



# **Messagepoint for Medicare Advantage plan materials**



# 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 D-SNP Model
- Multilingual Language Insert
- Plan Star Ratings

## PRE & POST ENROLLMENT

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

## MARKETING & SALES COMMUNICATIONS

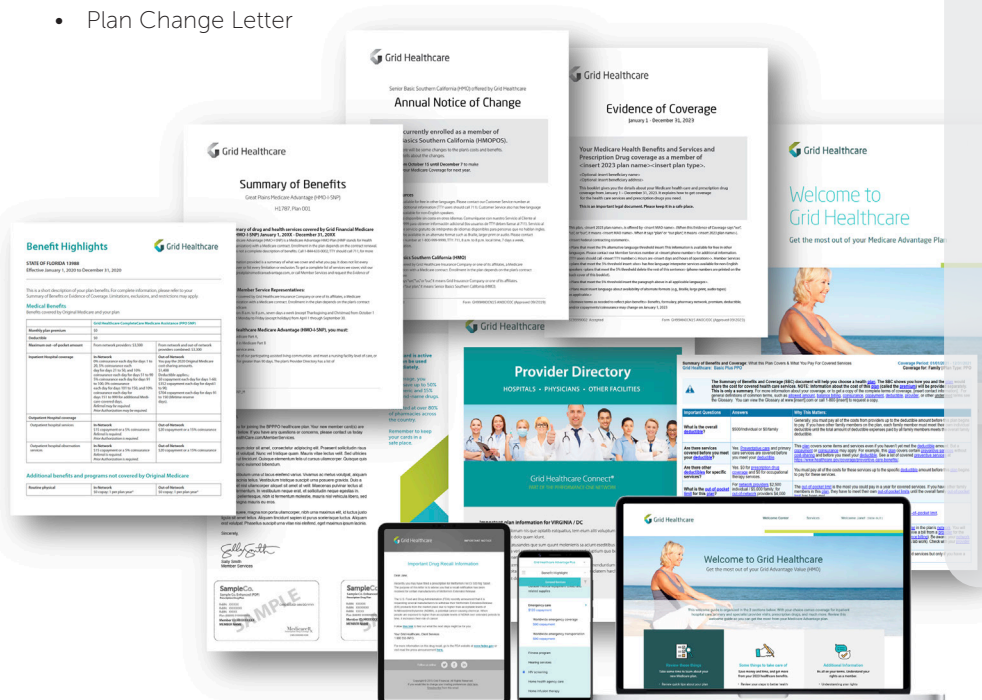
- Welcome Guide
- Summary of Benefit & Coverage (SBC)
- Plan Comparison
- What's New
- Plan Change Letter

## 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+%
- Reduce review cycles by up to 80% with AI-powered 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

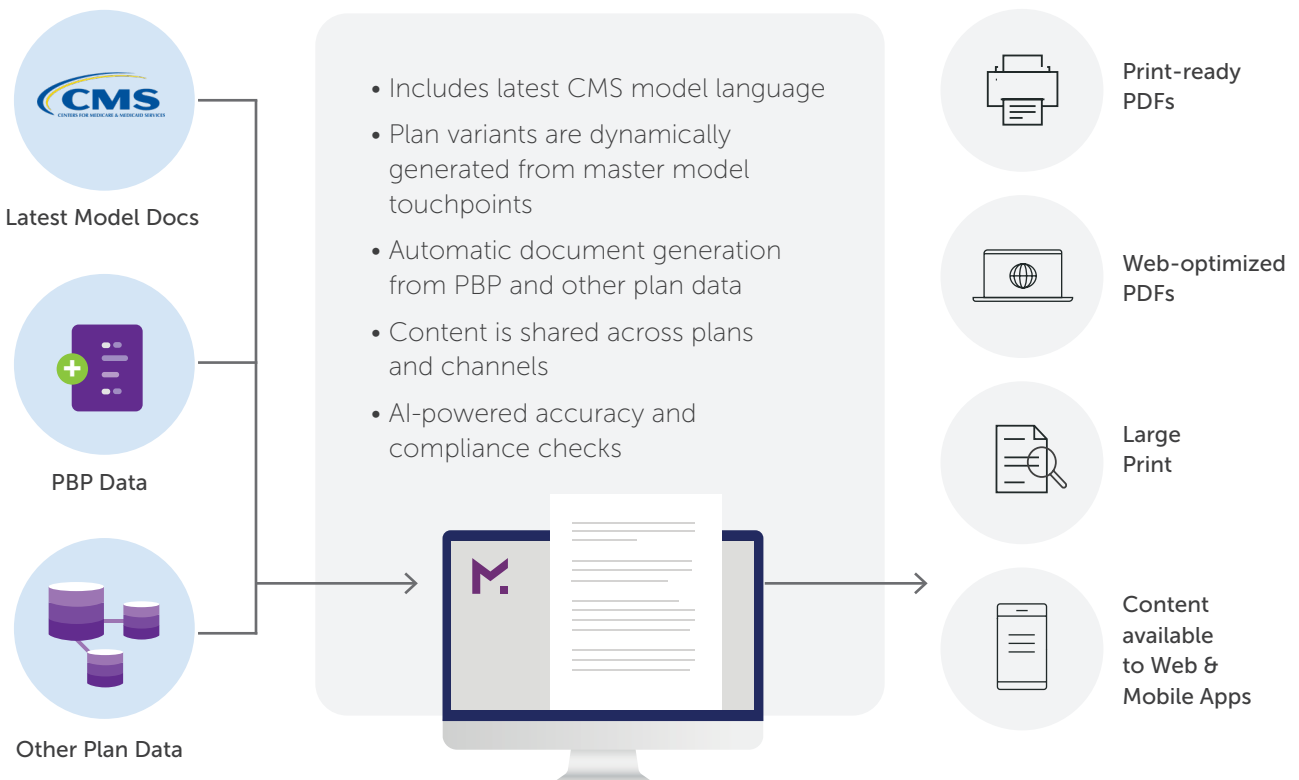
The Healthcare Touchpoint Exchange is a modern, SaaS-based solution that is purpose-built to alleviate the burden of annual plan updates and CMS changes.

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. QA is accelerated with AI that automatically checks your documents against the latest CMS models, your PBP, and other plan data. Integrated workflows and reporting support resource allocations, streamline remediation, and provide 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





## **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 solution's 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 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, Senior 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

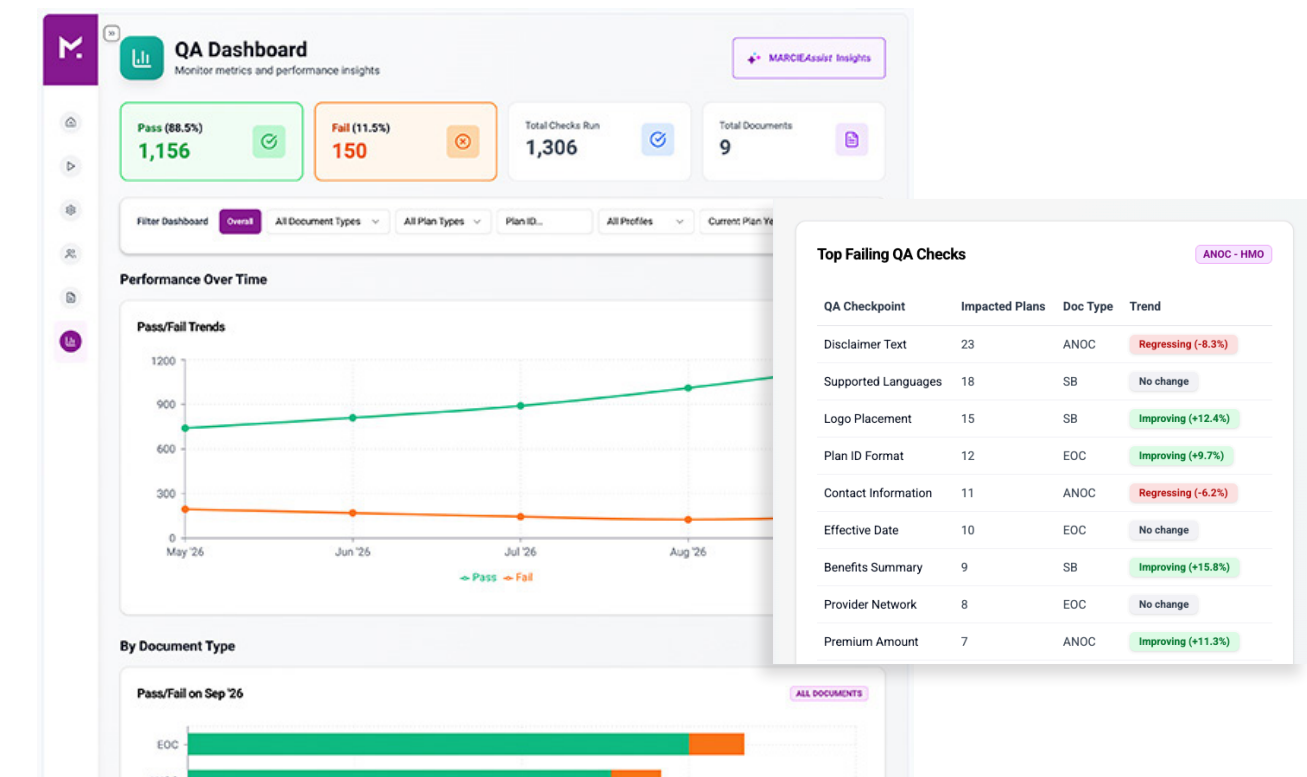
The Healthcare Touchpoint Exchange streamlines the process with AI-powered QA automation and an integrated solution for efficiently managing and tracking review cycles across teams.

## AI-powered QA automation

MARCIEAssure™ is an AI-powered quality assurance solution that automates thousands of checks across your ANOCs and EOCs—comparing documents to the latest CMS models, PBP data, and other plan data to ensure accuracy and compliance, including:

- **Plan data accuracy:** Flags mismatches between your documents and what was submitted to CMS, such as plan identifiers, contact information, cost shares, and other benefit details.
- **CMS model required language (Black Text):** Confirms required CMS model language is present and up to date, and highlights discrepancies for remediation.
- **CMS model conditional language (Blue Text):** Verifies that the correct conditional CMS model language is included based on plan type and benefits, such as SNP requirements or Rx coverage.

**Dashboards and reports** provide a clear view of QA status per document or in aggregate to understand the overall readiness across plans and documents.



## Take control of reviews and approvals

The QA Module enables your teams to gain total control over QA processes with the ability to manage tasks and resources, while enabling collaboration and providing visibility into the entire process including a comprehensive audit trail.

- **Easily visualize changes and compare versions** with on-canvas annotations, versioning, and side-by-side document comparison
- **Streamline collaboration and balance workloads** with customizable workflows and task management
- **Get the visibility you need** with detailed audit trails and easily configurable dashboards

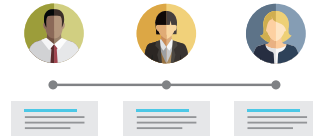
Side-by-side comparisons



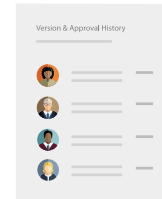
Annotation & Comments



Workflow & Automated Assignments



Audit Trail & Tracking



Reporting & Dashboards



*"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, Senior 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, 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. Seamlessly collaborate with 3rd party translators or leverage integrated AI translation, glossaries, and accuracy checks to 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 translation costs by up to 80%
- Eliminate redundancy
- 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 enhance speed and accuracy**



*"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, Senior 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](https://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](mailto:info@messagepoint.com).



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