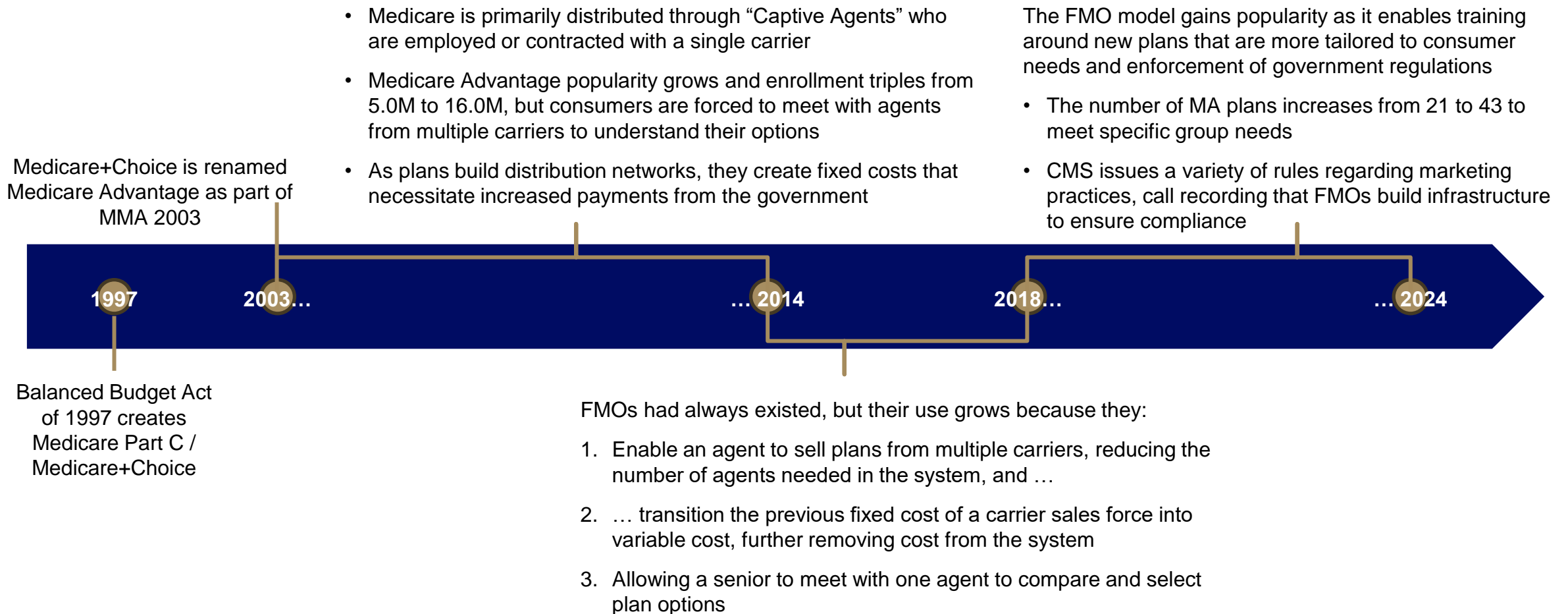


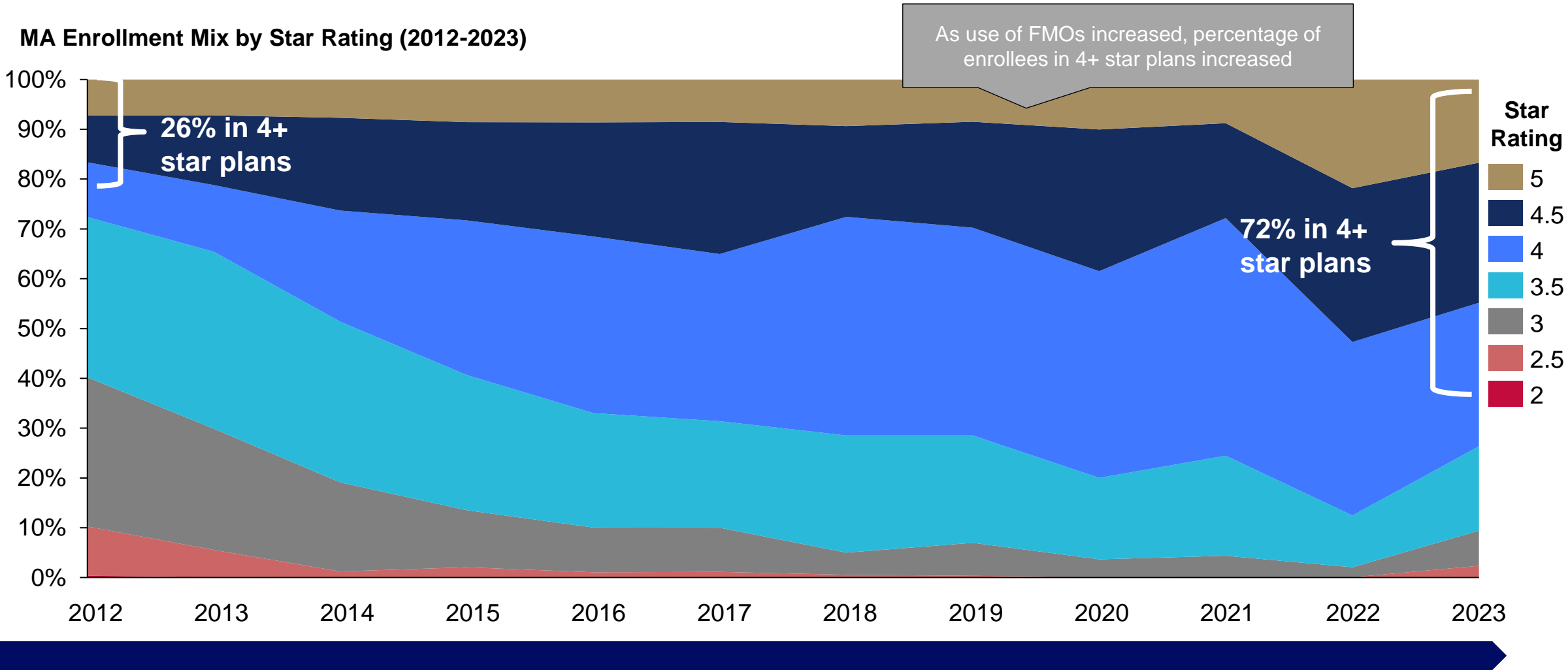
Field Marketing Organizations Economic Analysis for The White House Office of Management & Budget - **Supplemental Analysis**

March 8th, 2024

Field Marketing Organizations (FMOs) have played an important role in the insurance industry for decades; they emerged more prominently with Medicare Advantage



The FMO multi-carrier sales model has led to a transparent, competitive market that correlates highly with increased enrollments in 4+ star plans



Source: Deft analysis of 2012-2023 CMS Landscape, Deft analysis of December 2012-2023 CMS CPSC Files. Note: Excludes PDP, EGWP, and PACE plan enrollment.