

## **U.S. Department of Health and Human Services: Medicare Advantage Plans**

*This research focuses on the analysis of Medicare Advantage plan choices for rural beneficiaries.*

### **Lead Agency:**

U.S. Department of Health and Human Services (HHS)  
Health Resources and Services Administration (HRSA)

### **Agency Mission:**

HHS Mission: The HHS mission is to enhance the health and well-being of Americans by providing for effective health and human services and by fostering sound, sustained advances in the sciences underlying medicine, public health, and social services.

HRSA Mission: HRSA provides national leadership, program resources and services needed to improve access to culturally competent, quality health care. As the Nation's Access Agency, HRSA focuses on uninsured, underserved, and special needs populations in its goals and program activities.

### **Principal Investigator:**

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### **General Description:**

#### **Impact of Medicare Advantage Plan Concentration on Choices and Competition in Rural Areas:**

This research focuses on the analysis of Medicare Advantage (MA) plan choices for rural beneficiaries and what the concentration of plan choices in rural areas may mean in the context of how rural beneficiaries are making their choices. Using measures of concentration from the economics literature, this project explores the relationship between market concentration in MA plans and the generosity of MA plans, and how it varies by the location of residence of Medicare beneficiaries.

***Excellence:*** What makes this project exceptional?

This research is exceptional because of its emphasis on assisting the elderly in rural America to obtain the benefits of the Medicare Advantage program.

***Significance:*** How is this research relevant to older persons, populations and or an aging society?

This research is relevant because it examines the need for outreach and education of the rural elderly about the usefulness of the Medicare Advantage program.

***Effectiveness:*** What is the impact and/or application of this research to older persons?

The research provides information for decision-makers concerned with the slow start in enrollment in rural areas to review policies concerning Medicare Advantage in rural areas.

***Innovativeness:*** Why is this research exciting or newsworthy?

This research is exciting because it shows that enrollment in Medicare Advantage in rural areas, which was off to a slow start, is now growing rapidly so rural elderly can take advantage of the extra benefits provided by Medicare Advantage.