

May 18, 2010

**The R's Have It: Revenue. Retention. Results.**  
*SSC: Your Revenue and Retention Resource*

**What's YOUR Post-Reform Strategy?**

Now that health care reform has been signed into law and as the details and regulations for implementing the Patient Protection and Affordable Care Act (PPACA) continue to unfold, leading MA organizations will seek out and refine sound Member **retention** and **revenue** management strategies to ensure complete and proper reimbursement. SSC provides education, advocacy, and assistance to enroll MA members into an array of federal, state and local social programs. The results are improved quality of life for the member, and increased revenue and member retention.

**Heads You Win. Tails You Still Win.**

Once a MA member is enrolled into a Medicare Savings Program (Medicaid), their health plan receives an additional payment from CMS (Medicaid Add-On), which averages over **\$130 per member per month** (or \$1,560 annually). Using member demographics and census data, SSC employs a proprietary predictive model to determine each MA member's probability to qualify for these programs. Historically, 15 to 20 percent of MA populations qualify for some level of dual enrollment; so clearly there is meaningful added revenue available to the plan.

**SSC's Medicare services include:**

**Medicare Savings Advantage™** -- which provides initial member outreach and enrollment assistance and then annual recertification and ensures a member's ongoing Part B premium waiver (\$96.40 per month).

**Part D Assist®** -- which helps older adult and disabled members enroll in the Extra Help (or Low Income Subsidy) for Part D.

**Golden Touch®** -- which educates and enrolls members in a variety of community assistance and social programs; including home care, home repair, telephone assistance, transportation and energy assistance. SSC's unique online Social Service CheckUp™ helps members find the benefits they deserve.

To get more information, request a no-cost dual-enrollment opportunity analysis and financial forecast, or set up an appointment to learn more about SSC and its services, please contact Bill Trenter @ 602-318-5461 or btrenter@sscincorporated.com. We look forward to hearing from you.

**About Social Service Coordinators**

SSC is the nation's leading private social service company that serves Medicare Advantage plans in providing education, advocacy, and enrollment assistance to qualifying members. Millions of Americans are eligible for - but not enrolled into - programs that can improve their quality of life. However, only a fraction of eligible recipients receive the benefits they are due. These services play a great role in promoting member loyalty, while increasing retention and satisfaction.

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