



Group Medicare Insights: Plan sponsor experience

Winning the war for talent: An action plan for plan sponsors



Group Medicare Advantage (GMA) plans offer much more than just comprehensive health coverage for your retirees. A robust GMA benefits plan can also help improve your company's ability to attract and retain talent.

As a plan sponsor, how can you leverage GMA to help win the war for talent? By establishing best practices around plan design, benefits awareness and member experience.

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Here are four best practices plan sponsors should put in place today to make the most of GMA's retention-boosting capabilities:

☐ **Customize benefits to meet your group's needs**

Many GMA plans allow for customization that meets the unique needs of each group. For example, if your retiree population has a higher rate of diabetes among members, your plan can be customized to include diabetic supplies, treatment and counseling.

☐ **Highlight the importance of extensive network coverage**

Group Medicare plans may offer a passive preferred provider organization (PPO) model, which gives members the same cost share and coverage, regardless of provider. Better yet, retirees that move to another city or state won't have to worry about changes to their coverage.

☐ **Prioritize member experience**

GMA plans make it easy for members to manage their benefits with online resources like Humana's MyHumana, an online portal that allows members to easily manage their health plan, or with mobile apps that go a step further by making access to plan management something that's quite literally at members' fingertips.

☐ **Communicate the value of GMA**

Plan sponsors can proactively make both workers and retirees aware of GMA's extensive benefits. Websites, landing pages, dedicated call center agents—these resources can help provide your plan members with detailed information so they can make educated health benefits decisions.

By highlighting an ongoing commitment to your workforce—even into retirement—Group Medicare plans can play a pivotal role in helping attract and retain top talent.

To learn more, visit [Humana Group Medicare](#)