

EXECUTIVE BRIEFING

Medicare Advantage health plan outlook for 2026

Annual survey of health plan executives

| MAR 04, 2025

<https://www.healthscape.com/insights/medicare-advantage-health-plan-outlook-for-2026>

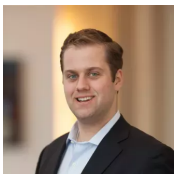
In this annual survey, health plan leaders share their perspectives on the state of the Medicare Advantage (MA) market, the outlook for the next 5 years, and strategic priorities for the year ahead.

The MA market has faced significant disruption over the last few years (e.g., rising medical cost/utilization, Stars headwinds, risk adjustment model changes, and now regulatory uncertainty)—all of which has influenced priorities.

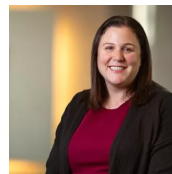
MA leaders are focused on weathering the storm and navigating the disruption. Signs indicate that the forecast is becoming more favorable, and leaders are striking a more optimistic tone for the upcoming year, with increased focus on cost control and financial sustainability.

Leaders also realize they still have to position themselves to take advantage of the future growth opportunity. We offer five core actions for health plans to lay the foundation for future growth.

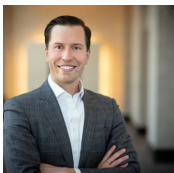
AUTHORS



Nick Herro
Senior Partner



Alexis Levy
Senior Partner



Neil Precilio
Partner