



WISCONSIN DEPARTMENT
of HEALTH SERVICES

SHIP Training: Medicare Advantage

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July 30, 2025

Grant Disclaimer

This project was supported by the Wisconsin Department of Health Services with financial assistance, in whole or in part, by grant number 90SAPG0091, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201.

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SHIP

State Health Insurance
Assistance Program

Navigating Medicare



Agenda

- Medicare Advantage overview
- Coverage
- Appeals
- Costs
- Plan types
- Eligibility
- Enrollment



Set Your Expectations

The goal of SHIP training is to learn where to **find** answers and information—not to memorize Medicare. That's not possible! Focus on learning themes, and you can look up details when you need them.





What is Medicare Advantage?

Overview



How Medicare Advantage Works

- Medicare Advantage is an alternate way to get your Medicare. Medicare Advantage bundles the parts of Medicare into one plan, provided by a private company.
- Medicare Advantage plans provide as many or more benefits than Original Medicare but with different pricing, provider networks, and more red tape.
- You still have Medicare and all its rights and protections.



Original Medicare

Choose how you want your coverage.



Part A
Hospital

Part B
Medical

Add drug coverage.



Part D
Prescription drug coverage

Decide if you want supplemental coverage.



Medicare Supplement (Medigap)
Covers out-of-pocket costs

Get help with costs.



[Medicaid](#), the [Medicare Savings Program](#), [Extra Help](#), and [SeniorCare](#) work with both Original Medicare and Medicare Advantage.

Medicare Advantage

Medicare Advantage plans bundle hospital and medical insurance.

Most plans cover prescription drugs.



You can't have and don't need a Medigap.



What's in a Name?

All these terms refer to Medicare Advantage.

Part C

Medicare health plans

MA, MA-PD

Medicare Advantage

Medicare managed care



Questions?





What Does Medicare Advantage Provide?

Coverage



Medicare Advantage Coverage



- **Must** provide all Medicare Part A and Part B covered services



- **May cover:**

- Drugs (Medicare Part D)
- Extra benefits, such as dental, vision, hearing, meals, transportation, and “flex spending” debit cards



Extra Benefits

- Extra (or “supplemental”) benefits can have their own eligibility requirements and costs. Just because you have the plan doesn’t mean you’ll get all the extra benefits.
- Debit card and/or cash benefits:
 - *Do not* count as income for Medicaid ([MEH 15.3.31](#)).
 - *May* count as income for federal housing assistance programs if spent on rent or utilities ([HUD FAQ 2025](#)).



Red Tape

Referrals

A primary care provider must refer you to see a specialist.

Prior authorizations

The plan must review and approve a procedure before you can get it.



Practice: Explain Medicare Advantage

How would you explain Medicare Advantage to someone?

“You have the option to get your Medicare through a Medicare Advantage plan. This would bundle your health and drug coverage into one plan provided by a private company. You may get extra benefits, like dental or vision. Costs vary, and your doctors would have to be in the plan’s network.”



Questions?





Appeals

Overview



Refer Appeals to Benefit Specialists

Appeals are complex casework. This training will just provide an overview of appeal types and first steps.

Refer appeals to a benefit specialist.



Appeal Overview

- Beneficiaries have the right to appeal a denied service.
- You can escalate an appeal up to five times.
- The five appeal level steps vary based on the part of Medicare and whether the denial was made before or after the service was provided.
- If waiting for the standard appeal deadline could seriously harm a beneficiary's health, life, or ability to regain maximum function, they may get a fast, or "expedited," decision.





11% of Part C prior authorizations are **appealed**.



82% of those appeals are **successful**.

(KFF, 2023)



Medicare Advantage Pre-Appeal Steps

- For appeals before receiving the service (prior authorization), the beneficiary requests coverage from the plan.
- The plan has 14 days to process a standard request or 72 hours for an expedited request.
- If the plan denies coverage, they send a Notice of Denial of Medical Coverage.



Medicare Advantage Appeal Steps

Level	How to file the appeal	Appeal deadline	Decision timeline	
			Standard	Expedited
1	<u>File appeal</u> with plan	60 days	30 days	72 hours
2	<u>Send supporting documents</u> to independent review entity	10 days	30 days	72 hours
3	<u>Request hearing</u> with administrative law judge	60 days	No deadline	



Questions?





What Does Medicare Advantage Cost?

Costs



Medicare Advantage Costs Overview

- Out-of-pocket costs vary by plan.
- Plans cannot charge more than Original Medicare for certain services, such as chemotherapy, dialysis, and skilled nursing facility care.
- Plans have a yearly limit on out-of-pocket costs: Maximum Out Of Pocket (MOOP).



Types of Expenses

Monthly premiums

Part B
premium

Medicare
Advantage
premium*

Extra
benefits
premium*

Out-of-pocket costs

Copays or
coinsurance
for services

Health
and/or drug
deductible*

Cost-sharing
for extra
benefits*



Premium Details

- People with Medicare Advantage continue to pay the Original Medicare Part B premium.
- There may be an additional premium for the Medicare Advantage plan.
- You can pay the Medicare Advantage premium via:
 - An automatic bank transaction.
 - An automatic deduction from Social Security.
 - Monthly statements through the mail.



Cost-Sharing Details

You can owe a **deductible** and **copays** (set dollar amount owed) and/or **coinsurance** (set percentage owed) for hospital and medical services like:



- Doctor visits.
- Hospitalization.
- Specialists.



- Emergency room visits.
- Diagnostic testing.
- Prescriptions.



Maximum Out-of-Pocket Details

- Once your out-of-pocket costs meet the Maximum Out-of-Pocket (MOOP) limit, you don't pay anything for covered services.
- Prescription costs and premiums don't count towards MOOP.



Cost Considerations



Pros

- Medicare Advantage can cost less up front than Original Medicare (lower premium costs).
- MOOP provides protection.



Cons

- Cost-sharing for services varies by plan and may be as much or more than Original Medicare.
- Costs are harder to predict.



Check Your Understanding: Costs

I enrolled in a Medicare Advantage plan, so I don't have to pay Original Medicare premiums.

A. True

B. False

You owe the Part B premium.

Will Medicare Advantage save me money?

A. Yes, you'll pay less on your monthly premiums.

B. It depends on the plan and what health care services you get.



Questions?





Types of Medicare Advantage Plans



Overview: Plan Networks

- One of the key differences between Original Medicare and Medicare Advantage is that Medicare Advantage plans have provider networks.
- Most providers accept Original Medicare.
- But Medicare Advantage members need to see providers who accept their specific plan (are “in network”) to have their services covered. Whether a Medicare Advantage plan covers out-of-network services depends on the type of plan.



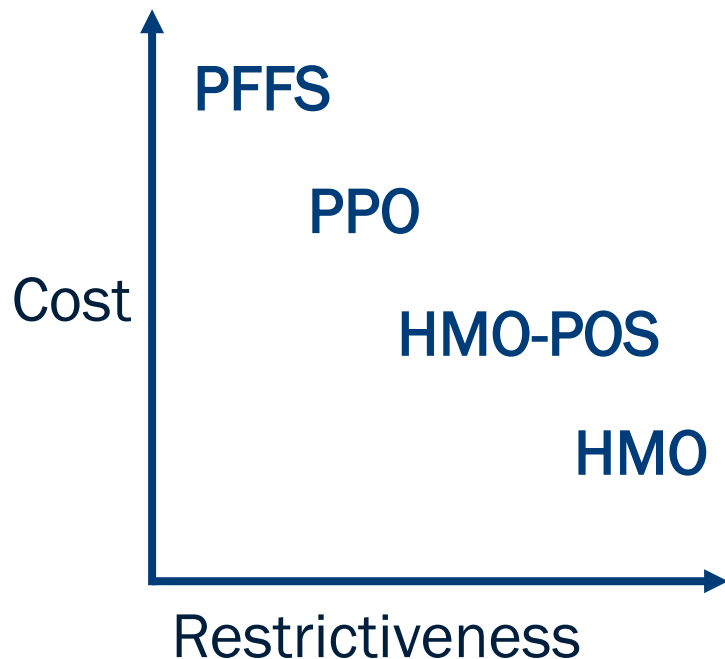
List of Plan Types

Medicare Advantage plans come in many forms:

- Health Maintenance Organizations (HMO)
- Preferred Provider Organizations (PPO)
- Private Fee-for-Service plans (PFFS)
- Special Needs Plans (SNP)
- Medicare Savings Accounts (MSAs)
- Medicare Cost Plans



Comparison of Plan Types



Other types of plans:

SNPs are tailored for specific populations.

Cost Plans and **MSAs** are uniquely structured.

[Medicare.gov](https://www.medicare.gov) comparison chart



Most Common Types

HMOs

- Provider network
- Referrals required from primary care physician for specialists
- No coverage for out-of-network care (except emergencies)

PPOs

- Provider network
- Out-of-network providers covered at a higher cost
- In- and out-of-network MOOPs



Less Common Plan Types

HMO-POS

- Coverage same as HMO plus additional limited out-of-network coverage
- May offer additional benefits

PFFS

- Coverage from any Medicare provider who agrees to the PFFS terms
No coverage for out-of-network care



Uniquely Structured Types

Cost Plans

Hybrid of Medicare Advantage and Original Medicare

- See in-network providers for lowest cost
- See out-of-network providers for Original Medicare costs

MSA

- High-deductible policy with Medicare Savings Account, which is like a Health Savings Account (HSA)
- No provider network



Employer-Based Plan Types

Employer-sponsored

- Companies can offer customized MA plans to former employees.
- Usually, you can't get back a dropped employer.

Public retirees

- Government retirees get custom MA plans.
- See the SHIP Manual for details.

Retiree plans are structured like one of the above types (for example, HMO or PPO).



Check Your Understanding: Providers

Mary is new to Medicare. Mary tells you that it's important to her to see any doctor she wants, especially because she is a “snowbird” who often travels throughout the states.

Select the options that cover visits to any Medicare provider.

A. HMO

C. HMO-POS

E. Cost Plan

G. MSA

B. PPO

D. PFFS

F. Original Medicare



Check Your Understanding: Plan Types

Lucius has a Medicare Advantage plan. You check his insurance card (or Medicare.gov) and see that it's labeled as an HMO.

Lucius needs to see a podiatrist. How can he make sure his visit is covered?

A. All visits are covered by HMOs.

B. He should ask his primary care physician for a referral.



Questions?





Special Needs Plans



Special Needs Plans Overview

- Special Needs Plans (SNPs) are a type of Medicare Advantage plan designed to provide focused care management, special expertise of the plan's providers, and benefits tailored to the enrollees' condition(s).
- There are three types of SNPs:
 - Institutional Special Needs Plans (I-SNPs)
 - Chronic Condition Special Needs Plans (C-SNPs)
 - Dual Eligible Special Needs Plans (D-SNPs)





Institutional Special Needs Plans (I-SNPs)

- Institutional SNPs serve the medical needs of people in residential facilities and may also choose to serve people living at home who meet residential setting level of care criteria.
- I-SNPs must use a state assessment tool to determine the need for an institutional level of care.

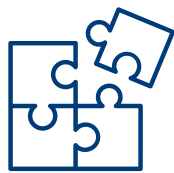




Chronic Condition Special Needs Plans (C-SNPs)

- Chronic Condition SNPs limit membership to people with specified serious chronic conditions.
- In general, C-SNPs may only enroll people with one or more medically complex chronic conditions that:
 - Are substantially disabling or life threatening.
 - Post a high risk of hospitalization or other significant adverse health outcomes.
 - Require specialized delivery systems across domains of care.





Dual Eligible Special Needs Plans (D-SNPs)

- Dual Eligible Special Needs Plans are designed for individuals who have both Medicare and Medicaid (“dually eligible” members).
- D-SNPs must coordinate with Medicaid. Coordination works best if the member gets Medicaid managed care from the same company that provides the D-SNP. This is called “aligned” coverage.



D-SNP Eligibility

- There are many different Medicaid programs. D-SNPs vary in which Medicaid programs they accept. Check the [D-SNP eligibility spreadsheet](#) for details.
- Some provide “full” health coverage and others provide “partial” benefits. A person’s costs with a D-SNP depend on whether they have partial or full Medicaid.



Default Enrollment into D-SNPs

- Generally, everyone who enrolls in Medicare starts off with Original Medicare.
- The exception: A small number of Elder, Blind, or Disabled Medicaid HMO members may be “default enrolled” into an aligned D-SNP when they join Medicare. They can opt out.
- Sample notices are on the [Department of Health Services D-SNP webpage](#).



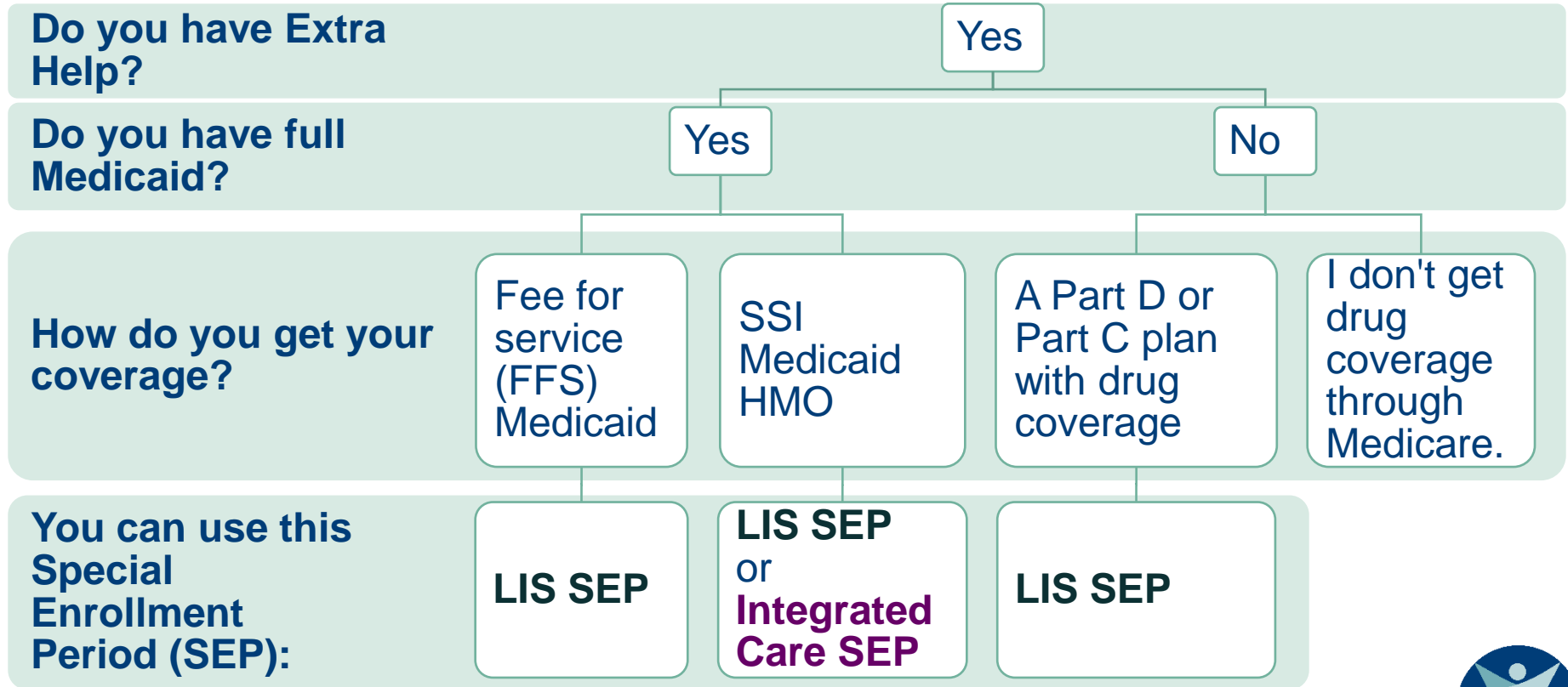
Special Enrollment Period for Duals

People who have Extra Help and/or Medicaid have ongoing, monthly Special Enrollment Periods (SEPs).

- The **Integrated Care SEP** allows a dually eligible beneficiary with an SSI Medicaid HMO to enroll in a Dual Eligible Special Needs Plan offered by the same company as their HMO.
- The **Low Income Subsidy SEP** allows the person to join a standalone Part D drug plan.



Ongoing Special Enrollment Period Flowchart



Refer SNP Members to Benefit Specialists

- Special Needs Plans are complex. This training only provides an overview of SNPs so that you recognize them.
- You should refer people who have or want Special Needs Plans to benefit specialists.



D-SNP Resources

- [Department of Health Services D-SNP webpage and member FAQ](#)
- [D-SNP and Default Enrollment SHIP FAQ \(P-03265\)](#)
- [SHIP Manual](#)



Questions?





Who Can Get Medicare Advantage?

Eligibility



Who Can Get a Medicare Advantage Plan?

☒ Enrolled in Part A *and* Part B



☒ Lives in the plan's service area



Questions?





How Do I Join a Medicare Advantage Plan?

Enrollment



How to Enroll



A. Use the www.Medicare.gov Plan Finder tool.



B. Call the plan.



C. Call 1-800-MEDICARE.



You need your red, white, and blue Original Medicare card to enroll.
Keep this card even after enrolling!



When to Enroll

- Enrollment and disenrollment are limited to specific periods of time. The enrollment period will determine the effective date of coverage.
- Like Original Medicare, Medicare Advantage plans cannot deny an enrollment request due to a person's health status.



First-Time Enrollment Opportunities

Initial Enrollment Period (IEP)

Special Enrollment Period (SEP)

General Enrollment Period (GEP)



Initial Coverage Election Period

- You can join a Medicare Advantage plan when you first get Part A *and* Part B.
- The Initial Coverage Election Period (ICEP) is the period in which a person who is newly eligible for Medicare Advantage may enroll in a Medicare Advantage plan.



Initial Coverage Election Period Timeline

You can enroll in the plan:

- Starting three months before entitlement to both A and B.
- Until the later of:
 - The day before eligibility to Parts A and B begins.
 - The last day of the Part B Initial Enrollment Period.



Example: Initial Enrollment Period

Example: Enroll in Medicare at 65

Jim turns 65 in June. Three months before, in March, Jim calls Social Security and enrolls in Medicare.

Jim gets their Medicare card in the mail in April.

In July, Jim enrolls in a Medicare Advantage plan through the Medicare.gov Plan Finder.

The plan becomes effective in August.



Example: Special Enrollment Period

Example: Enroll in Part B at retirement

Ed kept working past age 65. He enrolled in Part A when he turned 65.

Ed plans to retire at age 68. Three months before losing his employer insurance, Ed uses a Special Enrollment Period to enroll in Part B.

The month before Part B becomes effective, Ed enrolls in a Medicare Advantage plan.



Example: General Enrollment Period

Annie missed her Medicare Initial Enrollment Period. In January, she enrolls in Medicare Parts A and B using the annual General Enrollment Period. She also enrolls in a Medicare Advantage plan in January. Coverage is effective February 1.



Ongoing Enrollment Opportunities

Open Enrollment Period (OEP)

Medicare Advantage OEP (MA-OEP)

Special Enrollment Period (SEP)



Annual Open Enrollment Periods

	Open Enrollment Period	Medicare Advantage Open Enrollment Period
Date range	Oct. 15–Dec. 7	Jan. 1–March 31
Conditions to use	None	Must already have a Medicare Advantage plan
Allowable changes	Join, change, or drop Part D and Medicare Advantage plans	One change: Switch or drop Medicare Advantage plan (return to Original Medicare with Part D)
Effective date	January 1	The first day of the following month

If returning to Original Medicare, you do *not* get guaranteed issue rights for Medigap.



Annual Notice of Change

- Plans send an Annual Notice of Change (ANOC) by September 30 that explains changes coming to the next calendar year.
- The plan name, costs, drug formulary, and coverage rules can change.
- **Tip:** Even if someone is happy with their current plan, they should run a plan comparison during OEP.



Special Enrollment Periods

Certain events trigger an opportunity to change coverage.

Examples of common Special Enrollment Periods:

- Move
- Join a five-star Medicare Advantage plan
- Get or lose full Medicaid or Extra Help
- Got Medicare due to disability and now turning 65



Marketing Guidelines

Can they do that?

- Agents and brokers must follow Centers for Medicare and Medicaid Services (CMS) marketing guidelines.
- The Agent's Dos and Don'ts handout is a helpful quick-glance reference.



Voluntary Disenrollment

- Changing Medicare plans automatically disenrolls a person from their current plan (on the effective date).
- If a person feels the plan was misrepresented to them or they didn't consent to joining the plan, refer them to a benefit specialist or the Medigap Helpline. They will see if they can request retroactive disenrollment.



Medicare Advantage Trial Rights

There are special trial rights for people who join a Medicare Advantage plan when they first qualify for Part B by turning 65 years old. They can drop their Medicare Advantage plan in favor of Original Medicare anytime within the first 12 months of their plan coverage.

IEP due to age 65;
enroll in Part C plan

12 months to drop Part C plan and
return to Original Medicare (with
guaranteed issue rights for Medigap)



Involuntary Disenrollment

Medicare Advantage plans *must* disenroll members who:

- Move out of the plan's service area.
- Lose Part A and/or Part B.
- Are members of a Special Needs Plan and lose their special needs status.



Practice Scenario: Enrollment

During the Open Enrollment Period, Mrs. Smith enrolled in a Medicare Advantage plan she saw on TV because she could get money for utilities and food.

It's January 15. Now she wants to disenroll because she found out her doctor is not in network.

Can she go back to Original Medicare and her Part D plan?

A. Yes

B. No

Use the Medicare Advantage OEP in January to return to Original Medicare and rejoin the Part D plan.



Questions?





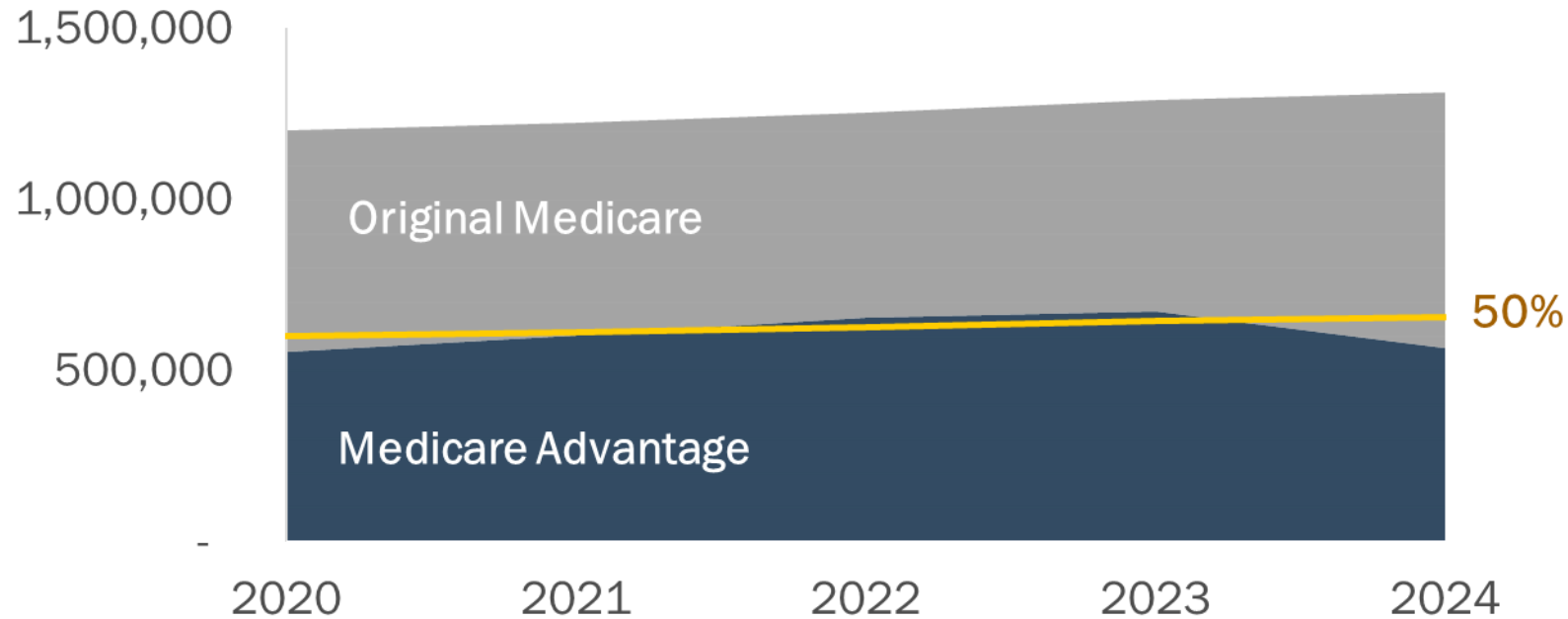
Wisconsin Plans

Details about options in our state



Almost Half of Beneficiaries Have Medicare Advantage

Wisconsin Medicare enrollment



Wisconsin Plans

- Medicare Advantage plans are available in all Wisconsin counties.
- Not all plans are in all counties.
- If a plan is available in more than one county, the plan may have a different provider network.
- Beneficiaries need to contact the plan with their new address if moving.



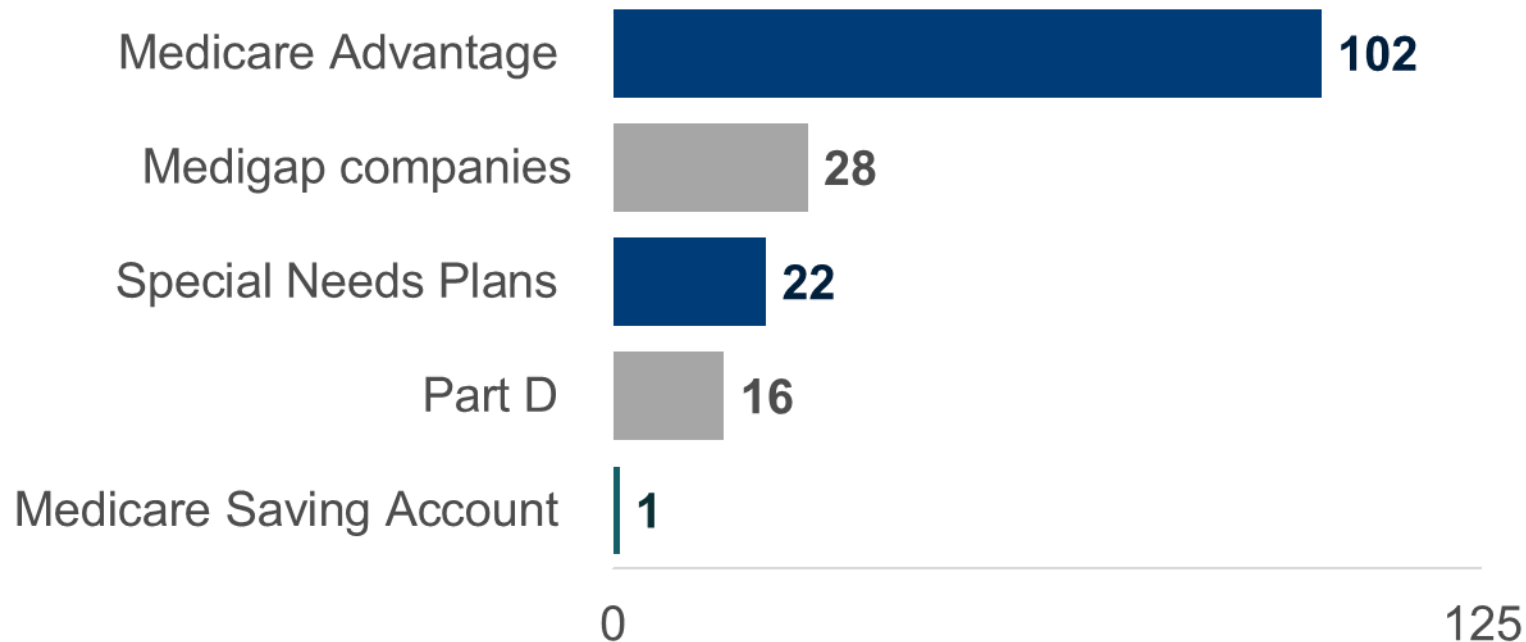
Wisconsin Medicare Plans Spreadsheet

The Wisconsin Landscape of Medicare Plans spreadsheet is a sortable list of Wisconsin Medicare plans, pulled from CMS.gov.



There Are Far More Medicare Advantage Than Part D Plans

2025 plan landscape



Questions?





Counseling Tips



Review: Pros and Cons



Potential benefits

- Extra benefits
- Lower premiums (usually)
- Out-of-pocket maximum
- Bundled coverage (simpler)



Cons and considerations

- Provider networks
- Red tape
- Varied costs for services
- Coverage and costs change each year



Sample Questions

- **To choose coverage type:** What matters most to you for your health care (for example, saving money or seeing any doctor)?
- **To determine current coverage:** What insurance cards do you use when you go to the doctor? Can I see them?
- **When comparing plans:** Which doctors do you want to keep? Let's start by looking at the plans they accept.



Questions?





Conclusion

Review and resources



Review Game

Play this quick [matching game](#) to check your understanding!

Draw lines between the term and its definition.



Resources

- [Wisconsin SHIP Manual](#)
- [Wisconsin Counselor Toolkit packet \(P-03179a\)](#)
- [Medicare.gov plan type comparison chart](#)
- Medicare Advantage vs. Original Medicare comparisons
 - [Medicare and You Handbook](#)
 - [Medicare Rights Center](#)
 - [SHIP Technical Assistance Center](#)



Presenters

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Thank you!

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health and safety of the people
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