

Delivering Medicare Strategy and Communication Solutions

Medicare does not cover everything and patient care is not sustainable without private insurance funding the gap. We connect your patients to the insurance products you contract with and accept. Absent our help, your patients receive limited information from insurers and brokers who are not vested in your financial objectives.



Implement MedicareOnDemand and your patients will make informed insurance buying decisions with plans that work best for you and simplifies coordinating patient care. As your preferred insurance agency, our mission is creating stickiness between you and your patients and assuring your funding interests are brought to the forefront.

A large background image showing a hand with circuit lines overlaid on it. The hand is pointing upwards, and the circuit lines are white and blue, connecting various points across the image. There are also some circular icons, like a laptop and a gear, overlaid on the circuit lines.

Kerri

Kerri Lenderman, CEO



MCUSA Holding has supported healthcare organizations and their patients with Medicare for well over a decade. Our suite of companies, products, and services offer unparalleled support for your evolving Medicare strategy and your patients' Medicare insurance needs.

Healthcare organizations are confronting a growing number of at-risk contracts while Medicare expenditures are rising from aging baby boomers. Tremendous efforts to eliminate waste, reduce cost of care, improve quality and revenues requires a comprehensive strategy. Our companies work in tandem or separately to provide a complete Medicare population health management strategy tailored to meet your insurance demographics, business objectives, and resource constraints.

Whether you need insurance support services, new revenue sources including product development, or a desire to start an agency, we have the expertise, market intelligence, payer insight, and tools to help healthcare organizations transform and seize market opportunities. We invite you to leverage our insurance and consulting experience to improve your revenue and efficiencies. Take a look at the unique expertise within our companies and business partners and we believe you'll agree. No one compares.



MedicareOnDemand is an online insurance exchange and resource center tailored to support your patient Medicare needs. We protect the sacred bond between patient and provider by guiding patients to the insurance plans accepted by their care team while seamlessly integrating important messages and initiatives. Medicare is complicated; we help healthcare providers condition patients to ignore the market's noisy insurance sales tactics and instead rely on **MedicareOnDemand** for all things Medicare. It offers:



- **Exclusive Insurance Exchange.** The concept of a health insurance marketplace is nothing new. Insurance brokers, employers, and even our government uses a platform where individuals and businesses can compare, select, and purchase health insurance from various carriers. MedicareOnDemand offers a proprietary insurance exchange branded and tailored specifically for patients of healthcare providers. A custom Medicare insurance exchange enables patients to compare and enroll in Medicare Advantage, Supplement, and Prescription Drug plans accepted by your organization.
- **Helpline.** Your patients have Medicare questions. A dedicated toll-free Helpline provides the answers.
 - Confirm accepted Medicare plans
 - Provide Medicare plan comparisons and enrollment support
 - Understand Medicare eligibility, enrollment periods, and how to defer enrollment
- **Education.** Patients approaching for Medicare eligibility seek guidance from their provider. Medicare is complicated but MedicareOnDemand simplifies the process and information, offering a Medicare education library with videos and a step-by-step Patient Orientation to guide those important first steps. The orientation provides useful tips for choosing Medicare insurance that best matches patient needs and preferences with provider accepted insurance, while also reinforcing the importance of patient portal registration and scheduling Medicare Annual Wellness Visits.
- **Insurance Agent Support.** Obtain help from a licensed and highly-trained telephonic or local insurance agent. MedicareOnDemand recognizes consumers want help that suits their needs. Choose between immediate phone support, a personal face to face consultation, or video conferencing.



MedicareCompareUSA – Connecting your patients to the right insurance plan.

Licensed in 46 states, the agency provides insurance support to healthcare systems caring for more than 10% of America's Medicare population. Compliance is at the forefront of everything we do.

MedicareCompareUSA pioneered the concept of provider-branded Medicare Insurance Helplines as a way to effectively address a client's need for disseminating accurate and unbiased information on accepted Medicare plans. Highly trained licensed insurance agents answer Medicare questions, schedule local agent consultations, and provide plan comparisons and enrollment support.

CRM reporting and agent dispositioning enables our clients to track all aspects of patient activity resulting from communication campaigns, agent appointments, and enrollment.

Ambassador Agent Program vets and prepares brokers for provider referrals. Our careful training and agent oversight positioned MedicareCompareUSA to be recognized for the highest policy retention rate of any agency in our industry.

Affiliate broker partners allow our agency to scale support with additional licensed brokers to meet any challenge, any time.



MCUSA Consulting – Creating complaint solutions for connecting with your patients.

Medicare insurance is a highly regulated industry and healthcare providers need a trusted partner to provide compliant advice and support. MCUSA designs and turnkeys patient campaigns including AEP, T65, and Medicare Advantage network disruptions. Our communication campaigns enable clients to keep patients well informed; MedicareOnDemand is the central hub supporting targeted and strategically driven communications.

MCUSA has invested heavily in monitoring Medicare insurance and healthcare trends. Our expertise in data analytics as well as insurer profiling, Medicare Advantage penetration, and market intelligence is invaluable for providers approaching an insurer contract termination. We provide a ready-to-use playbook and the compliance support needed to inform patients of their Medicare options, always protecting continuity of care between patient and provider.

We are committed to making a positive impact on the healthcare industry by convening communities statewide to help providers thrive financially.



Axene Health Partners (AHP) – Quantifying risk, driving efficiency and managing contract reimbursement with experienced actuaries and consultants.

Hospitals and Health Systems can leverage AHP proprietary tools to analyze risk, improve payer negotiations, and find the right balance of delivering high-quality patient care with the need for financial sustainability. All while better quantifying and communicating a comprehensive value proposition.

Pharmaceutical Companies, Medical Groups, and Pharmacies have access to tailored cost and risk models to better understand market dynamics and consumer behavior and ensure compliance with regulations, thereby contributing to effective decision-making and strategic planning. AHP delivers providers guidance to improve patient access and reasonable reimbursement at the point of care.

Employee Benefits Consulting allows organizations to gain a better understanding of what is happening within their plan through a specialized suite of tools developed by AHP. Whether a group is self-funded or fully funded, AHP can help project plan results, evaluate plan changes, and assess risk. AHP provides a complete picture of employee benefits to maximize member satisfaction while optimizing the overall cost of health care.



Senior Choice Plans – experienced provider referral call center specializing in Medicare and ACA enrollment

Senior Choice Plans was created with the sole purpose of helping Medicare beneficiaries to find their ideal Medicare solution. This starts by understanding the customer's needs, preferences, and healthcare provider relationships, and then offering an unbiased perspective of the insurance options that best match their needs. SCP represents leading companies offering Medicare Advantage, Supplement, and Prescription plans. Our blend of technology and customer service enable us to support the customer exactly how they prefer to be helped; whether it be self-service online Medicare quotes, connecting with a licensed agent by phone or video conference, or scheduling an appointment with a local insurance agent.

SCP features:

- Licensed Telephonic Insurance Agents
- Fast and Secure Applications
- Flexible Insurance Options
- No Upselling or Cross Selling
- Family Run Organization
- Medicare Plan Cost Analysis