

New MA Plans Build on Strong First-Year Showing

With Medicare's open enrollment period kicked off on October 15, 2022, VNS Health's two Medicare Advantage (MA) plans—EasyCare and EasyCare Plus—built on their strong first-year performance in 2022.

"In this highly competitive New York market, we've experienced positive enrollment every month of this year, and as of September we're approaching 2,500 members enrolled in the two plans," says David Robinson, Vice President of Sales and Partnership Development for the health plans. "We're also getting good feedback about the coverage the plans provide. And with another strong set of benefits slated for both plans in 2023, we're excited about our prospects for the coming year."

In alignment with VNS Health's mission, the organization's specialized MA plans feature benefits and a fee structure that are well-suited to people with low income levels: Many EasyCare members receive low-income subsidies, while EasyCare Plus is available only to people who receive both Medicare and Medicaid. "Between our two MA plans and VNS Health Total, our integrated Medicare-Medicaid plan that includes long-term care benefits, we have a full portfolio of Medicare plans designed to meet our members' needs as they change over time," says Cindy Zanca, Vice President of Marketing.

The strong Year One start by the two MA plans recently helped drive combined enrollment in VNS Health's five health plans

over the 30,000-member mark for the first time. In addition, on October 1 2022, the organization's insurance offerings transitioned from the VNSNY CHOICE brand to its VNS Health branding. VNS Health's health plans website, vnshealthplans.org, went live that same day.

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