



Medicare Advantage Collaborative

Turbo charge your Medicare Advantage strategy with your Alliance peer network

Nearly 40 health plan members are administering well-established Medicare Advantage (MA) plans across the country, and a cohort of new entrants are plotting their approach to success. Send your team to this 2020 leadership workshop series to learn from other MA plan leaders, kick the tires on new ideas, and compare notes with new entrants. Each fly-in is hosted at the Alliance Learning Lab in Dallas, Texas and will bring together 30-40 leaders in MA risk management, product design, business development, star rating performance, innovation and operational excellence.

Product Design and Implementation

FEBRUARY 10 - 11

DESIGNED FOR: Executive sponsors of the MA plan and the strategy and market insights teams responsible for plan design and evolution

WHAT IT IS: A dive into the depths beyond the industry headlines, with a focus on how regional players can seize opportunity present in the MA marketplace. We examine the draft call letter and larger market trends, plus CMMI programs, network flexibilities, innovative partnership models, and new informatics capabilities – how are Alliance plans using these methods to compete more effectively in the MA markets?

EVENT HISTORY: This event received a 9.3 satisfaction rating in 2019

Sales and Marketing Master Class

JUNE 8 - 9

Designed for: The sales and marketing teams responsible for launching new offerings and growing MA membership, as well as their executive sponsors

What it is: A workshop format that feeds sales and marketing leaders' appetite for new, winning tactics to accelerate growth. We focus on the tangible and specific initiatives working for fellow Alliance plans across the country, and fold in market insights from select expert speakers to push our thinking even further.

Event history: This event received a 9.6 satisfaction rating in 2019

Stars and Quality Field Expedition

AUGUST 18 - 19

Designed for: Leaders in quality, risk adjustment, member experience, and their clinical and quality executive sponsors

What it is: A cross-functional learning session powered by health plan case studies where Alliance members can learn from the highest quality rated health plans in the country. We will dive deep into everything from org. structure to interventions powered by analytics, and explore the whys and hows of the strategies these health plans deploy.

Event History: New for 2020!

Innovation and Leadership Lab

SEPTEMBER 15 - 16

Designed for: MA health plan top leaders, executive sponsors, and managed care strategy leaders from their strategic provider partners and system owners

What it is: A leadership retreat infused with the spirit of an innovation laboratory, this learning session is for the executive leadership of the MA plan and their strategic provider partners to engage in ideation for growth that capitalizes on their combined, unique value propositions. Case studies from provider-aligned MA health plans across the country will serve as our inspiration for brainstorming and idea generation, to support more comprehensive strategic planning for your 2022 bids and beyond.

Event History: New for 2020!

TO REGISTER OR LEARN MORE GO TO:
healthplanalliance.org/hpa/meetings.asp

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