

# Introducing

**Medicare Business**  
*ONLINE*™

WITH

**NEW**  
*Medicare Benefits  
Analyzer*

We are pleased to announce an **incredibly robust**  
*SENIOR MARKET ANALYSIS TOOL!*

Offered by Mark Farrah Associates (MFA) in partnership with Strenuus

**MEDICARE BUSINESS ONLINE™ ... MEDICARE ADVANTAGE & PDP MEMBERSHIP DATA:**

- ✓ Medicare Advantage and PDP membership and market share for every plan from 2006 through current
- ✓ Includes plan membership by county
- ✓ Updated monthly within 1-day of CMS release with easy export to Excel/CSV
- ✓ State competition reports with local market insights

**MEDICARE BENEFITS ANALYZER ... MEDICARE ADVANTAGE & PDP BENEFITS DETAIL:**

- ✓ 86 benefit attributes for all 2010 Medicare Advantage plans plus Rx benefits and copays including stand-alone Prescription Drug Plans (PDPs)
- ✓ Final 2009 & 2010 plan data online now with easy export to Excel/CSV
- ✓ Direct links to CMS plan profiles on Medicare.gov site
- ✓ User-friendly interface with easy queries for comparative analysis in targeted geographic markets

**ANNUAL SUBSCRIPTION OPTIONS (5-USER LICENSE)**

- Upgrades for current Medicare Business Online™ subscribers
  - \$2,500 for single state Medicare Benefits Analyzer
  - \$6,500 for 50-state Medicare Benefits Analyzer
- New Medicare Business Online™ subscription with Medicare Benefits Analyzer
  - \$3,700 with single state Medicare Benefits Analyzer
  - \$7,700 with 50-state Medicare Benefits Analyzer

**Order now at 207.985.8484**

## Medicare Benefits Analyzer Data Capture

PLAN INFORMATION	OUTPATIENT CARE OUTPATIENT CARE	PRESCRIPTION DRUG BENEFIT
State	PCP Copay In Network	Rx Deductible
County	PCP Copay OON	Uses Formulary (Yes or No)
Company	Specialist Copay In Network	Initial Cost Level
Plan Code	Specialist Copay OON	Retail Rx
Plan Name	Chiropractic Services	Mail Order Rx
Plan Type	Podiatry Services	Gap Coverage
Contact Info	Outpatient Mental Health	
Chronic Conditions	Ambul Surgical Copay In Network	<b>OTHER BENEFITS</b>
Network Size	Ambul Surgical Copay OON	Dental Services
Med Advantage with Part D	Outpatient Hosp Copay In Network	Hearing Services
Annual Cost Estimate	Outpatient Hospital Copay OON	Vision Services
	Ambulance Services	Physical Exams
<b>PLAN RATINGS</b>	Emergency Care	Wellness
Rating Stay Healthy	Urgently Needed Care	Transportation
Rating Timely Care	Outpatient Rehabilitation Services	Acupuncture
Rating Chronic Conditions		Annual Reimbursement: MSAs
Rating Plan Responsiveness	<b>OUTPATIENT MED SVCS &amp; SUPPLIES</b>	
Rating Appeals	Durable Medical Equipment	<b>ABOUT DATA CONTENT</b>
Rating Drug Service	Prosthetic Devices	All product content as reported by the Centers for Medicare & Medicaid Services (CMS).
Rating Drug Plan Experience	Diabetes Self-Monitoring	
Rating Drug Pricing	Diagnostic Tests, X-Rays & Labs	All subscriptions include 2009 and 2010 plan benefits in a user-friendly online database.
		2009 and 2010 data online now with benefit attributes as reported in CMS Plan Finder tools.
<b>INPATIENT CARE</b>	<b>PREVENTIVE SERVICES</b>	
Premiums	Bone Mass	
Rebate	Colorectal Screening	
OOP Max In Network	Immunizations	
OOP Max Out of Network (OON)	Mammograms	
Hospital Copay In Network	Pap Smears and Pelvic Exams	
Hospital Copay OON	Prostate Cancer Screening Exams	
Inpatient Mental Health		
SNF Copay In Network		
SNF Copay OON		
Home Health Care		

About Mark Farrah Associates and Strenuus

Mark Farrah Associates (MFA) has partnered with Strenuus to deliver this valuable market analysis tool to the healthcare industry. MFA is a leading data aggregator and publisher providing health plan market data and analysis tools for the healthcare industry. Strenuus is the leader in delivering network competitive intelligence services.

**Call MFA at 207.985.8484 to order now.**  
**www.markfarrah.com**