2025 Plan Names

What's new for 2025?

Based on agent and member feedback, we've improved our plan names. We have added enhancements from last year's plan names to help you easily identify and highlight the unique benefits to your consumers. For detailed insights into each plan's features and benefits, visit the Medicare Product Portal on Jarvis.
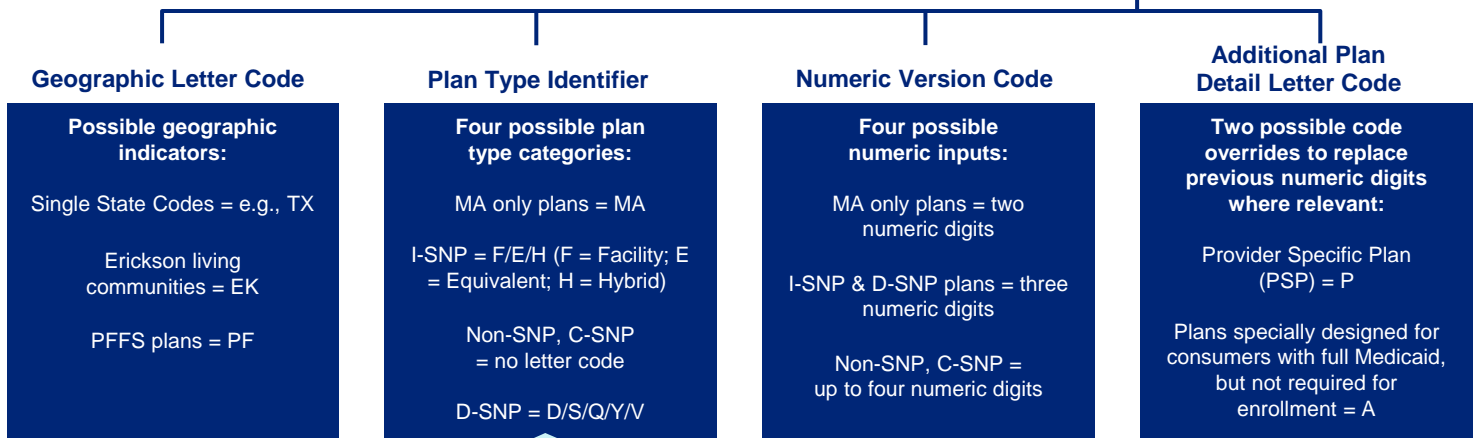
2025 Plan name example breakdown

AARP **Medicare Advantage** **CareFlex** **from UHC** **TX-44** **(PPO)**

(1) (1a) (2) (3) (1) (4) (5)

Example plan name. Plan names and definitions may vary by market. Select plan names will have a Partner Brand (1a) or Descriptor (3).

1 **Carrier Brand:** All Medicare Advantage plan names begin with either 'UHC' or 'AARP' (excludes Erickson or Peoples Health branded plans). Where AARP, "from UHC" is added to clarify UnitedHealthcare as the insurer.

1a **Partner Brand:** Select plans have a partner brand included — e.g., Rocky Mountain, SecureHorizons, Sharp, etc. (Note: Walgreens has been removed from all plan names)

2 **Product Type:** Descriptive, straight-forward product name — e.g., "Medicare Advantage" for non-SNP, "Dual Complete" for D-SNP, "Complete Care" for C-SNP

3 **Descriptor:** New for 2025, highlights key differentiators or features of the plan – e.g., CareFlex, Access, Giveback, No Rx, ValueRx (not all plan names will have a descriptor)

4 **Plan Identifier:** An alphanumeric code with up to four elements to help agents easily identify plan attributes including geographic / state code, plan type (example MA), numeric code, additional detail code

5 **Plan Type:** The plan name is completed with the plan type that is required by CMS (HMO, PPO etc.)

2025 Plan Identifier breakdown

AARP Medicare Advantage CareFlex from UHC **TX-44** (PPO)

Geographic Letter Code	**Plan Type Identifier**	**Numeric Version Code**	**Additional Plan Detail Letter Code**
Possible geographic indicators:	**Four possible plan type categories:**	**Four possible numeric inputs:**	**Two possible code overrides to replace previous numeric digits where relevant:**
Single State Codes = e.g., TX	MA only plans = MA	MA only plans = two numeric digits	Provider Specific Plan (PSP) = P
Erickson living communities = EK	I-SNP = F/E/H (F = Facility; E = Equivalent; H = Hybrid)	I-SNP & D-SNP plans = three numeric digits	Plans specially designed for consumers with full Medicaid, but not required for enrollment = A
PFFS plans = PF	Non-SNP, C-SNP = no letter code	Non-SNP, C-SNP = up to four numeric digits	
	D-SNP = D/S/Q/Y/V		

D-SNP codes reflect what Medicaid status can enroll:
D = All dual | S = MS$0 | Q = QMB Only | Y = Integrated (full duals) | V = Partials