

MEDICARE DATA HUB

Medicare Marketplace

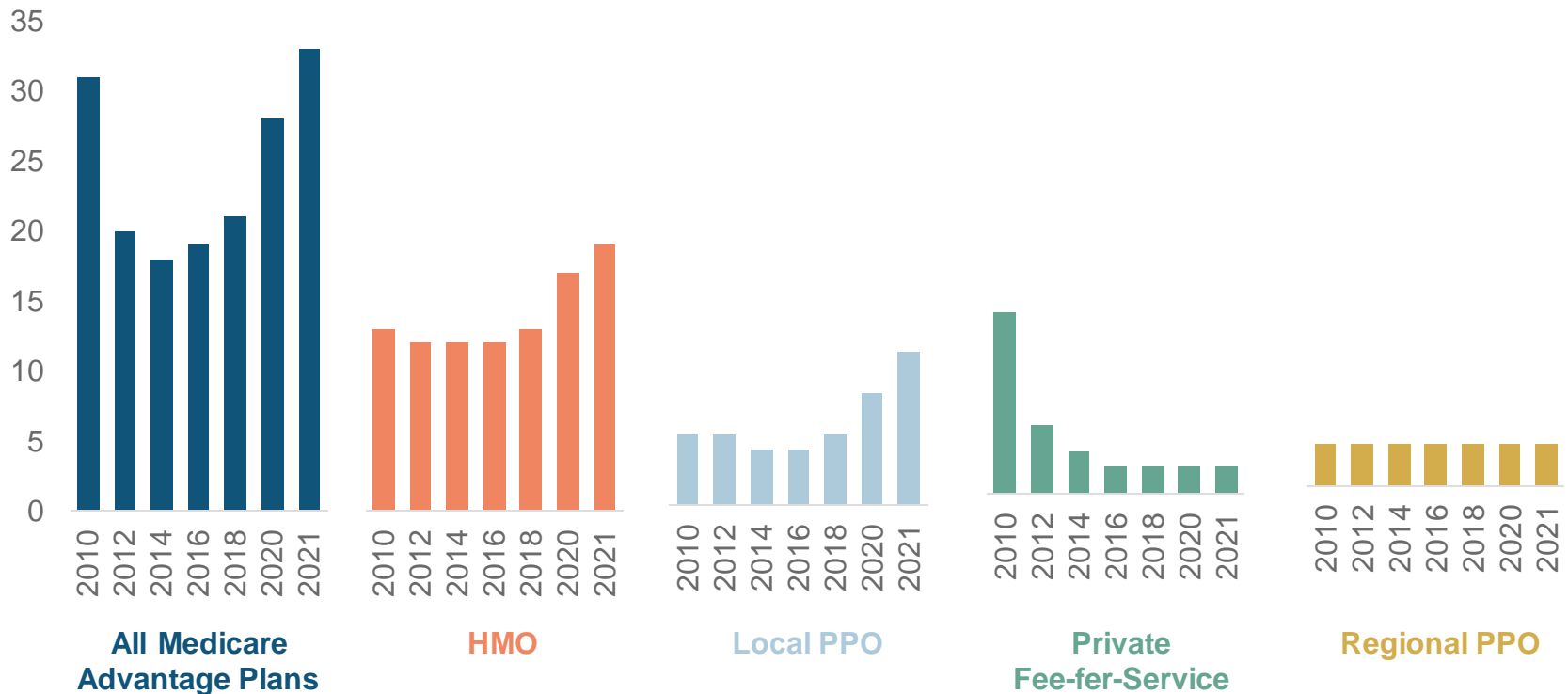
December 2021



The
Commonwealth
Fund

The number of Medicare Advantage plans available to Medicare beneficiaries has increased over the past decade, with 33 plans available, on average, in 2021.

Average number of plans

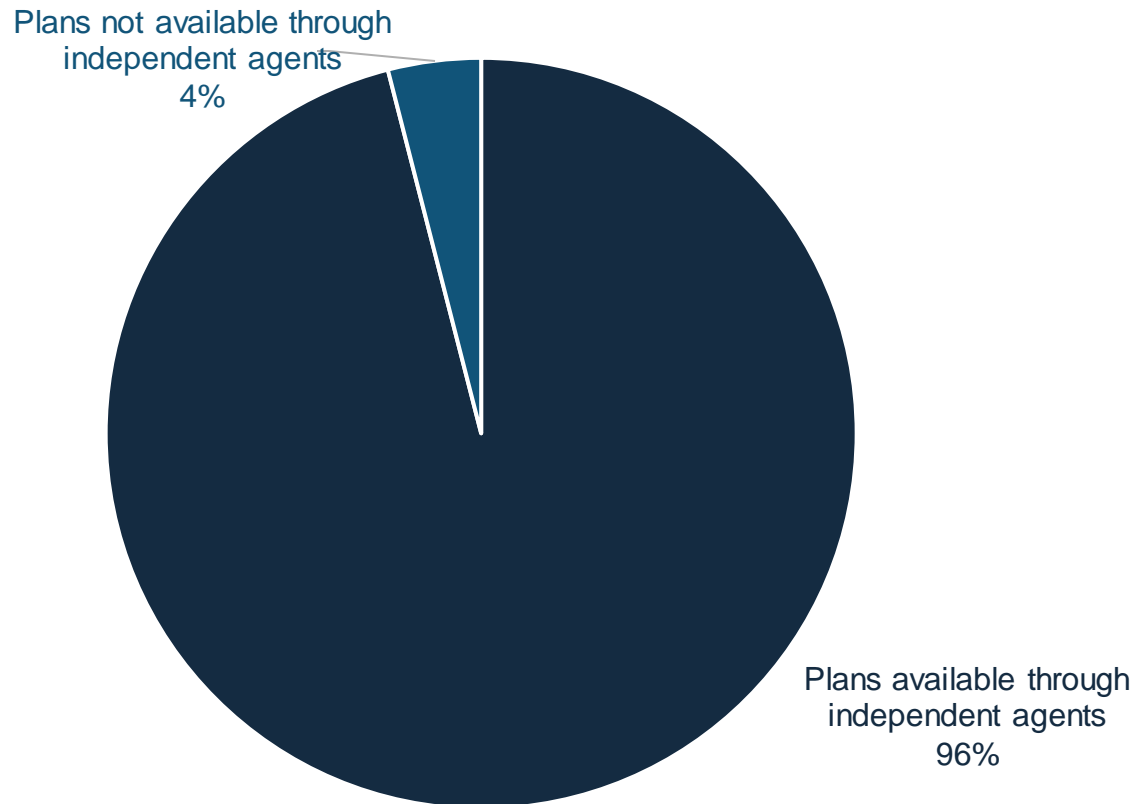


Note: Data represent the average number of plans operating in counties across the U.S. and Puerto Rico, weighted by the number of Medicare beneficiaries in each year. (Data for 2021 are weighted by September 2020 beneficiaries.) PACE, Special Needs Plans, Part B-only plans, employer-sponsored plans, plans under sanction, and records denoted as pending state or county designation are excluded.

Data: CMS MA Landscape Source Files, 2010–2021.

Source: Riaz Ali, "Making Medicare More Navigable," *To the Point* (blog), Commonwealth Fund, Dec. 7, 2020. <https://doi.org/10.26099/53gz-9n33>

The vast majority of Medicare Advantage and Part D plans use agents for plan enrollment.

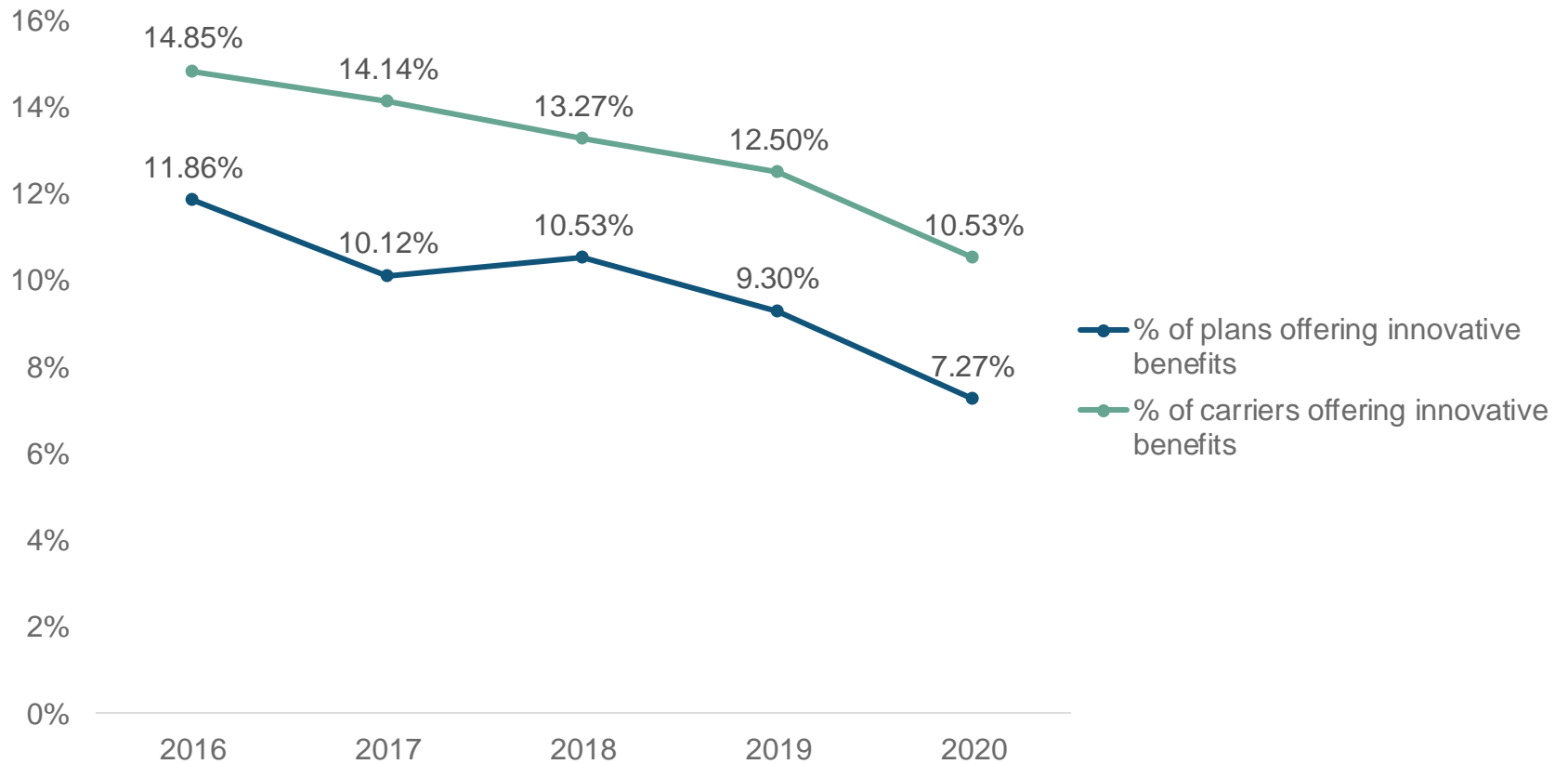


Notes: Includes all contracts/plans sold for 2019. Employer sponsored plans (800 series) are excluded. Captive agents are licensed agents under exclusive contracts with single carriers. Employed agents are licensed agents employed by a single carrier. Independent agents, unlike captive or employed agents who represent a single carrier, are those that represent multiple carriers in any given market.

Data: Saeidan Analysis of CY2020 CMS Agent Broker Compensation Data, Accessed October 2020; Data as of October 2, 2019.

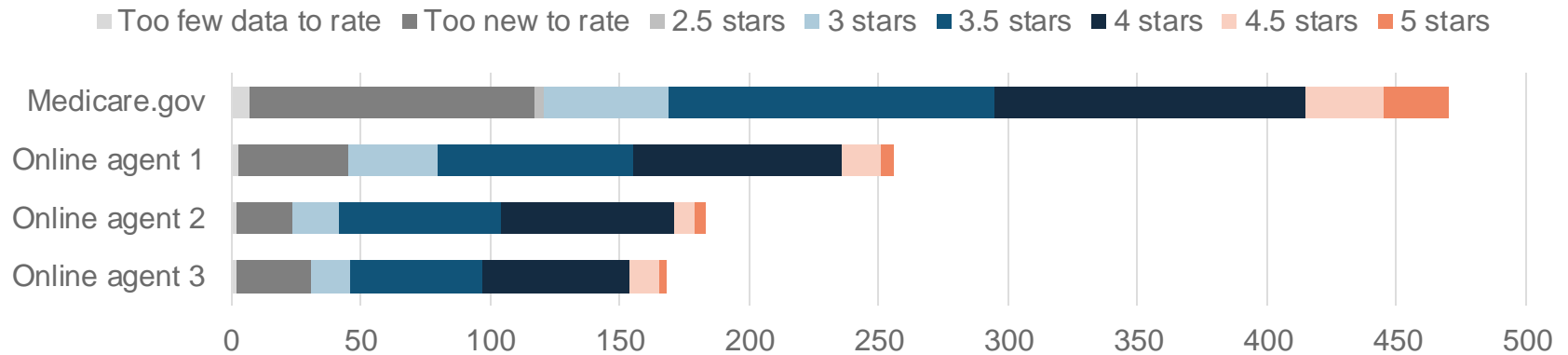
Source: Riaz Ali, "Making Medicare More Navigable," *To the Point* (blog), Commonwealth Fund, Dec. 7, 2020.
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The proportion of Medicare Supplement Plans and insurers offering additional benefits dropped between 2016 and 2020.

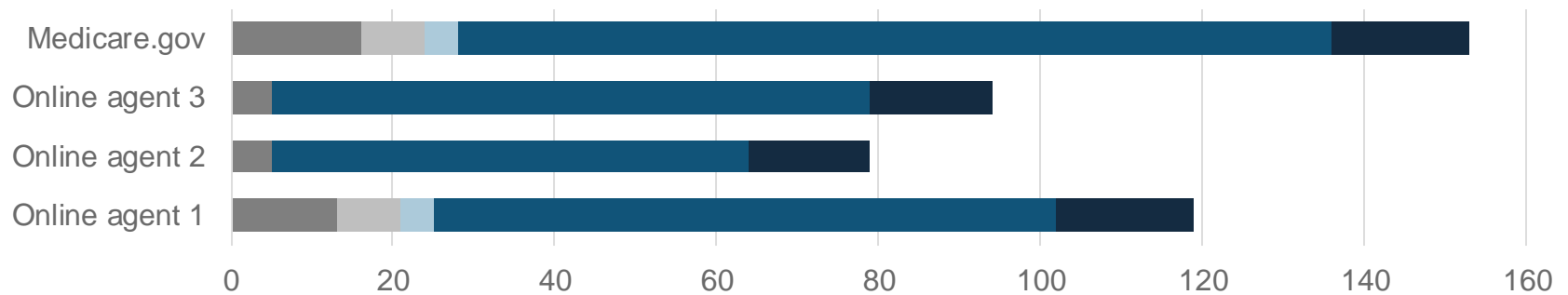


Online agent sites provide access to about two of five of the Medicare Advantage plans and two of three of the Medicare prescription drug plans available on Medicare.gov.

Medicare Advantage plans



Medicare prescription drug plans

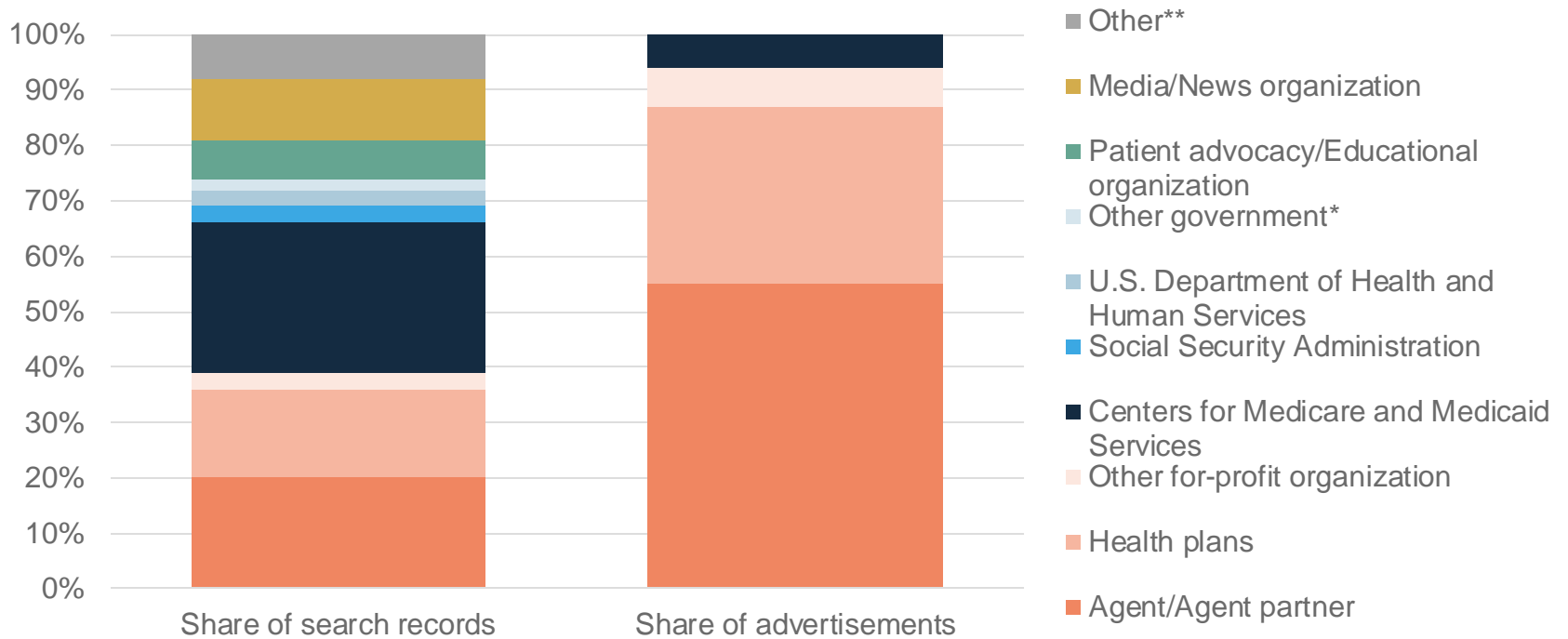


Data: Authors' analysis of Medicare.gov 2021 Medicare Advantage (Part C) plan finder for Los Angeles County, Calif.; Miami-Dade County, Fla.; Summit County, Ohio; New York County, N.Y.; and Harris County, Texas; authors' analysis of 2021 Medicare Advantage plan offerings from three large online Medicare agency websites.

Source: Riaz Ali et al., *How Agents Influence Medicare Beneficiaries' Plan Choices* (Commonwealth Fund, Apr. 2021). <https://doi.org/10.26099/32d2-pz96>

Agents and health plans accounted for a third of search records and 87 percent of all ads (paid placements); only 7 percent of ads were from the federal government.

Share of search records and advertisements, by owner



Note: Number of records, by organization type, N=572; number of records, by organization type, N=107.

* "Other government" includes: Congressional Budget Office, National Institutes of Health, Department of Labor, and Library of Congress.

** "Other" includes: People also search for, image, searches related to, see results about, and social media.

Data: Authors' analysis of top Medicare-related keywords in Google search engine, Oct. 2020. Patient advocacy/Educational organization; Authors' analysis of top Medicare-related keywords in Google search engine, Oct. 2020.

Source: Riaz Ali et al., *How Agents Influence Medicare Beneficiaries' Plan Choices* (Commonwealth Fund, Apr. 2021).

<https://doi.org/10.26099/32d2-pz96>