



Plan Names

The 2026 plan name approach will be similar to 2025, making it easy to 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](#).

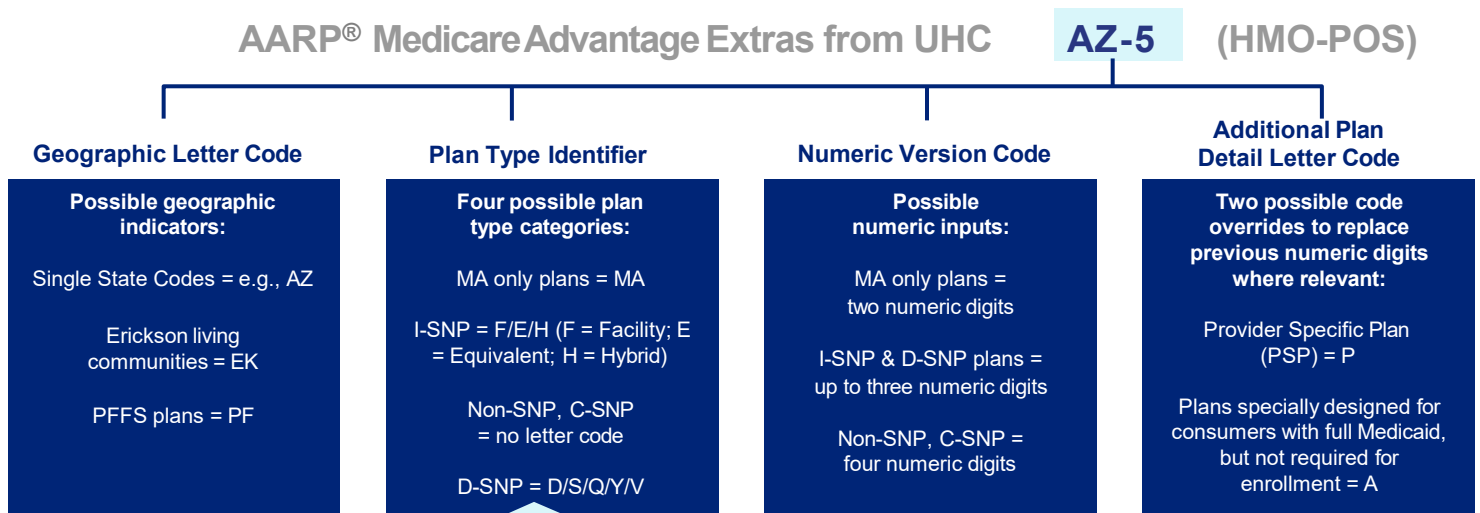
2026 plan name example breakdown



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). For AARP, "from UHC" is added to clarify UnitedHealthcare as the insurer.
- 1a Partner Brand:** Select plans have a partner brand included — e.g., Sharp
- 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:** Highlights key differentiators or features of the plan — e.g., CareFlex, Access, Giveback, No Rx, Extras, 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.)

2026 plan identifier breakdown



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

