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The Wednesday Wake-Up



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Humana Exiting Medicare Advantage in 13 Markets

By *Fierce Healthcare* – September 4, 2024

Humana reaffirmed its full-year guidance but is leaving 13 Medicare Advantage (MA) markets next year, Chief Financial Officer Susan Diamond said during the Wells Fargo Healthcare Conference on Wednesday.

Other members will have fewer plans to choose from in certain geographies.

Diamond explained **around 560,000 members, or 10% of its individual MA membership base**, would be impacted by the cutbacks, but Humana anticipates it will absorb about half of those members into other plans.

[ARTICLE](#)

Marketing rules for health plans

People representing Medicare plans aren't allowed to:

During the meeting, Medicare plans and people who work with Medicare can't:

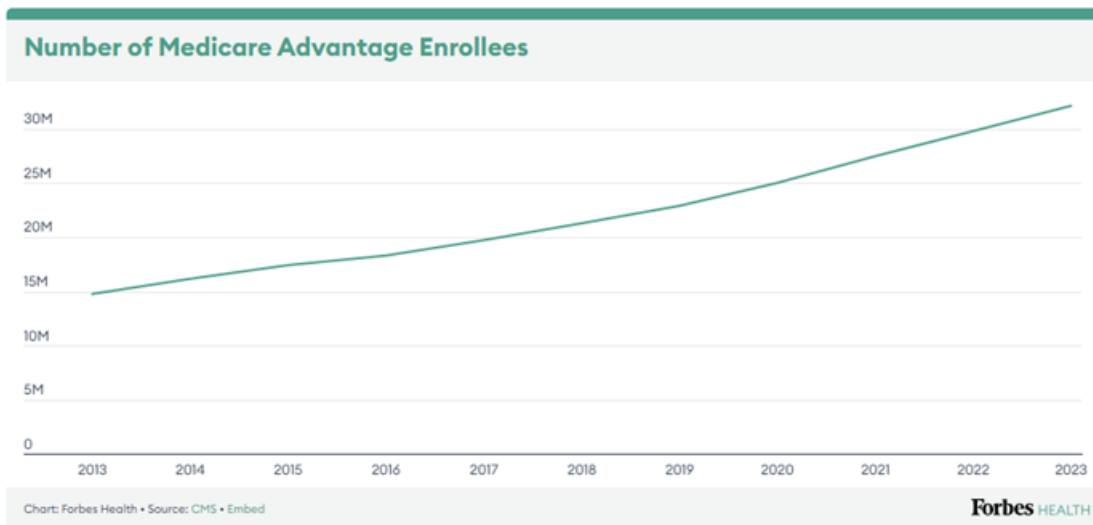
- Charge you a fee to process your enrollment into a plan.

- Steer you into a particular plan.
 - Communicate incorrect information about their plan type or use inappropriate statements like their plan is "the best" or "highest ranked."
 - Tell you about other plan options you haven't agreed to discuss, unless you specifically ask about them (to discuss these options, you need to complete a separate appointment form).
 - Pressure you to join their plan by saying things like "you have to join this plan or you won't have coverage next year."
 - Ask you to give names and phone numbers or addresses so they can sell to your friends or family.
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- Ask you to sign the enrollment form before you're ready to join [ARTICLE](#)

Medicare Statistics and Facts In 2024

By *Forbes* – September 2, 2024

From Original Medicare to [Medicare Advantage](#) to [Medicare Supplement](#), different plan options abound. Below, we explore a variety of Medicare facts and statistics that reveal the choices older adults are making to cover the costs of their health care. [ARTICLE](#)



Affordable Care Act Tax Credits Work Despite Fraud

and Should be Expanded

By *The Hill* – September 9, 2024

[Official data](#) show an 88 percent increase in individuals signing up for Marketplace coverage between 2020 and 2024. The nonpartisan [Congressional Budget Office](#) projects an average of 6.9 million more enrollees due to this policy over the next decade. [ARTICLE](#)

Medicare Supplement Open Enrollment: What to Know

By *Investopedia* – September 6, 2024

If you miss open enrollment, [underwriters](#) will review the state of your health when you try buying a Medigap plan. Based on their assessments, you could:

- Pay higher premiums
- Face a coverage waiting period for [preexisting conditions](#)
- Be denied a plan altogether [ARTICLE](#)

The Word of the Week:

sycophant

[sik-uh-fuhnt, -fant, sahy-kuh-]

Noun

1. a person who acts obsequiously toward someone important in order to gain advantage.
"because he is high-ranking, he's surrounded by sycophants"
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The information contained in these morning briefings is for your professional edification; it is not for use with clients or the public.

