



## Group Medicare Insights: The Humana difference

**How a commitment to senior-focused healthcare, customer service and a value-based care model make Humana Medicare Advantage stand out**



**With the number of Americans ages 65 and older projected to increase from 58 million in 2022 to 82 million by 2050 (a 42% increase)<sup>1</sup>, there is an urgent need for senior-focused healthcare.**

**Senior-focused healthcare comprises the majority of Humana's business, making it unique among national carriers. This is one of several attributes that sets Humana apart—a focus on customer service, commitment to value-based care and a member-centric approach also make Humana stand out.**

# How a commitment to senior-focused healthcare, customer service and a value-based care model make Humana Medicare Advantage stand out

## What is senior-focused healthcare?

Healthcare isn't one-size-fits-all, which is why Humana has adopted a [senior-focused care model](#) that addresses the unique needs of older adults. This senior-centered approach is a big part of the Humana difference.

**The main features of Humana's senior-focused care model include:**

- Primary care centers customized to meet older adults' needs
- Longer appointment times and more frequent visits with providers (doctors spend 50% more one-on-one time with patients)
- Integrated care with greater coordination across specialists
- Home healthcare solutions that support aging in place

## How does a customer service focus make Humana different?

Humana's approach to customer service sets it apart. In fact, 70% of clients cite service as the reason for recommending Humana to others.

"The feedback we hear is that the customer received the most complete or appropriate answer and understands what to expect next," says Brent Hagewood, Associate Vice President, Group Medicare Operations.

## How does Humana's service model meet members' needs?

Custom Connect™, [Humana's one-of-a-kind concierge model](#), is designed to resolve any issue a Group Medicare Advantage member may encounter.

**Highlights include:**

- First-call resolution
- End-to-end service
- Support at each stage of the member journey

Custom Connect doesn't use average handle time—how long it takes to resolve a call—as a performance metric. Instead, call center representatives are encouraged to spend as much time as they need to resolve a member's issue, ensuring customer satisfaction.



# How a commitment to senior-focused healthcare, customer service and a value-based care model make Humana Medicare Advantage stand out

## How does Humana's service model meet employers' needs?

Part of the Humana difference is a [highly tenured Group Medicare team](#) with several years of experience\*:

- **Directors and senior account executives:** average 17 years of experience
- **Account executives:** average 11 years of experience
- **Employer concierge members:** average 11 years of experience

- *A trusted team with deep expertise in Medicare and Medicare Advantage is reflected in Humana's 97%-member retention rate.*

"We consult, advise and actively listen to meet the customer's need, and that goes a long way," says Hagedorn.

\*Average combined experience

## How is value-based care foundational to Humana's approach?

A [value-based care \(VBC\) model](#) prioritizes patient results, preventive care and care coordination.

**This benefits members, plan sponsors and providers:**

- Members enjoy a [better patient experience](#) and improved health outcomes, including more time spent with primary care physicians (PCPs), more preventive screenings and a greater focus on chronic disease prevention. VBC patients have between 3% and 11% more preventive screenings compared to fee-for-service patients.
- Plan sponsors enjoy lower costs because members aligned with VBC providers have fewer preventable inpatient admissions, fewer hospital readmissions and lower rates of high-risk medication use.



# How a commitment to senior-focused healthcare, customer service and a value-based care model make Humana Medicare Advantage stand out

- Clinicians are incentivized in a VBC system because they are [rewarded based on quality of care](#) and improvements in patient health, rather than the number of services delivered (as in the fee-for-service model).
- *Humana is a leader in value-based care: 70% of Humana Medicare Advantage members are aligned to VBC primary care physicians.*
- **Social barriers:** The SilverSneakers® fitness program gives members the opportunity to exercise in a group setting. Through CenterWell Senior Primary Care® clinics, members have access to local activity centers offering opportunities for socialization.
- **Geographic barriers:** Humana Group Medicare provides access to remote care through telehealth benefits, including mental health telehealth coverage.
- **Transportation barriers:** Through CenterWell Primary Care Anywhere, members can receive senior primary care services within the comfort of their own home. Seniors also have access to 12 one-way trips following hospital discharge (to a plan-approved location).

## What is Humana's member-centric model?

Humana's member-first model means taking a whole-person approach to care. Whole-person care addresses a member's physical, behavioral, cognitive, social and financial needs in addition to their healthcare needs.

**Humana's member-centric model also addresses barriers to care. Here's how:**

- **Digital barriers:** Humana screens Medicare Advantage members for digital health literacy, ensuring all members can access telehealth, online portals and other healthcare solutions. Humana also provides education programs to help members navigate digital platforms, improving access to care.

"We know that increasing access to primary care services is critical to our efforts to deliver better health outcomes for our patients," says Dr. Kate Goodrich, Humana's Chief Medical Officer.

- 
1. Mark Mather and Paola Scommegna, "[Fact Sheet: Aging in the United States](#)," Population Reference Bureau, Jan. 9, 2024, last accessed Dec. 23, 2025.

Want to learn more about Humana's approach to senior-focused care?  
**Let's connect**