

When you understand the rhythm of your market, you don't just respond... **You Set the Tempo.**
That's Active Analytics.

SNP-ELIGIBLE OPPORTUNITIES

SNP Opportunity – Medicare's Biggest Missed Lever

Misaligned Enrollment Leaves Value on the Table

SNPs are driving Medicare Advantage growth and delivering better outcomes for high-need populations. Yet many eligible members remain in standard MA plans and are missing coordinated care, driving higher costs and leaving reimbursement on the table.



A Kaiser Family Foundation analysis shows that Special Needs Plans (SNPs) are not just a niche option, they are now central to Medicare Advantage and growing faster than any other segment, accounting for roughly 21% of enrollment and nearly half of recent growth. SNPs are driving a disproportionate share of enrollment growth (including 83% of recent gains in 2026) underscoring a critical reality: getting beneficiaries into the right plan (especially when SNP-eligible) is not just beneficial, it's essential. When SNP-eligible members are placed in standard plans, they miss the targeted care, cost efficiencies and outcomes SNPs are designed to deliver, making accurate identification and alignment one of the highest-impact opportunities in Medicare today.*

The Health Plan Challenge:

1. SNP opportunities are often buried within your existing membership
2. Dual-eligible members cost 2–3x more than average (MedPac)
3. Without action, fragmentation leads to avoidable utilization and lost margins

Active Analytics Solution:

The fastest path to savings isn't new members. **It's aligning the right members to the right plan.****



1. Identify Hidden SNP Eligibility

Instantly surface members who qualify, and see where they are misaligned today.

- No manual research. No guesswork.



2. Prioritize High-Value Action

Focus outreach on members driving the greatest cost & impact

- Target the right members, first



3. Guide Members to the Right SNP Plans

Drive better care coordination for improved outcomes

- Lower cost. Stronger performance.

The SNP Opportunities are Already in Your Membership. Capture Them.
You Set the Tempo.

Sources: KFF analysis of SNP growth in Medicare Advantage; MedPAC Report to Congress (2024) *

A Closer Look at the Growing Role of Special Needs Plans in Medicare Advantage | KFF

** Mar24_Ch12_MedPAC_Report_To_Congress_SEC-1.pdf

4 Ways Active Analytics Changes the Game

1. **Works with ANY shop and enroll platform** so there is no need to replace your existing shopping or enrollment system.
2. **Analyze your entire MEMBERSHIP in seconds** with unmatched speed and scale in the Medicare market.
3. **See changes across your market** with analysis across **20+ areas of DISRUPTION.**
4. **Turn insights into ACTION immediately** by launching targeted **CAMPAIGNS** with pre-written content and exporting directly (via CSV/Excel) to your CRM or communications platform.