:

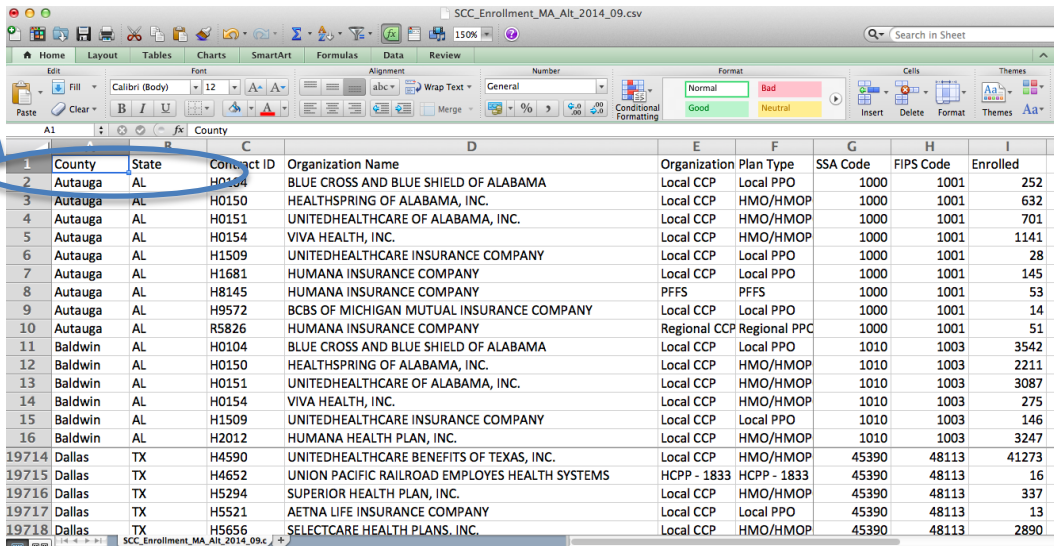
Title	Report Period
MA Enrollment by SCC	2014-08
MA Enrollment by SCC	2014-07
MA Enrollment by SCC	2014-06
MA Enrollment by SCC	2014-05
MA Enrollment by SCC	2014-04
MA Enrollment by SCC	2014-03

4. Identify the month for which you would like to view the MA plan enrollment data, and click on that file.
5. When you click you will be prompted to download a CSV File. When prompted, accept the request to download the requested file. NOTE: Choose the “Abridged” file to filter out any plan with fewer than ten (10) enrollees.



The screenshot shows the CMS.gov website interface. At the top, there is a navigation bar with links for Home, About CMS, Newsroom Center, FAQs, Archive, Share, Help, and Print. Below this is a search bar with the text 'Learn about your healthcare options' and a search button. A horizontal menu contains several categories: Medicare, Medicaid/CHIP, Medicare-Medicaid Coordination, Private Insurance, Innovation Center, Regulations & Guidance, Research, Statistics, Data & Systems (highlighted in blue), and Outreach & Education. The breadcrumb trail reads: Home > Research, Statistics, Data and Systems > Medicare Advantage/Part D Contract and Enrollment Data > Monthly MA Enrollment by State County Contract Items > Details for title: MA Enrollment by SCC. On the left, a sidebar menu shows 'Medicare Advantage/Part D Contract and Enrollment Data' with a 'Return to List' link. The main content area is titled 'Details for title: MA Enrollment by SCC' and includes fields for 'Title' (MA Enrollment by SCC) and 'Report Period' (2014-08). Below this is a 'Downloads' section with two links: 'MA Enrollment by State/County/Contract - August 2014 - Full version (ZIP, 2MB)' and 'MA Enrollment by State/County/Contract - August 2014 - Abridged version to exclude rows with 10 or less enrollees (ZIP, 220KB)'. The second link is circled in blue. A blue arrow points from the left towards the 'Abridged version' link. At the bottom of the downloads section is a link for 'Help with File Formats and Plug-Ins'.

6. Open the downloaded file
7. When you open the downloaded file, you will note that it is a large file and that the data is categorized in alphabetical order by county and then by state.
8. Scroll to the state and county that you wish to analyze



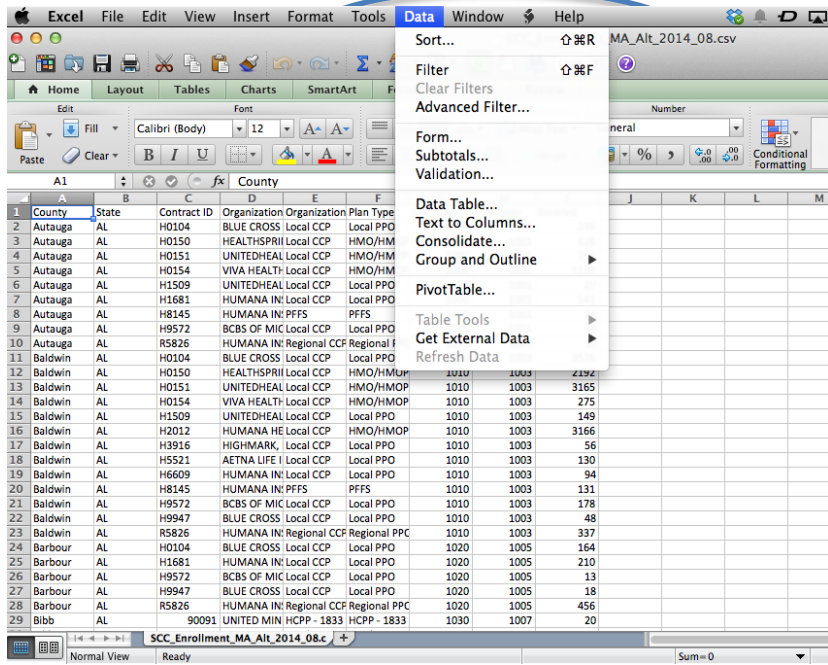
County	State	Contact ID	Organization Name	Organization	Plan Type	SSA Code	FIPS Code	Enrolled	
Autauga	AL	H0104	BLUE CROSS AND BLUE SHIELD OF ALABAMA	Local CCP	Local PPO	1000	1001	252	
Autauga	AL	H0150	HEALTHSPRING OF ALABAMA, INC.	Local CCP	HMO/HMOP	1000	1001	632	
Autauga	AL	H0151	UNITEDHEALTHCARE OF ALABAMA, INC.	Local CCP	HMO/HMOP	1000	1001	701	
Autauga	AL	H0154	VIVA HEALTH, INC.	Local CCP	HMO/HMOP	1000	1001	1141	
Autauga	AL	H1509	UNITEDHEALTHCARE INSURANCE COMPANY	Local CCP	Local PPO	1000	1001	28	
Autauga	AL	H1681	HUMANA INSURANCE COMPANY	Local CCP	Local PPO	1000	1001	145	
Autauga	AL	H8145	HUMANA INSURANCE COMPANY	PFFS	PFFS	1000	1001	53	
Autauga	AL	H9572	BCBS OF MICHIGAN MUTUAL INSURANCE COMPANY	Local CCP	Local PPO	1000	1001	14	
Autauga	AL	R5826	HUMANA INSURANCE COMPANY	Regional CCP	Regional PPC	1000	1001	51	
Baldwin	AL	H0104	BLUE CROSS AND BLUE SHIELD OF ALABAMA	Local CCP	Local PPO	1010	1003	3542	
Baldwin	AL	H0150	HEALTHSPRING OF ALABAMA, INC.	Local CCP	HMO/HMOP	1010	1003	2211	
Baldwin	AL	H0151	UNITEDHEALTHCARE OF ALABAMA, INC.	Local CCP	HMO/HMOP	1010	1003	3087	
Baldwin	AL	H0154	VIVA HEALTH, INC.	Local CCP	HMO/HMOP	1010	1003	275	
Baldwin	AL	H1509	UNITEDHEALTHCARE INSURANCE COMPANY	Local CCP	Local PPO	1010	1003	146	
Baldwin	AL	H2012	HUMANA HEALTH PLAN, INC.	Local CCP	HMO/HMOP	1010	1003	3247	
19714	Dallas	TX	H4590	UNITEDHEALTHCARE BENEFITS OF TEXAS, INC.	Local CCP	HMO/HMOP	45390	48113	41273
19715	Dallas	TX	H4652	UNION PACIFIC RAILROAD EMPLOYEES HEALTH SYSTEMS	HCPP - 1833	HCPP - 1833	45390	48113	16
19716	Dallas	TX	H5294	SUPERIOR HEALTH PLAN, INC.	Local CCP	HMO/HMOP	45390	48113	337
19717	Dallas	TX	H5521	AETNA LIFE INSURANCE COMPANY	Local CCP	Local PPO	45390	48113	13
19718	Dallas	TX	H5656	SELECTCARE HEALTH PLANS, INC.	Local CCP	HMO/HMOP	45390	48113	2890

9. Scroll across the table to determine the key data elements for the market you are analyzing. When you identify the reference county, sort the list by the Enrolled column (the number of persons enrolled in each MA plan).

Example:

The process for sorting and analyzing MA Plan enrollment by county is as follows:

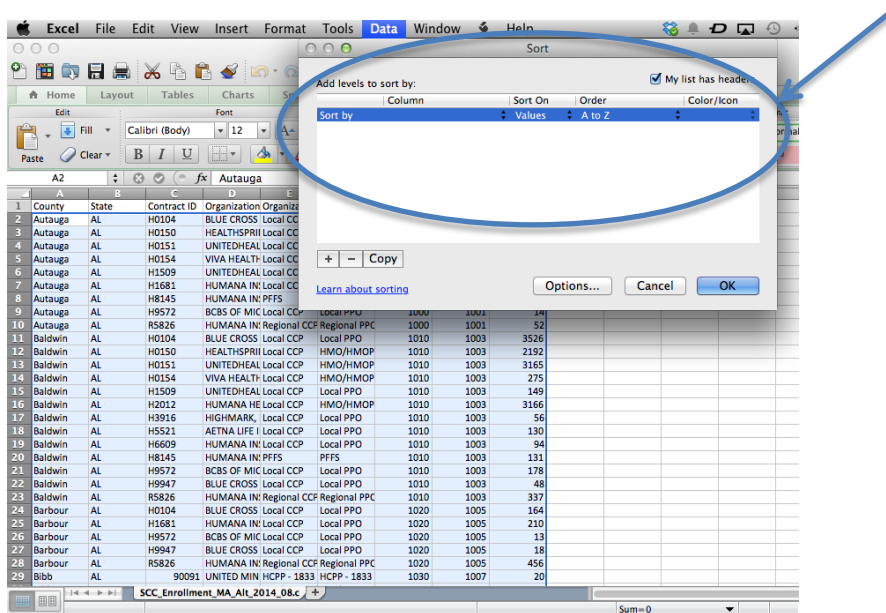
- a. Sort the data using the following commands.
 - i. Select “Data” from the Menu bar
 - ii. On the Data drop down menu, select “Sort”



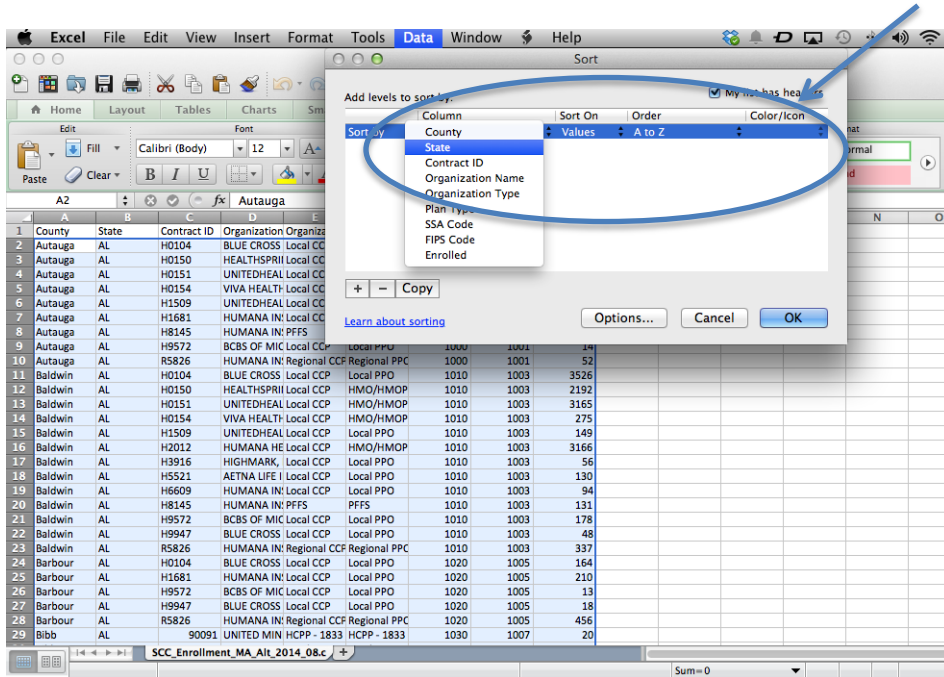
The screenshot shows the Microsoft Excel interface with the 'Data' tab selected in the ribbon. The 'Data' menu is open, displaying options such as 'Sort...', 'Filter', 'Advanced Filter...', 'Form...', 'Subtotals...', 'Validation...', 'Data Table...', 'Text to Columns...', 'Consolidate...', 'Group and Outline', 'PivotTable...', 'Table Tools', 'Get External Data', and 'Refresh Data'. The spreadsheet below shows a table with columns: County, State, Contract ID, Organization, Organization, Plan Type, and several numerical columns. The data is organized by county, with Autauga, Baldwin, and Barbour counties listed.

County	State	Contract ID	Organization	Organization	Plan Type				
2	Autauga	AL	H0104	BLUE CROSS	Local CCP	Local PPO			
3	Autauga	AL	H0150	HEALTHSPRII	Local CCP	HMO/HM			
4	Autauga	AL	H0151	UNITEDHEAL	Local CCP	HMO/HM			
5	Autauga	AL	H0154	VIVA HEALTH	Local CCP	HMO/HM			
6	Autauga	AL	H1509	UNITEDHEAL	Local CCP	Local PPO			
7	Autauga	AL	H1681	HUMANA IN	Local CCP	Local PPO			
8	Autauga	AL	H8145	HUMANA IN	PFFS	PFFS			
9	Autauga	AL	H9572	BCBS OF MIC	Local CCP	Local PPO			
10	Autauga	AL	R5826	HUMANA IN	Regional CCF	Regional PPO			
11	Baldwin	AL	H0104	BLUE CROSS	Local CCP	Local PPO			
12	Baldwin	AL	H0150	HEALTHSPRII	Local CCP	HMO/HMOP	1010	1003	2192
13	Baldwin	AL	H0151	UNITEDHEAL	Local CCP	HMO/HMOP	1010	1003	3165
14	Baldwin	AL	H0154	VIVA HEALTH	Local CCP	HMO/HMOP	1010	1003	275
15	Baldwin	AL	H1509	UNITEDHEAL	Local CCP	Local PPO	1010	1003	149
16	Baldwin	AL	H2012	HUMANA HE	Local CCP	HMO/HMOP	1010	1003	3166
17	Baldwin	AL	H3916	HIGHMARK	Local CCP	Local PPO	1010	1003	56
18	Baldwin	AL	H5521	AETNA LIFE I	Local CCP	Local PPO	1010	1003	130
19	Baldwin	AL	H6609	HUMANA IN	Local CCP	Local PPO	1010	1003	94
20	Baldwin	AL	H8145	HUMANA IN	PFFS	PFFS	1010	1003	131
21	Baldwin	AL	H9572	BCBS OF MIC	Local CCP	Local PPO	1010	1003	178
22	Baldwin	AL	H9947	BLUE CROSS	Local CCP	Local PPO	1010	1003	48
23	Baldwin	AL	R5826	HUMANA IN	Regional CCF	Regional PPC	1010	1003	337
24	Barbour	AL	H0104	BLUE CROSS	Local CCP	Local PPO	1020	1005	164
25	Barbour	AL	H1681	HUMANA IN	Local CCP	Local PPO	1020	1005	210
26	Barbour	AL	H9572	BCBS OF MIC	Local CCP	Local PPO	1020	1005	13
27	Barbour	AL	H9947	BLUE CROSS	Local CCP	Local PPO	1020	1005	18
28	Barbour	AL	R5826	HUMANA IN	Regional CCF	Regional PPC	1020	1005	456
29	Bibb	AL	90091	UNITED MIN	HCPP - 1833	HCPP - 1833	1030	1007	20

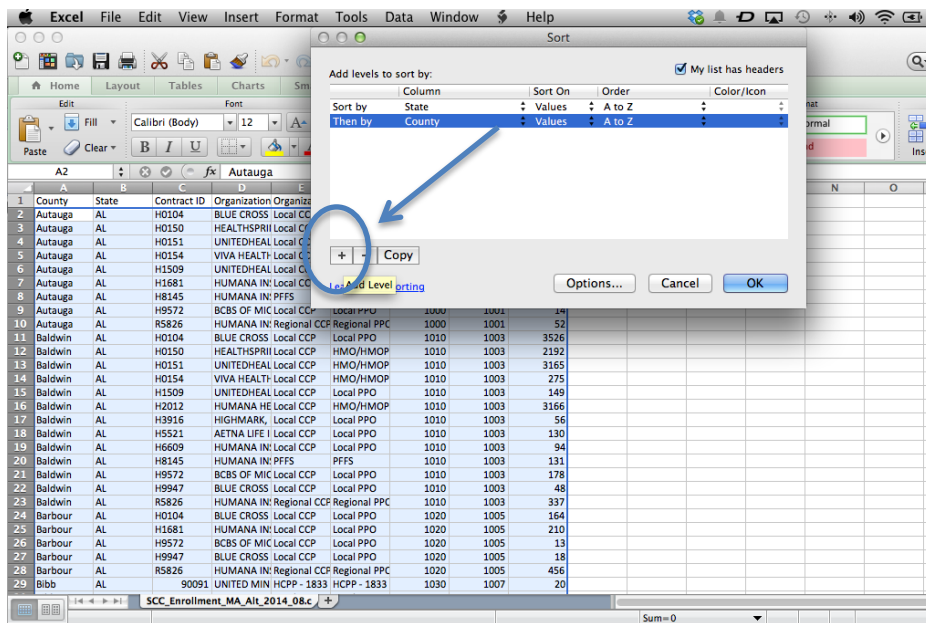
- b. Once you have selected the Sort command, you will have an option to “Customize” your Sort using the following selections



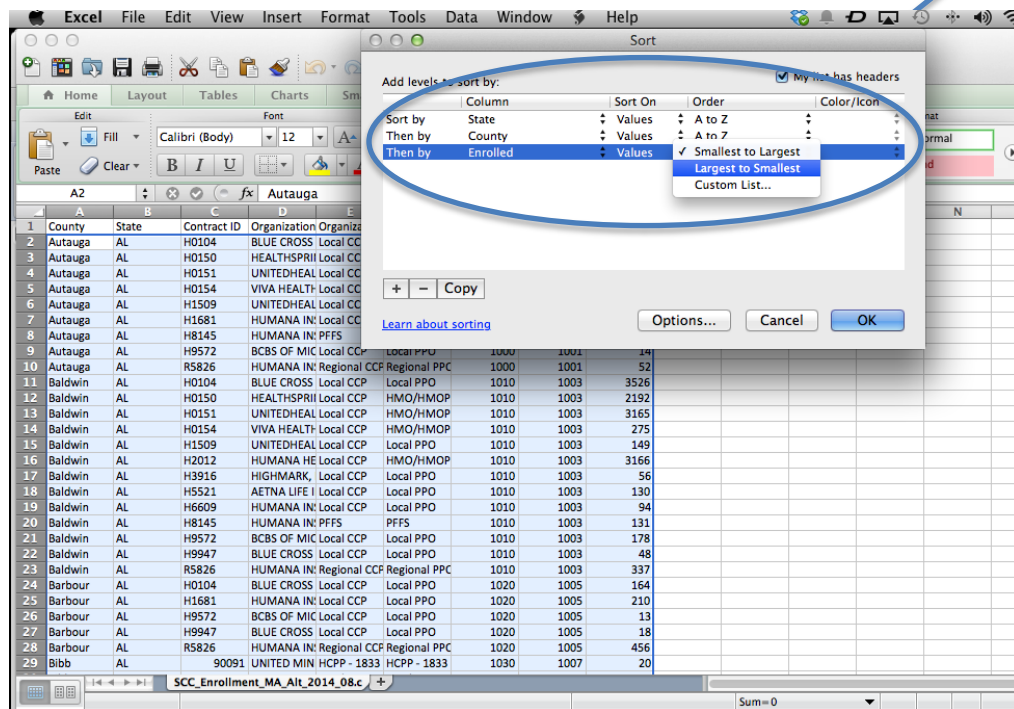
- c. Using the Sort Commands, you can customize the presentation of the data by State, then by County, then by health plan enrollment numbers, using the following selections:
- i. Select Sort by State
 - ii. Select Sort by County
 - iii. Select Sort by Enrollment – Largest to Smallest



Select additional sort fields by clicking on the “Plus” (+) symbol

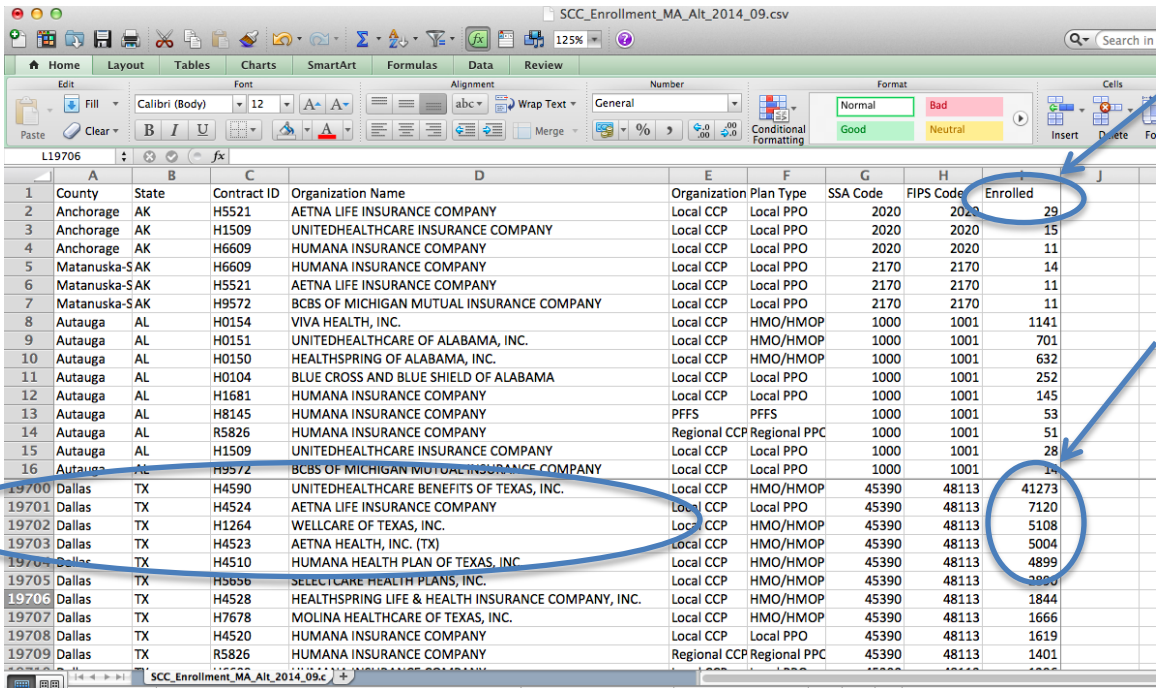


Once the list is sorted by State, by County, and then by enrollment, scroll to the appropriate County and assess the plans by enrollment number rankings. Select Largest to Smallest



For example, in Dallas County, TX (September 2014): Top Five MA Plans by Enrollment

1. United Healthcare Benefits of Texas, Inc. (HMO): 41,273
2. Aetna Life Insurance Company (PPO): 7,120
3. Wellcare of Texas, Inc. (HMO): 5,108
4. Aetna Health, Inc. (HMO): 5,004
5. Humana Health Plan of Texas, Inc. (HMO): 4,899



County	State	Contract ID	Organization Name	Organization	Plan Type	SSA Code	FIPS Code	Enrolled
Anchorage	AK	H5521	AETNA LIFE INSURANCE COMPANY	Local CCP	Local PPO	2020	2020	29
Anchorage	AK	H1509	UNITEDHEALTHCARE INSURANCE COMPANY	Local CCP	Local PPO	2020	2020	15
Anchorage	AK	H6609	HUMANA INSURANCE COMPANY	Local CCP	Local PPO	2020	2020	11
Matanuska-SAK	SAK	H6609	HUMANA INSURANCE COMPANY	Local CCP	Local PPO	2170	2170	14
Matanuska-SAK	SAK	H5521	AETNA LIFE INSURANCE COMPANY	Local CCP	Local PPO	2170	2170	11
Matanuska-SAK	SAK	H9572	BCBS OF MICHIGAN MUTUAL INSURANCE COMPANY	Local CCP	Local PPO	2170	2170	11
Autauga	AL	H0154	VIVA HEALTH, INC.	Local CCP	HMO/HMOP	1000	1001	1141
Autauga	AL	H0151	UNITEDHEALTHCARE OF ALABAMA, INC.	Local CCP	HMO/HMOP	1000	1001	701
Autauga	AL	H0150	HEALTHSPRING OF ALABAMA, INC.	Local CCP	HMO/HMOP	1000	1001	632
Autauga	AL	H0104	BLUE CROSS AND BLUE SHIELD OF ALABAMA	Local CCP	Local PPO	1000	1001	252
Autauga	AL	H1681	HUMANA INSURANCE COMPANY	Local CCP	Local PPO	1000	1001	145
Autauga	AL	H8145	HUMANA INSURANCE COMPANY	PFFS	PFFS	1000	1001	53
Autauga	AL	R5826	HUMANA INSURANCE COMPANY	Regional CCP	Regional PPC	1000	1001	51
Autauga	AL	H1509	UNITEDHEALTHCARE INSURANCE COMPANY	Local CCP	Local PPO	1000	1001	28
Autauga	AL	H9572	BCBS OF MICHIGAN MUTUAL INSURANCE COMPANY	Local CCP	Local PPO	1000	1001	14
Dallas	TX	H4590	UNITEDHEALTHCARE BENEFITS OF TEXAS, INC.	Local CCP	HMO/HMOP	45390	48113	41273
Dallas	TX	H4524	AETNA LIFE INSURANCE COMPANY	Local CCP	Local PPO	45390	48113	7120
Dallas	TX	H1264	WELLCARE OF TEXAS, INC.	Local CCP	HMO/HMOP	45390	48113	5108
Dallas	TX	H4523	AETNA HEALTH, INC. (TX)	Local CCP	HMO/HMOP	45390	48113	5004
Dallas	TX	H4510	HUMANA HEALTH PLAN OF TEXAS, INC.	Local CCP	HMO/HMOP	45390	48113	4899
Dallas	TX	H5656	SELECTCARE HEALTH PLANS, INC.	Local CCP	HMO/HMOP	45390	48113	2800
Dallas	TX	H4528	HEALTHSPRING LIFE & HEALTH INSURANCE COMPANY, INC.	Local CCP	HMO/HMOP	45390	48113	1844
Dallas	TX	H7678	MOLINA HEALTHCARE OF TEXAS, INC.	Local CCP	HMO/HMOP	45390	48113	1666
Dallas	TX	H4520	HUMANA INSURANCE COMPANY	Local CCP	Local PPO	45390	48113	1619
Dallas	TX	R5826	HUMANA INSURANCE COMPANY	Regional CCP	Regional PPC	45390	48113	1401

Utility of the Data:

This enrollment data provides insight into which MA plan has the largest market share in a particular county. This data can help a CBO develop a contracting strategy for their particular market. In the Dallas, TX example, the local CBO could place their focus on working with United Health Care MA plan because they have the overwhelming majority of the local market share.