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Messagepoint for Medicare Advantage plan materials

BIG INNOVATION
20 24

Maximize speed, efficiency and control in Medicare Advantage materials preparation

Whether you use a third-party service provider, word processing and spreadsheets, or some form of document management tool, the process of creating and updating Medicare Advantage plan materials is time-intensive, costly, and inefficient.

Messagepoint changes that.

Messagepoint empowers health insurers to work smarter and faster. Our purpose-built platform puts you in control, with advanced automation and content management capabilities that drive unprecedented efficiencies, accelerate time to market, increase accuracy, and reduce your costs – delivering materials and experiences that everyone is happy with.

CMS MANDATED MATERIALS
- Annual Notice of Change (ANOC)
- Evidence of Coverage (EOC)
- Summary of Benefits (SB)
- New CMS DSNP Model
- Multilingual Language Insert
- Plan Star Ratings

MARKETING & SALES COMUNICATIONS
- Welcome Guide
- Summary of Benefit & Coverage (SBC)
- Plan Comparison
- What's New
- Plan Change Letter

PRE & POST ENROLLMENT
- Enrollment Kit
- Provider & Pharmacy Directory
- Formulary & Drug List
- Certificate of Coverage
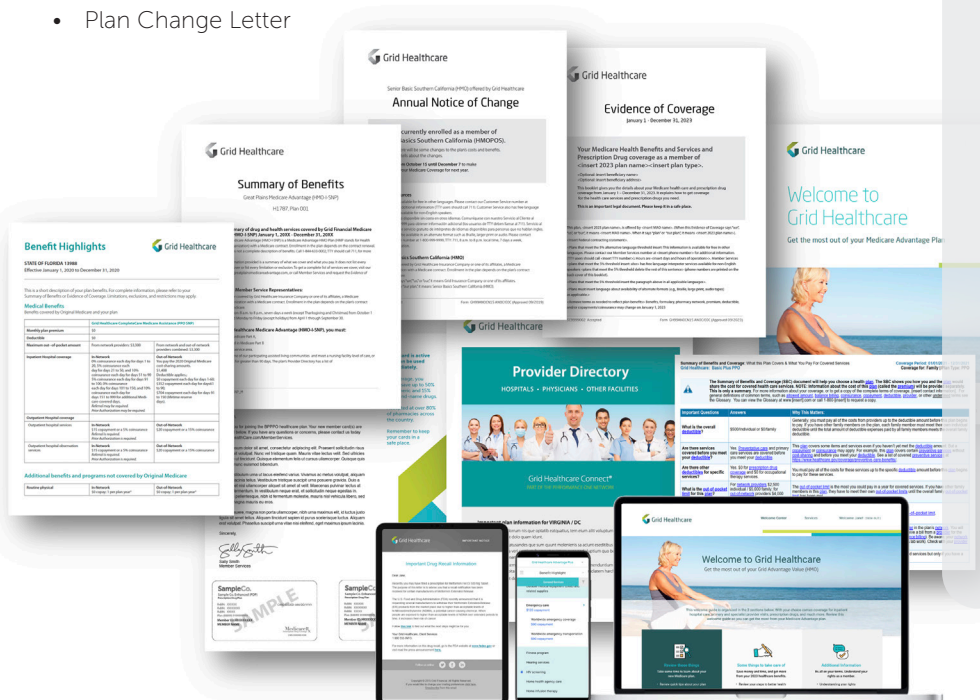- Enrollment Form
- EGWP EOC & ANOC

MEMBER SERVICING
- Member Correspondence
- ID Cards
- Appeals & Grievances
- EOB
- 1095–B Forms

Why Messagepoint?

- Finish AEP materials weeks early, reducing overall time and effort by up to 70%

- Reduce the cost of document creation by 40+%

- Avoid errata, fines and remediation actions with 2X more time for QA

- Automatically generate 508C and large print PDFs in multiple languages

- Transform translation to reduce effort by up to 80% and finish English and Spanish at the same time

The Healthcare Touchpoint Exchange – Purpose-built control for Medicare Advantage
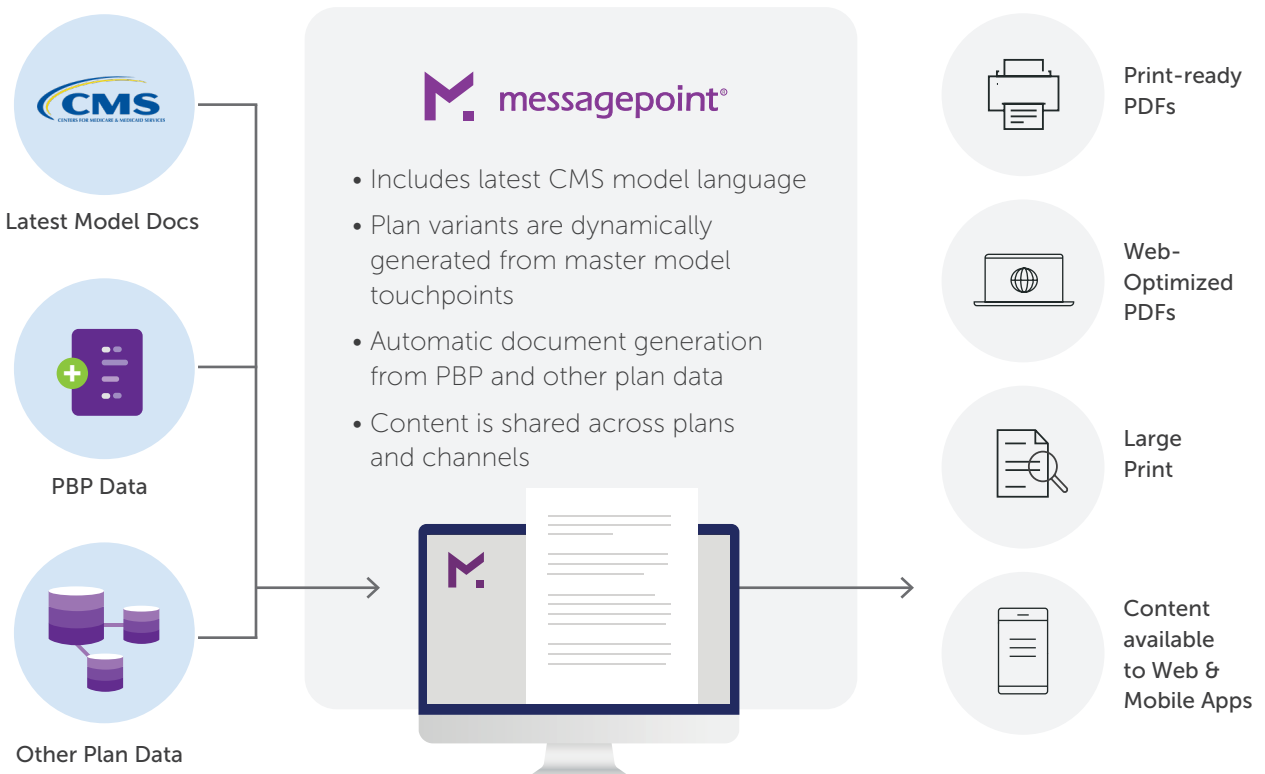
The Healthcare Touchpoint Exchange is a modern, SaaS-based solution that is purpose-built to alleviate the burden of annual plan updates and CMS changes.

Designed to streamline the process of creating complex plan materials while ensuring accuracy, the Healthcare Touchpoint Exchange leverages the CMS Plan Benefit Package and the latest CMS model content and layouts to accelerate document creation and ensure a single source of truth for plan content and data across all materials. Documents and communications for each individual plan are dynamically generated using this data to streamline processes and break the cycle of managing hundreds of disparate templates. A fully integrated QA model supports review, remediation, and provides a trackable audit trail. Translation and accessibility are built right in: Spanish content is already configured, and plan document versions can be automatically generated in both regular and large print.

Centralize control over plan data and content to ensure efficiency, accuracy and compliance

Single source of truth for plan data and content across all plan materials

Automate generation of 508c PDFs

CMS
Latest Model Docs

PBP Data

Other Plan Data

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- Includes latest CMS model language
- Plan variants are dynamically generated from master model touchpoints
- Automatic document generation from PBP and other plan data
- Content is shared across plans and channels

Print-ready PDFs

Web-Optimized PDFs

Large Print

Content available to Web & Mobile Apps

Give business users direct control

Eliminate your document team's reliance on IT or third-party vendors and fully control the end-to-end document change process—tracking and controlling activities from start to finish.

"CMS model updates coming from the Messagepoint exchange gets us 65% of the way there."

Jessica Self, VP Monroe Operations
Vantage Health Plan

Avoid time wasted on model updates

The Healthcare Touchpoint Exchange uniquely provides a pre-built starting point for your plans leveraging the CMS model documents. Customers receive annual CMS model updates automatically for their English and Spanish ANOC, EOC, and SB documents via the solutions platform—where they're built and maintained. When updating your Medicare documents each year, simply synchronize with updated models in the exchange and you'll be compliant from the get-go.

Ensure plan materials 100% match your bid submission

The Healthcare Touchpoint Exchange incorporates your plan data directly from the Plan Benefit Package (PBP) database. By leveraging the PBP as the "single source of truth" you avoid having to enter the data manually and can rest assured new plan materials will match what you've submitted for approval to CMS.

"The PBP import has been invaluable. Accuracy is ensured by having the same data objects pushed into many different locations in the same plan's documents."

Jessica Self, VP Monroe Operations
Vantage Health Plan

Configure plans through a guided experience

An intuitive, step-by-step question-and-answer process helps users capture additional and customized plan information not included in the PBP data. The solution brings together the PBP data, the customized data, and the updated model documents to dynamically generate ANOC, EOC and SB PDFs that are 508 compliant and tailored to your plans.

Dynamically apply last minute CMS changes across plan materials

Content management, rule management, and version management capabilities provide points of efficiency and control. Users can make changes to bracketed content and rules quickly and easily by leveraging pre-built EOC benefit rules and language. Based on your choices, changes dynamically update across a single document or multiple versions.

"Messagepoint reuses pieces of content or code through our HMOs, HMO-POSs, and our duals. You can change a shared content component once and it flows across the plan materials in 25 places."

Carlos De Jesus, Vice President Product Development MCS

Create a new plan by easily cloning an existing one

For organizations looking to expand their plans, it's easy to create new ones by cloning similar plans and updating the key points of information.

Automatically generate 508c PDFs

Automatically generate English, Spanish, large print and 508 compliant Annual Notice of Change, Evidence of Coverage, and Summary of Benefit documents for all your plans.

Supercharge your Quality Assurance process

Ensuring your regulated materials are accurate is too important to be left to a patchwork of emailed files, printed proofs, and excel tracking. Messagepoint's QA Module is an add-on to the Messagepoint platform that enables your teams to take control over the quality assurance process with real-time visibility into status, the ability to manage tasks more effectively, and gain a complete audit trail for tracking changes and updates.
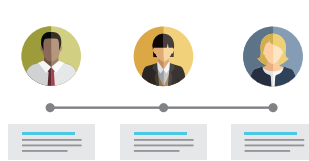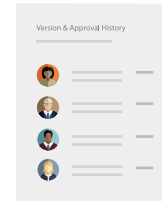
Side-by-side comparisons	Annotation & Comments	Workflow & Automated Assignments	Audit Trail & Tracking	Reporting & Dashboards

Easily visualize changes and compare versions

On-canvas annotations, versioning, and side-by-side comparisons of documents reveal exactly what changes have been made—within a single year or year over year.

Streamline collaboration and task management

Gain complete control with customizable workflows and total visibility to efficiently manage tasks across teams, reassigning work as required to ensure your deadlines are met.

Get the visibility you need

Detailed audit trails and easily configurable dashboards and reports ensure you always know the status of tasks and projects.

"The QA Module was so key for us. The detailed audit trail is priceless. We can see exactly who did what and when."

Carlos De Jesus,
Vice President Product Development
MCS

Transform your translation process

Break the cycle of translating your documents only after English versions are complete!
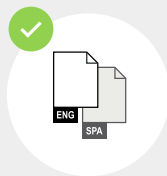
Messagepoint transforms your translation process to help you reduce costs, and time to market, all while ensuring consistency and accuracy. Instead of waiting until your English documents are completed to begin translation, Messagepoint enables you to translate content in parallel, as you work through the English versions and finalize content components. You can also leverage AI or 3rd parties to help accelerate the process even more. Imagine finishing your alternate language versions at the same time as English versions.

Benefits

- Accelerate the translation process to finish Spanish and English documents at the same time
- Reduce the translation burden by 80%
- Ensure consistency across documents

Start earlier with Spanish model documents

Translate content in parallel with English updates

Translate shared / duplicate content only once

Support 3rd party vendors with integrated workflow

Use Generative AI to accelerate translation

"We used to have to complete the English version of the documents and then translate them. Because of Messagepoint's modular approach to content management, we are now able to translate each piece of content in parallel, so there are no delays waiting for the Spanish versions of the documents to be complete. In our market, that is critically important."

Carlos De Jesus, Vice President Product Development MCS

You can't control CMS
annual plan updates,
but you can control
how you manage them.

To learn more about Healthcare Touchpoint Exchange, visit messagepoint.com.
If you're interested in scheduling a demo, please contact us at 1-800-492-4103,
or email us at info@messagepoint.com.

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