

## How to Analyze ***Your Portfolio***





In order to expand your customer base and effectively retain clients, one of the first steps you should take is ***analyzing your current portfolio.***

Ask yourself,  
***"Am I offering a diverse enough range of products and services?"***  
and  
***"Is there something clients are interested in that I should think about adding?"***



By studying your current client base, you can identify their needs and the different situations they deal with to better determine whether your current portfolio is effective or not. There's no such thing as a one-size-fits-all plan, a senior's health, needs, income, and preference can vary greatly from person to person, so your portfolio should be strategic in what you're offering. There are many different aspects to consider when analyzing your portfolio.





## Plan Premiums and Costs

Clients will have different ideas surrounding things like costs. Evaluate your current plans premiums and how they compare to your clients' budgets. How do the benefits influence costs like copays and coinsurance? Then, see how they compare against similar plans. you may find that your portfolio needs more variety, serving people who will pay a high-premium for low-visit-costs as well as people who want a low premium despite potential high out-of-pocket costs.



## Provider Networks

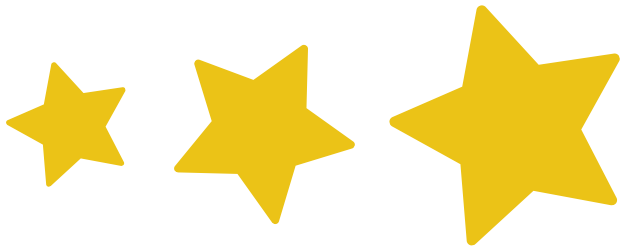
By evaluating your plans provider networks, you can more effectively advise new clients. Switching doctors is typically not something people want to do. It's best to know what costs a client will need to cover if they go out of network for service. The size and diversity of your plans' networks can indicate whether they are seen as satisfactory to clients or not.





## Drug Formulary

Clients often have concerns about prescription drugs. Carriers organize their tiers differently; it's best to know what kind of prescriptions are included on the formulary as well as what tier they belong to. Compare the drug formularies and tiers of the plans you offer against your clients' needs to see how each plan could potentially cover their medications and if you need to make a change in your portfolio.



## Star Ratings

You should know how each of your plans score on the Medicare Five-Star Quality Rating System. Plans with higher rates of complaints to Medicare lose more customers on average. Therefore, it is far more likely that a customer will leave a 2-star plan versus a 5-star plan. These ratings assess how your plan is performing in five different areas:

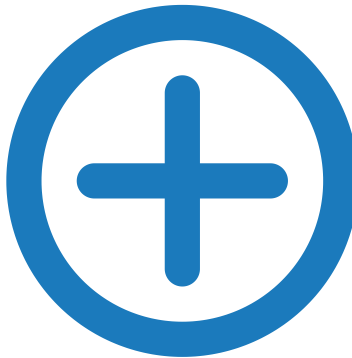
- *Preventive care*
- *Chronic illness management*
- *Plan responsiveness*
- *Customer service*
- *Member complaints and attrition*

## Features and Benefits

People are often interested in Medicare Advantage plans for certain additional benefits Original Medicare doesn't offer. Look at your current plan plans to make sure you are offering a range of extras like:

- *Gym memberships/ discounts*
- *Transportation to medical appointments*
- *Over-the-counter-medications*
- *Meal benefits*

*\*Additional costs may be added to plans with vision, hearing, and dental benefits.*



**Contact Agent Pipeline** by calling **800.962.4693**  
for more information or to learn more about analyzing your portfolio.