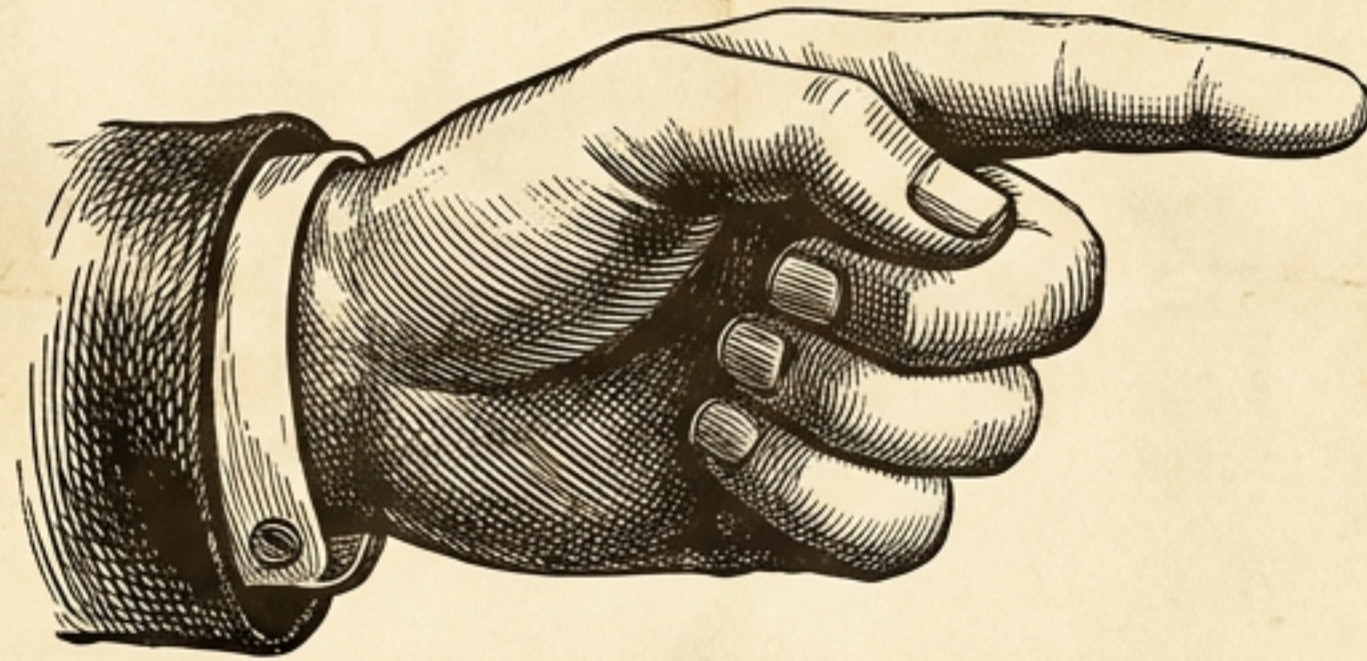


THE BAR JUST MOVED



If a plan in your book loses its rating, will you be the one who explains it, or the one who gets blamed for it?

A briefing for The Insurance Producers Guild by PSM Brokerage.

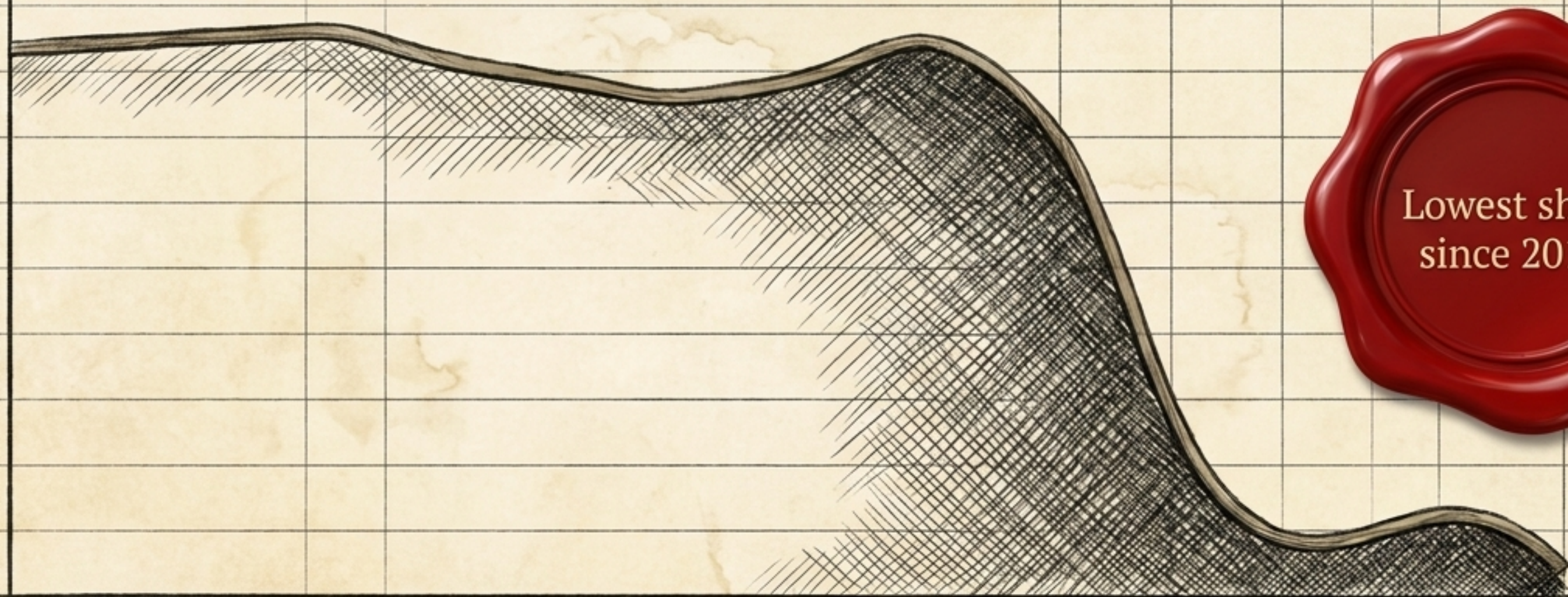
The bar moved,
not the plans.



- Ratings graded on a curve; cut points reset yearly.
- Pandemic-era guardrails have been removed.
- Member experience measures cut from 4x to 2x weighting.

Fewer plans qualify.

2025: 75% of enrollees in bonus-qualifying plans



Lowest share
since 2018.

2026: 68% of enrollees in bonus-qualifying plans

Follow the money.



Fewer Winners.



**Bigger Pot. Bonus spending
still rose from \$12.7B to \$13.4B.**

**Dollars concentrate in plans that hold 4 Stars.
Those dollars fund the benefits clients chose.**

The ground is still moving.



Clover recalculated 3.5 to 4.5 stars after 20 measures were successfully excluded.



Elevance is suing CMS over \$115 million in claimed lost bonuses with 5 contracts at issue.

Notice: Ratings can change after first publication.

What you control is the relationship, not the cut points.

Reach the client first.



Proactive annual reviews

Proactive outreach cut disenrollment 2.7x in one plan's data



*Audit your
book now.*

*Flag clients in
shifted plans.*

*Book the
ten-minute reviews.*

**Not with PSM
Brokerage
yet? Talk to
us about
contracting.**