

*Sustaining and Strengthening Medicare Advantage: Policy
Recommendations to Maintain Accountability and Support Beneficiaries*

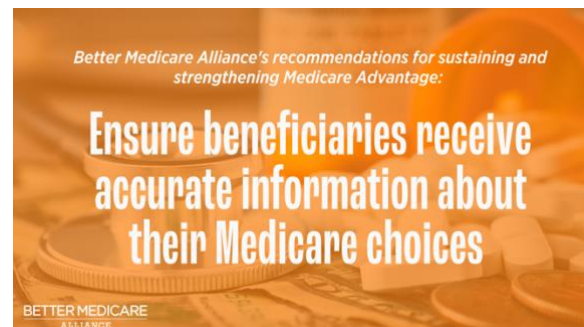
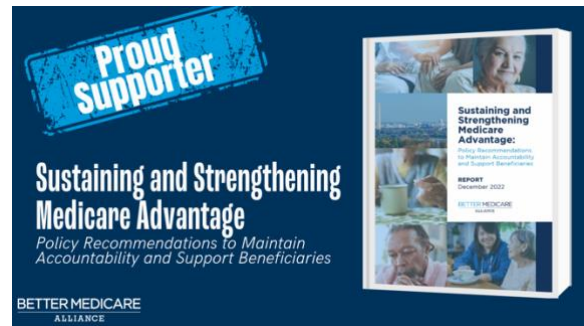
Social Media Toolkit

Key Links:

- BMA press release: <https://bit.ly/3FQqr6y>
- Direct link to PDF of BMA issue brief: <https://bit.ly/3j34jgn>

Shareable Graphics & Videos:

*Use any of these graphics in a Tweet, Facebook post, blog, or other format. ****Download Dropbox files of hi-resolution images [HERE](#).***



Shareable Graphics & Videos (continued):

Use any of these graphics in a Tweet, Facebook post, blog, or other format. ****Download Dropbox files of hi-resolution images [HERE](#).**



Suggested Social Media Posts:

We recommend pairing these posts with the shareable graphics above. Tag BMA on Twitter at [@BMAAlliance](https://twitter.com/BMAAlliance) and on Facebook at [Better Medicare Alliance](https://www.facebook.com/BetterMedicareAlliance).

- #MedicareAdvantage earns a 94% satisfaction rate and saves #seniors nearly \$2,000 per year – still there are commonsense ways to further improve this coverage lifeline for all who count on its continued success. @BMAAlliance report shows how: <https://bit.ly/3FQqr6y>
- [Your organization's name] is proud to support @BMAAlliance's recommendations for sustaining and strengthening #MedicareAdvantage. These solutions will maintain accountability and support the over 29 million Americans who choose this vital coverage option: <https://bit.ly/3FQqr6y>
- As @CMSgov considers #MedicareAdvantage policies for 2024 and beyond, we join diverse stakeholders in supporting @BMAAlliance recommendations to ensure a stronger, more sustainable Medicare Advantage for all who count on its coverage and care. <https://bit.ly/3FQqr6y>
- New @BMAAlliance recommendations will inform an even more transparent, accountable #MedicareAdvantage that continues to provide exceptional value for beneficiaries and taxpayers alike. Read more: <https://bit.ly/3FQqr6y>
- Conducting @CMSgov RADV audits of every #MedicareAdvantage plan every year is another way we can build on the program's high bar of transparency and accountability. Read more from @BMAAlliance: <https://bit.ly/3FQqr6y>
- .@CMSgov RADV audit changes should look to the future – not the past. We join @BMAAlliance calls for CMS to protect #seniors by applying audit changes prospectively, rather than retroactively. Read more: <https://bit.ly/3FQqr6y>
- From outlining a comprehensive approach to #MedicareAdvantage audits, to supporting best practices for in-home HRAs, @BMAAlliance recommendations offer a roadmap to a stronger, sustainable #MedicareAdvantage: <https://bit.ly/3FQqr6y>
- More than 29 million Americans choose #MedicareAdvantage, giving it a 94% satisfaction rate. We owe it to them to ensure this vital part of Medicare remains strong and sustainable. That's why we support @BMAAlliance recommendations. Read more: <https://bit.ly/3FQqr6y>

Sample Press Statement:

[Organization Name] Supports Recommendations to Strengthen Medicare Advantage for 29 Million Americans

New issue brief outlines policy solutions to maintain accountability and support beneficiaries

[CITY] – [Organization Name] announced its support today for a new [set of policy recommendations](#) designed to strengthen Medicare Advantage while ensuring continued transparency, accountability, and support for beneficiaries. More than 29 million seniors and individuals with disabilities choose enrollment in Medicare Advantage today, giving the program a 94% [satisfaction rate](#).

“Sustaining and Strengthening Medicare Advantage: Policy Recommendations to Maintain Accountability and Support Beneficiaries” was developed by [Better Medicare Alliance](#), a nonprofit community of nearly 190 diverse stakeholder organizations including [Organization Name] and nearly 800,000 grassroots seniors nationwide united in support for Medicare Advantage.

Recommendations in the issue brief include urging the Centers for Medicare & Medicaid Services (CMS) to conduct Risk Adjustment Data Validation (RADV) audits of every Medicare Advantage plan annually, applying audit changes prospectively rather than retroactively, better identifying and treating beneficiaries’ needs using in-home health risk assessments (HRAs), giving beneficiaries the information and support they need to choose the right plan based on their unique needs, and realizing the full potential of supplemental benefits to improve senior health.

“We are proud to stand alongside Better Medicare Alliance in championing these policy solutions to ensure continued accountability to taxpayers and support for beneficiaries,” said [Organization Name]. “Medicare Advantage is the coverage choice of more than 29 million Americans today, delivering lower costs and better outcomes to an increasingly diverse beneficiary population. We owe it to these beneficiaries to ensure this program remains strong and sustainable today and into the future. We encourage CMS to give careful consideration to these thoughtful policy solutions as the agency’s rulemaking process unfolds.”

Read the full issue brief [here](#).

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