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NEXT PAGEHealth, Group Life amp. MANAGED

CAREMORNING SESSION1. (4 points) Your CEO is departing for a meeting to discuss the marketing strategy for a new managed care product. He has asked you to brief him on the following topics:(a) With regard to distribution models(i) Describe traditional and alternative distribution models.(ii) Describe considerations relative to the major constituent groups that influence the distribution process.(b) Describe market segments commonly used for managed care products.Questions 2 8 pertain to the Case Study2. (9 points) You have been asked to analyze the claim experience for Wonderful Life in Tables MM-6a and MM-6b of the case study.(a) Describe the impact on trend of company-specific care management initiatives.(b) Calculate the year-over-year quarterly rolling trend for 3Q02 and 4Q02.(c) Recommend baseline trends for Hospital, Non-Hospital and Total Medical Costs. Assume the last half of 2002 is predictive of future trends. Justify your answer.(d) Based on the following assumptions: These hospitals deliver 1/3 of your facility care. Utilization does not change. Calculate a revised estimate of Hospital and Total Medical Trend. Show your work.(e) Marketing has just sold a large group with 5,000 employees (12,000 members). All of the group members will only use hospitals that accept the 10% discount. Calculate a

revised estimate of Total Medical Trend. Show your work. COURSE 8: Fall 2003 -2- GO TO NEXT PAGE Health, Group Life and calculate maximum adverse selection cost. (ii) Explain why adverse selection will be less than the amount calculated by a choice model. (iii) Describe methods to manage adverse selection in PDHB models. COURSE 8: Fall 2003 -3- GO TO NEXT PAGE Health, Group Life & Managed Care Morning Session Questions 2 8 pertain to the Case Study 100 Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)