New, Non-Medical Supplemental Benefits in Medicare Advantage in 2023

Last Updated February 21, 2023
## WHAT ARE THESE BENEFITS?

<table>
<thead>
<tr>
<th>Expansion of Definition of “Primarily Health-Related” Supplemental Benefits&lt;sup&gt;1&lt;/sup&gt;</th>
<th>Special Supplemental Benefits for the Chronically Ill (SSBCI)&lt;sup&gt;2&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Must be primarily health-related?</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Introduced in:</strong></td>
<td>2018 guidance (went into effect <strong>2019</strong>) where CMS expanded the definition of “Primarily Health-Related”</td>
</tr>
</tbody>
</table>
| **Examples of benefits: (not all-inclusive)** | • Adult Day Health Services  
• Home-Based Palliative Care  
• In-Home Support Services  
• Support for Caregivers of Enrollees  
• Medically-Non-Opioid Pain Management (Therapeutic Massage) | • Extended Meals  
• Food and Produce  
• Transportation for Nonmedical Needs  
• Pest Control  
• Indoor Air Quality Equipment and Services  
• Social Needs Benefits  
• Complementary Therapies  
• Services Supporting Self-Direction  
• Structural Home Modifications  
• General Supports for Living |

All supplemental benefits are financed through rebates and premium dollars

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Number of Plans Offering in 2020:</th>
<th>Number of Plans Offering in 2021:</th>
<th>Number of Plans Offering in 2022:</th>
<th>Number of Plans Offering in 2023:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Special Supplemental Benefits for the Chronically Ill (SSBCI)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food and Produce</td>
<td>101</td>
<td>345</td>
<td>763</td>
<td>929</td>
</tr>
<tr>
<td>Meals (beyond limited basis)</td>
<td>71</td>
<td>371</td>
<td>403</td>
<td>422</td>
</tr>
<tr>
<td>Pest Control</td>
<td>118</td>
<td>208</td>
<td>326</td>
<td>349</td>
</tr>
<tr>
<td>Transportation for Non-Medical Needs</td>
<td>88</td>
<td>177</td>
<td>375</td>
<td>478</td>
</tr>
<tr>
<td>Indoor Air Quality Equipment and Services</td>
<td>52</td>
<td>140</td>
<td>166</td>
<td>284</td>
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<tr>
<td>Social Needs Benefit</td>
<td>34</td>
<td>211</td>
<td>244</td>
<td>370</td>
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<tr>
<td>Complementary Therapies</td>
<td>1</td>
<td>0</td>
<td>123</td>
<td>224</td>
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<tr>
<td>Services Supporting Self-Direction</td>
<td>20</td>
<td>96</td>
<td>151</td>
<td>230</td>
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<tr>
<td>Structural Home Modifications</td>
<td>4</td>
<td>42</td>
<td>57</td>
<td>57</td>
</tr>
<tr>
<td>General Supports for Living</td>
<td>67</td>
<td>150</td>
<td>328</td>
<td>528</td>
</tr>
<tr>
<td>“Other” Non-Primarily Health-Related SSBCI</td>
<td>51</td>
<td>191</td>
<td>359</td>
<td>440</td>
</tr>
<tr>
<td>TOTAL (offering Non-Primarily Health-Related SSBCI):</td>
<td>245</td>
<td>812</td>
<td>1,126</td>
<td>1,302</td>
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<tr>
<td>Primarily Health-Related SSBCI</td>
<td>22</td>
<td>111</td>
<td>166</td>
<td>149</td>
</tr>
<tr>
<td>TOTAL (offering any SSBCI):</td>
<td>267</td>
<td>923</td>
<td>1,292</td>
<td>1,451</td>
</tr>
<tr>
<td><strong>New Primarily Health-Related Supplemental Benefits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-Home Support Services</td>
<td>223</td>
<td>429</td>
<td>729</td>
<td>1,091</td>
</tr>
<tr>
<td>Adult Day Health Services</td>
<td>84</td>
<td>127</td>
<td>50</td>
<td>41</td>
</tr>
<tr>
<td>Home-Based Palliative Care</td>
<td>61</td>
<td>134</td>
<td>147</td>
<td>157</td>
</tr>
<tr>
<td>Support for Caregivers of Enrollees</td>
<td>125</td>
<td>95</td>
<td>160</td>
<td>293</td>
</tr>
<tr>
<td>Therapeutic Massage</td>
<td>221</td>
<td>170</td>
<td>183</td>
<td>187*</td>
</tr>
<tr>
<td>TOTAL (offering any Primarily Health-Related Benefit):</td>
<td>490</td>
<td>731</td>
<td>1,034</td>
<td>1,437*</td>
</tr>
<tr>
<td>TOTAL: Offering New Primarily Health-Related Supplemental Benefit and/or Non-Primarily Health-Related SSBCI</td>
<td>626</td>
<td>1,326</td>
<td>1,851</td>
<td>2,207</td>
</tr>
</tbody>
</table>

Note: For all analyses and throughout these charts, a ‘plan’ is defined as the combination of a Contract Number, Plan ID, and Segment ID.

*A prior report found 188 plans offered Therapeutic Massage and 1,438 plans offered PHRB in 2023, but one plan was discontinued after the report was published.

Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. Analyses capture benefits that are filed under specific variables for the benefits above and do not capture benefits filed under “Other” categories, except for SSBCI benefits.
GEOGRAPHY OF PLANS OFFERING SSBCI IN PLAN YEAR 2023

Number of Plans Offering these Benefits in 2023

1,302

Map of Counties Offering Non-Primarily Health-Related SSBCI in PY 2023

Number of Counties: 2,808 (including Puerto Rico)

Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
Number of Plans Offering these Benefits in 2023

1,437*

Map of Counties Offering Primarily Health-Related Supplemental Benefits in PY 2023

Number of Counties: 2,168 (including Puerto Rico)

*Note: A prior report found 1,438 plans offered EPHRB in 2023, but one plan was discontinued after the report was published. Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
GEOGRAPHY OF PLANS OFFERING EPHRB or SSBCI IN PLAN YEAR 2023

Number of Plans Offering these Benefits in 2023

2,207

Map of Counties Offering Any SSBCI or EPHRB Supplemental Benefits in PY 2023

Number of Counties: 3,162 (including Puerto Rico)

Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
What counts as “Food and Produce”?  

“Food and produce to assist chronically ill enrollees in meeting nutritional needs may be covered as SSBCI. Plans may include items such as (but not limited to) produce, frozen foods, and canned goods. Tobacco and alcohol are not permitted”.¹

How many plans are offering Food and Produce in PY 2023?  

929 Plans  

Offering Food and Produce in PY 2023²

In PY 2022, offered by 763 Plans (22% increase)

Where are these benefits being offered?  

48 states and Puerto Rico & DC have plans offering Food and Produce in at least one county in PY 2023² with 3,837,448 beneficiaries enrolled in these 929 Plans in February 2023³

Which organizations offer the most plans with Food and Produce?⁴

→ Blue Cross Blue Shield of Michigan Mutual Ins. Co.
→ CIGNA
→ CVS Health Corporation
→ Elevance Health, Inc.
→ Humana Inc.
→ MHH Healthcare, L.P.
→ Molina Healthcare, Inc.
→ United Health Group, Inc.
→ University of Wisconsin Hospitals and Clinics Authority

Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files. 4. Organizations listed in alphabetical order.
COUNTIES WHERE FOOD AND PRODUCE (SSBCI) ARE AVAILABLE IN 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
<table>
<thead>
<tr>
<th>What counts as “Meals”?</th>
<th>How many plans are offering Meals in PY 2023?</th>
<th>Where are these benefits being offered?</th>
<th>Which organizations offer the most plans with Meals?</th>
</tr>
</thead>
</table>
| “Meals may be offered beyond a limited basis as a non-primarily health-related benefit to chronically ill enrollees. Meals may be home-delivered and/or offered in a congregate setting.”¹ | 422 Plans Offering Meals in PY 2023²  
In PY 2022, offered by 403 Plans (5% increase) | 36 states have plans offering Meals in at least one county in PY 2023² with 2,006,181 beneficiaries enrolled in these 422 Plans in February 2023³ | → Cambia Health Solutions, Inc.  
→ Centene Corporation  
→ Elevance Health, Inc.  
→ Guidewell Mutual Holding Corporation  
→ Humana Inc.  
→ Independence Health Group, Inc.  
→ Martin’s Point Health Care, Inc.  
→ Medica Holding Company  
→ Montage Health  
→ University of Wisconsin Hospitals and Clinics Authority |

Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files. 4. Organizations listed in alphabetical order.
COUNTIES WHERE MEALS (SSBCI) ARE AVAILABLE IN 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
### What counts as “Pest Control”?

“Pest eradication services that are necessary to ensure the health, welfare, and safety of the chronically ill enrollee. Services may include pest control treatment(s) or products that may assist the enrollee in the pest eradication (e.g., traps, pest control sprays, cleaning supplies).”

### How many plans are offering Pest Control in PY 2023?

- **349 Plans**
  - Offering Pest Control in PY 2023
  - In PY 2022, offered by 326 Plans (7% increase)

### Where are these benefits being offered?

- **40 states and Puerto Rico** have plans offering Meals in at least one county in PY 2023 with 1,929,647 beneficiaries enrolled in these 349 Plans in February 2023

### Which organizations are offering Pest Control?

- Alignment Healthcare USA, LLC
- Centene Corporation
- Elevance Health, Inc.
- Humana Inc.
- MHH Healthcare, L.P.
- Molina Healthcare, Inc.
- SCAN Group

Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files.
COUNTIES WHERE PEST CONTROL (SSBCI) IS AVAILABLE IN 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
### TRANSPORTATION FOR NON-MEDICAL NEEDS (SSBCI)

#### What counts as “Transportation for Non-Medical Needs”?

“Transportation to obtain non-medical items and services, such as for grocery shopping, banking, and transportation related to any other SSBCI, is a non-primarily health-related benefit. Such transportation may be reimbursed, arranged, or directly provided by an MA plan as a SSBCI”.

#### How many plans are offering Transportation in PY 2023?

- **478 Plans** Offering Transportation in PY 2023
- In PY 2022, offered by 375 Plans (27% increase)

#### Where are these benefits being offered?

- **45 states and Puerto Rico** have plans offering Transportation in at least one county in PY 2023 with 2,662,558 beneficiaries enrolled in these 478 Plans in February 2023

#### Which organizations offer the most plans with Transportation?

- Bright Health Group, Inc.
- Centene Corporation
- Elevance Health, Inc.
- Guidewell Mutual Holding Corporation
- Humana Inc.
- Medica Holding Company
- MHH Healthcare, L.P.
- Molina Healthcare, Inc.
- SCAN Group
- Sentra HealthCare

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**Source:**
1. CMS Guidance.
2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
3. Enrollment pulled from February 2023 Enrollment files.
4. Organizations listed in alphabetical order.
COUNTIES WHERE TRANSPORTATION (SSBCI) IS AVAILABLE IN 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
**INDOOR AIR QUALITY EQUIPMENT AND SERVICES (SSBCI)**

<table>
<thead>
<tr>
<th>What are “Indoor Air Quality Equipment and Services”?</th>
<th>How many plans are offering Indoor Air Quality Equipment and Services in PY 2023?</th>
<th>Where are these benefits being offered?</th>
<th>Which organizations are offering Indoor Air Quality Equipment and Services?</th>
</tr>
</thead>
</table>
| “Equipment and services to improve indoor air quality, such as temporary or portable air conditioning units, humidifiers, dehumidifiers, High Efficiency Particulate Air filters, and carpet cleaning may be covered as SSBCI. Plans may also include installation and servicing of equipment as part of the benefit”.¹ | **284 Plans** Offering Indoor Air Quality Services in PY 2023² | **36 states and Puerto Rico** have plans offering Indoor Air Quality Services in at least one county in PY 2023² with **1,816,864 beneficiaries** enrolled in these 284 Plans in February 2023³ | → Alignment Healthcare USA, LLC  
→ Centene Corporation  
→ Geisinger Health  
→ Humana Inc.  
→ MHH Healthcare, L.P.  
→ Montage Health  
→ Summa Health |
| In PY 2022, offered by 166 Plans (71% increase) | | | |

Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files.
COUNTIES WHERE INDOOR AIR QUALITY SERVICES (SSBCI) ARE AVAILABLE IN 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
SOCIAL NEEDS BENEFIT (SSBCI)

What is a “Social Needs Benefit”?
→ "Access to community or plan-sponsored programs and events to address enrollee social needs, such as non-fitness club memberships, community or social clubs, park passes, and access to companion care, marital counseling, family counseling, classes for enrollees with primary caregiving responsibilities for a child, or programs or events to address enrollee isolation and improve emotional and/or cognitive function, are non-primarily health-related benefits that may be covered as SSBCI".¹

How many plans are offering Social Needs Benefits in PY 2023?
→ **370 Plans** Offering a Social Needs Benefit in PY 2023²
→ In PY 2022, offered by 244 Plans (52% increase)

Where are these benefits being offered?
→ **42 states and Puerto Rico** have plans offering Social Needs Benefit in at least one county in PY 2023² with **1,946,290 beneficiaries** enrolled in these 370 Plans in February 2023³

Which organizations offer the most plans with Social Needs Benefit?⁴
→ Care Source
→ Centene Corporation
→ Clever Care Health Plan, Inc.
→ CVS Health Corporation
→ Guidewell Mutual Holding Corporation
→ Humana, Inc.
→ Innovative Long Term Care Management, Inc.
→ Longevity Health Founds, LLC
→ MHH Healthcare, L.P.
→ Montage Health

Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files. 4. Organizations are listed in alphabetical order.
COUNTIES WHERE SOCIAL NEEDS BENEFITS (SSBCI) ARE AVAILABLE IN 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
### What are “Complementary Therapies”?

“Complementary therapies offered alongside traditional medical treatment may be offered as non-primarily health-related SSBCI. Complementary therapies must be provided by practitioners who are licensed or certified, as applicable, in the state in which they practice and are furnishing services within the scope of practice defined by their licensing or certifying state.”

### How many plans are offering Complementary Therapies in PY 2023?

- **224 Plans** Offering Complementary Therapies in PY 2023
- In PY 2022, offered by 123 Plans (82% increase)

### Where are these benefits being offered?

- **29 states and Puerto Rico** have plans offering Complementary Therapies in at least one county in PY 2023 with 1,515,785 beneficiaries enrolled in these 224 Plans in February 2023

### Which organizations are offering Complementary Therapies?

- Alignment Healthcare USA, LLC
- Astiva Group, LLC
- Humana Inc.
- MHH Healthcare, L.P.
Counties where complementary therapies (SSBCI) are available in 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
What are “Services Supporting Self-DIRECTION”?

→ “Services…that allow enrollees to have the responsibility for managing all aspects of healthcare delivery in a person-centered planning process…Plans may provide services to assist in the establishment of decision-making authority for healthcare needs (e.g., power of attorney for health services) and/or may provide education such as financial literacy classes, technology education, and language classes. Interpreter services may also be provided to enrollees to facilitate encounters with healthcare providers. Plans may not include expenses for funerals as a covered benefit”.¹

How many plans are offering Services Supporting Self-DIRECTION in PY 2023?

→ 230 Plans Offering Services Supporting Self-DIRECTION in PY 2023²

→ In PY 2022, offered by 151 Plans (52% increase)

Where are these benefits being offered?

→ 30 states and Puerto Rico have plans offering Services Supporting Self-DIRECTION in at least one county in PY 2023² with 1,530,211 beneficiaries enrolled in these 230 Plans in February 2023³

Which organizations are offering Services Supporting Self-DIRECTION?

→ Athena Healthcare Holdings, Inc.
→ Harris County Hospital District
→ Health Partners, Inc.
→ Humana, Inc.
→ Independent Living Systems, LLC
→ Medica Holding Company
→ MHH Healthcare, L.P.
→ SCAN Group

Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files.
COUNTIES WHERE SERVICES SUPPORTING SELF-DIRECTION (SSBCI) ARE AVAILABLE IN 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
# Structural Home Modifications (SSBCI)

What are “Structural Home Modifications”?

> “Structural modifications to the home that may assist in the chronically ill enrollee’s overall function, health, or mobility are permitted if those items and services have a reasonable expectation of improving or maintaining the health or overall function of the chronically ill enrollee (e.g., widening of hallways or doorways, permanent mobility ramps, easy use doorknobs and faucets).”

How many plans are offering Structural Home Modifications in PY 2023?

> 57 Plans Offering Structural Home Modifications in PY 2023

> In PY 2022, offered by 57 Plans (0% difference)

Where are these benefits being offered?

> 15 states have plans offering Structural Home Modifications in at least one county in PY 2023 with 206,325 beneficiaries enrolled in these 57 Plans in February 2023

Which organizations are offering Structural Home Modifications?

> Centene Corporation
> Geisinger Health
> Henry Ford Health System

Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files.
Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
GENERAL SUPPORTS FOR LIVING (SSBCI)

What are “General Supports for Living”?

“General supports for living such as housing may be provided to chronically ill enrollees if the benefit has a reasonable expectation of improving or maintaining the health or overall function of the enrollee. General supports for living may be provided for a limited or extended duration as determined by the plan. The benefit may include plan-sponsored housing consultations and/or subsidies for rent or assisted living communities. Plans may also include subsidies for utilities such as gas, electric, and water as part of the benefit”.¹

How many plans are General Supports for Living in PY 2023?

→ 528 Plans Offering General Supports for Living in PY 2023²
→ In PY 2022, offered by 328 Plans (61% increase)

Where are these benefits being offered?

→ 46 states and Puerto Rico have plans offering Structural General Supports for Living in at least one county in PY 2023² with 2,994,584 beneficiaries enrolled in these 528 Plans in February 2023³

Which organizations offer the most plans with General Supports for Living?⁴

→ Blue Cross Blue Shield of Tennessee
→ Centene Corporation
→ CVS Health Corporation
→ Devoted Health, Inc.
→ Elevance Health, Inc.
→ Geisinger Health
→ Guidewell Mutual Holding Corporation
→ Humana Inc.
→ MHH Healthcare, L.P.
→ Montage Health

Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files. 4. Organizations are listed in alphabetical order.
COUNTIES WHERE GENERAL SUPPORTS FOR LIVING (SSBCI) ARE AVAILABLE IN 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
### "OTHER" NON-PRIMARILY HEALTH-RELATED SSBCI IN 2023

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Number of Plans Offering in 2023:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pet Care, Assistance, or Services</td>
<td>253</td>
</tr>
<tr>
<td>Barber and Beauty Shop Care, Hairstyling, Haircuts</td>
<td>223</td>
</tr>
<tr>
<td>Travel Care Assistance</td>
<td>199</td>
</tr>
<tr>
<td>Service Animal Supplies or Support</td>
<td>89</td>
</tr>
<tr>
<td>Grocery Delivery Coverage</td>
<td>43</td>
</tr>
<tr>
<td>Healthy Living Products</td>
<td>29</td>
</tr>
<tr>
<td>Home Cleaning or Housekeeping</td>
<td>22</td>
</tr>
<tr>
<td>Memory Fitness Program or Memory Support Kit</td>
<td>22</td>
</tr>
<tr>
<td>Personal Hygiene Care</td>
<td>13</td>
</tr>
<tr>
<td>Foot Hygiene Services</td>
<td>12</td>
</tr>
<tr>
<td>Sneakers</td>
<td>7</td>
</tr>
<tr>
<td>Identity Theft Insurance</td>
<td>5</td>
</tr>
<tr>
<td>Independence and Safe Mobility with AAA</td>
<td>5</td>
</tr>
<tr>
<td>Parking</td>
<td>2</td>
</tr>
<tr>
<td>Stress Reduction Kit</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total Plans Offering “Other” SSBCI</strong></td>
<td><strong>440</strong></td>
</tr>
</tbody>
</table>

*Note: Sum of plans do not equal 440 because plans may offer multiple “Other” SSBCI benefits.

Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.

In addition to the 10 SSBCI benefits available from CMS, plans are able to input “Other” SSBCI.
Expanded Definition of Primarily Health-Related Supplemental Benefits
### What are “In-Home Support Services”?

“In-home support services to assist individuals with disabilities and/or medical conditions in performing ADLs and IADLs within the home...Services must be provided by individuals licensed by the state to provide personal care services, or in a manner that is otherwise consistent with state requirements”.

### How many plans are offering In-Home Support Services in PY 2023?

- **1,091 Plans** Offering In-Home Support Services in PY 2023
- In PY 2022, offered by 729 Plans (50% increase)

### Where are these benefits being offered?

- **43 states, DC and Puerto Rico** have plans offering In-Home Support in at least one county in PY 2023 with **5,070,324 beneficiaries** enrolled in these 1,091 Plans in February 2023

### Which organizations offer the most plans with In-Home Support?

- Cambia Health Solutions
- Centene Corporation
- CIGNA
- Elevance Health
- Guidewell Mutual Holding Corporation
- Humana
- Molina Healthcare
- SCAN Group
- The Carle Foundation

Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files. 4. Organizations are listed in alphabetical order.
COUNTIES WHERE IN-HOME SUPPORT SERVICES (EPHRB) ARE AVAILABLE IN 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
**ADULT DAY HEALTH SERVICES (EPHRB)**

<table>
<thead>
<tr>
<th>What are “Adult Day Health Services”?</th>
<th>How many plans are offering Adult Day Health Services in PY 2023?</th>
<th>Where are these benefits being offered?</th>
<th>Which organizations offer Adult Day Health Services?</th>
</tr>
</thead>
</table>
| “Services provided outside the home such as assistance with ADLs/IADLs, education to support performance of ADLs/IADLs, physical maintenance/rehabilitation activities, and social work services...adult day care services must be health related and provided by staff whose qualifications and/or supervision meet state licensing requirements”.¹ | **41 Plans** Offering Adult Day Health Services in PY 2023² | **5 states** have plans offering Adult Day Health Services in at least one county in PY 2023² with **51,470 beneficiaries** enrolled in these 41 Plans in February 2023³ | → Elevance Health  
→ UnitedHealthcare |
| → In PY 2022, offered by 50 Plans (18% decrease) | | | |

Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files.
COUNTIES WHERE ADULT DAY HEALTH SERVICES (EPHRB) ARE AVAILABLE IN 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
**What is “Home-Based Palliative Care”?**

- “Home-based palliative care services to diminish symptoms of terminally ill members with a life expectancy of greater than six months not covered by Medicare (e.g., palliative nursing and social work services in the home not covered by Medicare Part A)”.

**How many plans are offering Home-Based Palliative Care in PY 2023?**

- **157 Plans** Offering Home-Based Palliative Care in PY 2023
- In PY 2022, offered by 147 Plans (7% increase)

**Where are these benefits being offered?**

- **17 states** have plans offering Home-Based Palliative Care in at least one county in PY 2023 with 672,606 beneficiaries enrolled in these 157 Plans in February 2023

**Which organizations offer the most plans with Home-Based Palliative Care?**

- Cambia Health Solutions
- Commonwealth Care Alliance
- Gold Kidney Health Plan
- Health Partners
- Henry Ford Health System
- Independence Health Group
- Kaiser Foundation Health Plan
- Medical Mutual of Ohio
- Memorial Hermann Health System
- UPMC Health System

Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files. 4. Organizations are listed in alphabetical order.
Counties where home-based palliative care (EPHRB) are available in 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
## SUPPORT FOR CAREGIVERS OF ENROLLEES (EPHRB)

### What is “Caregiver Support”?

→ “Respite care provided through a personal care attendant or the provision of short-term institutional-based care, as appropriate...Respite care should be for short periods of time (e.g., a few hours each week, a two-week period, a four-week period) and may include services such as counseling and training courses for caregivers of enrollees”.

### How many plans are offering Caregiver Support in PY 2023?

→ **293 Plans** Offering Caregiver Support in PY 2023

→ In PY 2022, offered by 160 Plans (83% increase)

### Where are these benefits being offered?

→ **24 states and Puerto Rico** have plans offering Caregiver Support in at least one county in PY 2023 with 1,324,229 beneficiaries enrolled in these 293 Plans in February 2023

### Which organizations offer the most plans with Caregiver Support?

→ Alignment Healthcare USA
→ CIGNA
→ Corewell Health
→ Blue Cross Blue Shield of Kansas
→ Blue Cross Blue Shield of Michigan Mutual Ins. Co.
→ Blue Cross Blue Shield of North Carolina
→ Guidewell Mutual Holding Corporation
→ SCAN Group
→ UCare Minnesota
→ UPMC Health System

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Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files. 4. Organizations are listed in alphabetical order.
COUNTIES WHERE SUPPORT FOR CAREGIVERS OF ENROLLEES (EPHRB) IS AVAILABLE IN 2023

Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
What is “Therapeutic Massage”?  

→ “Medically approved non-opioid pain treatment alternatives, including therapeutic massage furnished by a state licensed massage therapist. “Massage” should not be singled out as a particular aspect of other coverage (e.g., chiropractic care or occupational therapy) and must be ordered by a physician or medical professional in order to be considered primarily health related and not primarily for the comfort or relaxation of the enrollee”.

How many plans are offering Therapeutic Massage in PY 2023?  

→ 187 Plans* Offering Therapeutic Massage in PY 2023²  
→ In PY 2022, offered by 183 Plans (2% increase)

Where are these benefits being offered?  

→ 22 states and Puerto Rico have plans offering Therapeutic Massage in at least one county in PY 2023² with 722,427 beneficiaries enrolled in these 187 Plans in February 2023³

Which organizations offer the most plans with Therapeutic Massage?⁴  

→ Blue Cross Blue Shield of Arizona  
→ Cambia Health Solutions  
→ Centene Corporation  
→ CVS Health Corporation  
→ Elevance Health  
→ Highmark Health  
→ MHH Healthcare, L.P.  
→ SCAN Group  
→ Summa Health  
→ University of Wisconsin Hospitals and Clinics Authority

*Note: A prior report found 188 plans offered Therapeutic Massage in 2023, but one plan was discontinued after the report was published.

Source: 1. CMS Guidance. 2. Analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE. 3. Enrollment pulled from February 2023 Enrollment files. 4. Organizations are listed in alphabetical order.
Note: Map does not include Puerto Rico, where plans may be offered.
Source: ATI Advisory analysis of CMS PBP files, excludes EGHPs, PDPs, MMPs, Part B-only plans, and PACE.
Additional Information and Resources
See the Advancing Non-Medical Supplemental Benefits in Medicare Advantage landing page for more information on new supplemental benefit offerings, including

- How plans and providers partner to offer these benefits
- Policy opportunities for these benefits
- Past analyses, and
- Additional resources

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