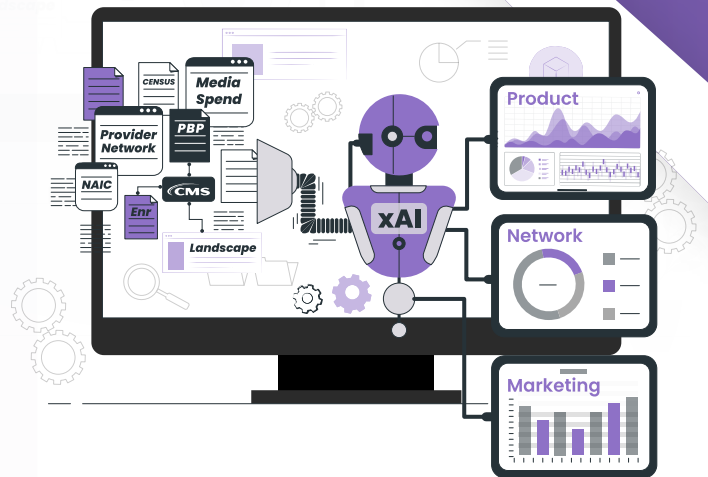


Explainable AI [xAI] for Medicare Advantage



Know your market:
**optimize your
offerings.**

Explainability in AI refers to the ability of an AI system to explain the rationale behind its actions. It can help payors by giving them a holistic view of any market, competitive strength of each MAO, attributes across each vertical that influence enrollment gain, optimizing their benefit mix, maximizing enrollment potential - among many others.

1

Levels of Analysis

Executive Level



The xAI Executive Scorecard enables a holistic view of any market and provides a relative ranking on the competitive strength of each Medicare Advantage Organization (MAO). Ranking accounts for the unique dynamics of each market, including the measurable influence of each vertical, and is pre-segmented by geography, \$0 vs premium plans, and plan type.

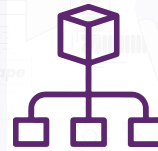
Executive Level Verticals:

Product, Provider Network, Marketing, Brand

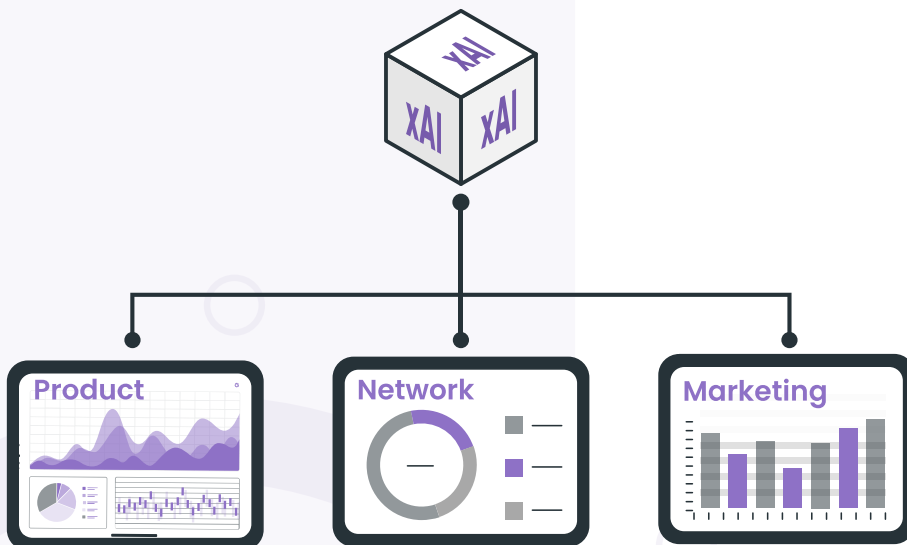
2

Levels of Analysis

Vertical Analysis



Diving deeper into the competitive positioning of each MAO, xAI vertical specific reports provide further granularity into the ranking for each individual PBP, Provider Network, and organizational marketing tactics for a more refined competitive landscape and opportunity analysis.



3

Levels of Analysis

Attribute Deep Dive

The deepest level of analysis produced by our xAI models measures the importance of attributes across each vertical and ranks them according to their influence on enrollment gain. Attributes are categorized at the market level as Table Stakes (required to compete), Significant (high correlation to enrollment), and Insignificant (low correlation to enrollment).

Product Scorecard	Network Scorecard	Marketing Scorecard
<ul style="list-style-type: none"> • PBP Competitive Scoring • True Plan Value metrics • Benefit Significance Identification & Ranking • Benefit Comparison 	<ul style="list-style-type: none"> • Network Competitive Scoring • Downloadable Network Composition Details • Gap Analysis & Network Compare • Network Quality Metrics 	<ul style="list-style-type: none"> • Marketing Tactic Scores • Marketing Attribute Significance Identification • Channel/Spend/Volume Metrics • Attribute Benchmarks per Market

4

Levels of Analysis

Benefit Simulation



While analysis provides the strategic roadmap, not all plan design changes are feasible. Some benefits prove too costly while others may be more difficult to execute. xAI Benefit Simulation enables MAOs to optimize their benefit mix and maximize enrollment potential in the market, while mitigating overinvestment into benefits unlikely to contribute to membership growth.

See xAI in Action!

[Book Your Demo Now](#)