

Your 10 counties, *before your clients call*

Your clients' plans change every year, and you find out when they call you. This is the year an Agent Desk gives you, built for 10 metro Atlanta counties.

347,199

MA members in your 10 counties

CMS CPSC, Oct 2026

52,041

with no 2027 plan to land in
CMS crosswalk run, Oct 23, 2026

9,377

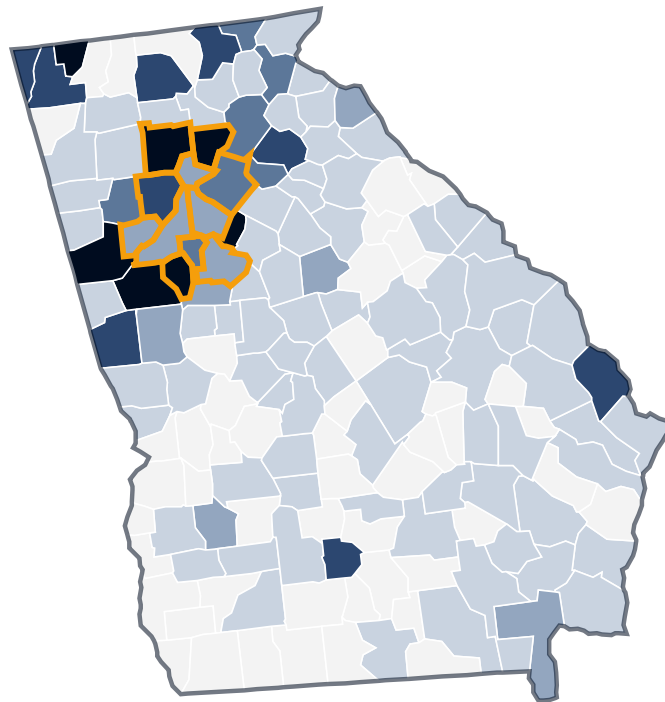
moved by CMS to a plan
they never picked

Same files

32

plans that end with
members in your counties

CMS 2027 Plan Crosswalk



Share of county MA members with no 2027 plan to land in

0% under 5% 5 to 10% 10 to 15% 15 to 25% 25% or more

Map: Georgia counties shaded by the share of MA members with no 2027 plan to land in; your 10 counties outlined in amber (Fulton, Gwinnett, DeKalb, Cobb, Clayton, Henry, Cherokee, Forsyth, Douglas, Fayette). Source: CMS 2027 Plan Crosswalk (Oct 1, 2026), CMS CY2027 plan file (Oct 18, 2026), CMS CY2026 plan file (Sep 2, 2026), CMS Monthly Enrollment by CPSC, October 2026 (posted Oct 14, 2026); our crosswalk run, Oct 23, 2026. Counts of 10 or fewer are hidden by CMS and count as 0, so every figure is a floor. County shapes: US Census Bureau cartographic boundary files 2024. Built Oct 24, 2026.

SUMMARY

Your book, one page

THE PROBLEM

Your clients' plans change every year, and you find out when they call you. By then AEP is half over and the good appointments are gone.

- **52,041** Medicare Advantage members in your 10 counties sit in a plan that ends with no 2027 plan to land in. They must pick by Dec 7 or fall back to Original Medicare. Source: CMS 2027 Plan Crosswalk (Oct 1, 2026), CPSC Oct 2026.
- **9,377** more are moved by CMS into a 2027 plan they never picked. Their benefits and network can change. Source: same files.
- **Aetna Medicare Elite Care (PPO)** is the largest plan that ends here, with 16,880 members across 10 of your counties. Source: same files.
- **Fulton** carries the most members to place: 6,698. Source: same files.

What changes for you

- You call the right clients in October, before they call you.
- You know which plan CMS moved each client into, and what is still sold in their county.
- Each month you see who gained and lost members in your counties.
- In February you see where your counties' members landed.

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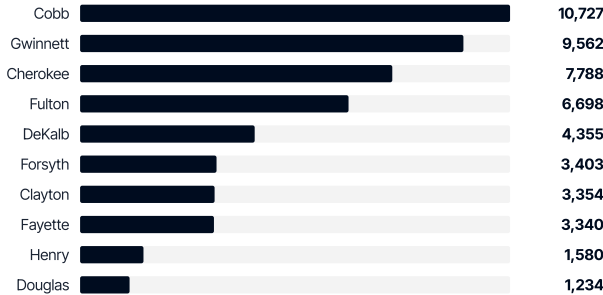
YOUR COUNTIES

Who must choose, county by county

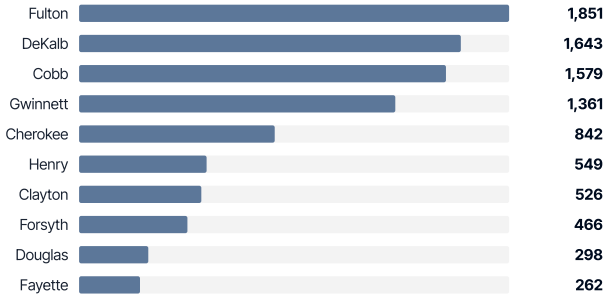
COUNTY	MA MEMBERS	STAY IN PLAN	MOVED BY CMS	NO PLAN TO LAND IN	SHARE
Fulton	73,714	65,165	1,851	6,698	9.1%
Gwinnett	65,998	55,075	1,361	9,562	14.5%
DeKalb	59,069	53,071	1,643	4,355	7.4%
Cobb	47,198	34,892	1,579	10,727	22.7%
Clayton	25,399	21,519	526	3,354	13.2%
Henry	21,712	19,583	549	1,580	7.3%
Cherokee	19,542	10,912	842	7,788	39.9%
Forsyth	12,793	8,924	466	3,403	26.6%
Douglas	12,469	10,937	298	1,234	9.9%
Fayette	9,305	5,703	262	3,340	35.9%
Your 10 counties	347,199	285,781	9,377	52,041	15.0%

Source: CMS 2027 Plan Crosswalk (Oct 1, 2026), CMS CY2027 plan file (Oct 18, 2026), CMS CY2026 plan file (Sep 2, 2026), CMS Monthly Enrollment by CPSC, October 2026 (posted Oct 14, 2026); our crosswalk run, Oct 23, 2026. Counts of 10 or fewer are hidden by CMS and count as 0, so every figure is a floor. Built Oct 24, 2026.

No 2027 plan to land in



Moved by CMS to another plan



Source: CMS 2027 Plan Crosswalk (Oct 1, 2026), CMS CY2027 plan file (Oct 18, 2026), CMS CY2026 plan file (Sep 2, 2026), CMS Monthly Enrollment by CPSC, October 2026 (posted Oct 14, 2026); our crosswalk run, Oct 23, 2026. Counts of 10 or fewer are hidden by CMS and count as 0, so every figure is a floor. Built Oct 24, 2026.

PLANS THAT END, AND THE CROSSWALK SHEET

The plans that end in your counties

Every client in these plans needs a new plan by Dec 7. 32 plans end with members in your 10 counties; the 13 largest are below. The full kit lists every plan, county by county.

2026 PLAN	PARENT	WHY	YOUR COUNTIES	MEMBERS
Aetna Medicare Elite Care (PPO)	CVS Health (Aetna)	Plan terminated	10	16,880
Humana Gold Plus H4141 017 (HMO)	Humana	Plan leaves this county	5	9,126
Aetna Medicare Elite (PPO)	CVS Health (Aetna)	Plan leaves this county	5	4,899
Anthem Medicare Advantage (HMO POS)	Elevance	Plan terminated	10	3,450
Aetna Medicare Chronic Care (PPO C SNP)	CVS Health (Aetna)	Plan terminated	9	3,348
HumanaChoice Giveback H5216 345 (PPO)	Humana	Plan leaves this county	4	2,386
Humana Gold Plus H4141 023 (HMO)	Humana	Plan leaves this county	3	2,367
HumanaChoice H5216 421 (PPO)	Humana	Plan leaves this county	2	1,567
Anthem Medicare Advantage 2 (PPO)	Elevance	Plan terminated	10	1,148
Anthem Extra Help (HMO POS)	Elevance	Plan terminated	10	1,131
Humana Gold Plus Giveback H4141 022 (HMO)	Humana	Plan leaves this county	1	1,122
HumanaChoice H5216 073 (PPO)	Humana	Plan terminated	10	1,107
Aetna Medicare Elite (PPO)	CVS Health (Aetna)	Plan terminated	6	529

Source: CMS 2027 Plan Crosswalk (Oct 1, 2026), CMS CY2027 plan file (Oct 18, 2026), CMS CY2026 plan file (Sep 2, 2026), CMS Monthly Enrollment by CPSC, October 2026 (posted Oct 14, 2026); our crosswalk run, Oct 23, 2026. Counts of 10 or fewer are hidden by CMS and count as 0, so every figure is a floor. Plan names as CMS prints them. Built Oct 24, 2026.

Where CMS moves your clients for 2027

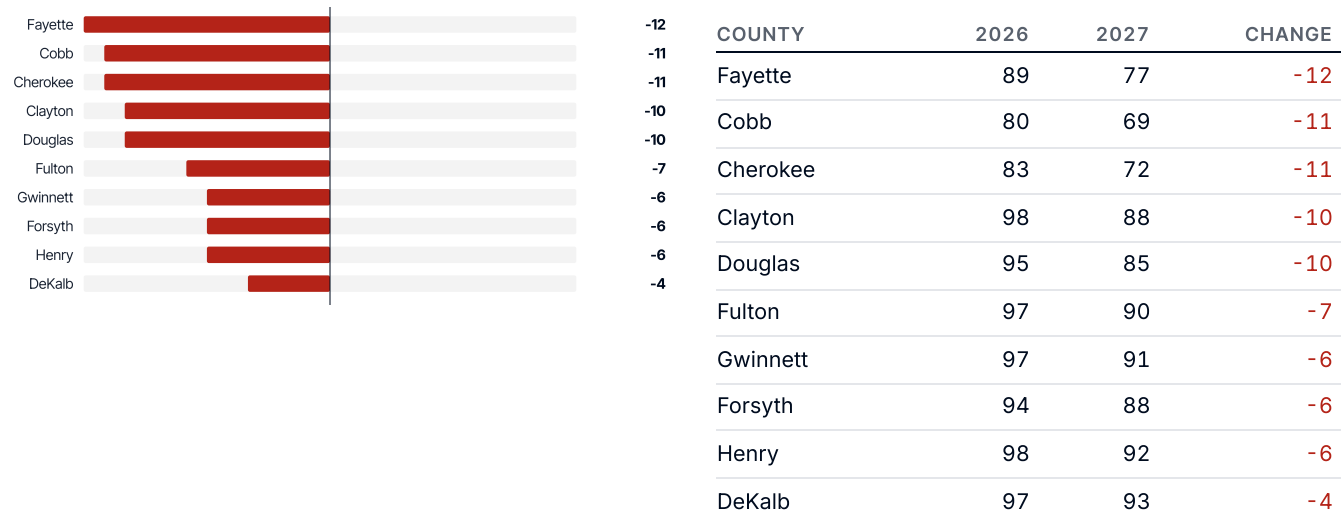
These members did not choose a new plan. CMS moved them. Their premium, drug list and doctors can change on Jan 1.

2026 PLAN	2027 PLAN CMS MOVES THEM TO	MEMBERS
AARP Medicare Advantage from UHC GA 5 (HMO...	AARP Medicare Advantage from UHC GA 10 (HMO...	9,228
Humana Gold Plus SNP DE H4141 025 (HMO D SN...	Humana Gold Plus SNP DE H4141 024 (HMO D SN...	149

Source: CMS 2027 Plan Crosswalk (Oct 1, 2026), CMS CY2027 plan file (Oct 18, 2026), CMS CY2026 plan file (Sep 2, 2026), CMS Monthly Enrollment by CPSC, October 2026 (posted Oct 14, 2026); our crosswalk run, Oct 23, 2026. Counts of 10 or fewer are hidden by CMS and count as 0, so every figure is a floor. Built Oct 24, 2026.

WHAT IS STILL SOLD

How many plans your clients can pick from in 2027



Source: CMS CY2026 plan file (Sep 2, 2026) and CY2027 plan file (Oct 18, 2026), plan rows by county; counts from the CMS MA Penetration file, October 2026. Built Oct 24, 2026.

The kit lists every 2027 plan still sold in each of your counties, with its type and parent, so you can match a client to what is left. It names no best plan; the choice is your client's.

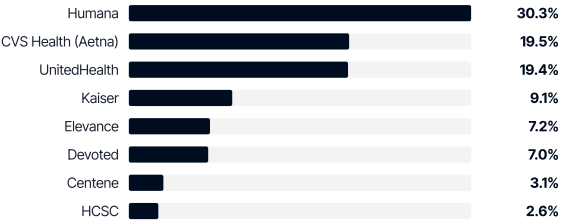
EVERY MONTH

Your monthly county report

Each month, three business days after CMS posts its file, you get your counties' members gained and lost, by insurer. This is October 2026.

COUNTY	SEP	OCT	CHANGE	PLANS
Fulton	87,996	88,119	+123	129
DeKalb	71,806	71,964	+158	126
Cobb	60,422	60,563	+141	116
Gwinnett	79,101	79,308	+207	124
Clayton	28,752	28,803	+51	105
Cherokee	26,300	26,322	+22	91
Forsyth	17,043	17,101	+58	85
Henry	26,793	26,887	+94	108
Douglas	14,932	14,959	+27	94
Fayette	13,698	13,703	+5	85

Insurer share in your counties



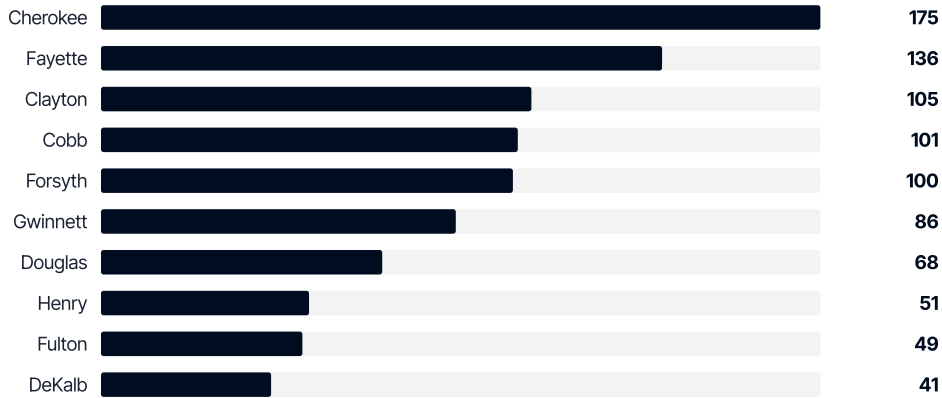
Source: CMS Monthly Enrollment by CPSC, September and October 2026 (October posted Oct 14, 2026); our County Market Report run, Oct 2026. Built Oct 24, 2026.

NEW: WHO LIVES IN YOUR COUNTIES

Your counties by the people in them

You have the same 24 hours in AEP as every other agent. This page shows where your calls count most: members with no 2027 plan per 1,000 seniors, how deep MA already runs, income, and the health needs your clients bring to a plan review.

Members with no 2027 plan to land in, per 1,000 residents 65+



Source: Members with no 2027 plan to land in: CMS 2027 Plan Crosswalk (Oct 1, 2026), CY2027 plan file (Oct 18, 2026), CPSC enrollment October 2026; residents 65 and over: US Census Bureau ACS 2020 to 2024 5 year, table B01001. Our join, Oct 24, 2026. Built Oct 24, 2026.

COUNTY	RESIDENTS 65+	MA PER 100 65+	NO PLAN, PER 1,000 65+	INCOME PER PERSON, 2024	ADULTS WITH DIABETES	NO RELIABLE RIDE
Fulton	136,734	64.4	49.0	\$111,238	10.9%	8.4%
DeKalb	105,276	68.4	41.4	\$71,376	13.0%	9.5%
Cobb	105,818	57.2	101.4	\$79,583	10.9%	7.3%
Gwinnett	110,790	71.6	86.3	\$57,291	12.6%	9.1%
Clayton	32,022	89.9	104.7	\$36,987	16.2%	15.5%
Cherokee	44,502	59.1	175.0	\$74,826	11.0%	6.2%
Forsyth	33,956	50.4	100.2	\$87,730	9.9%	5.0%
Henry	31,217	86.1	50.6	\$52,537	13.4%	9.9%
Douglas	18,051	82.9	68.4	\$47,602	13.6%	10.7%
Fayette	24,467	56.0	136.5	\$81,159	12.6%	6.1%

Source: US Census Bureau, ACS 2020 to 2024 5 year estimates, table B01001, residents 65 and over (Summary File posted Jan 29, 2026); MA members from the CMS county lookup, October 2026; our join, Oct 24, 2026. US Bureau of Economic Analysis, Regional table CAINC1 line 3, per capita personal income, 2024 (BEA API, pulled Oct 24, 2026; next county release Dec 2, 2026). CDC PLACES County Data, 2025 release (data.cdc.gov dataset i46a 9kgh, updated Dec 4, 2025): model based estimates from BRFSS 2023, adults 18 and over, crude prevalence. Loneliness and transportation are MISSING in 11 states that skipped that BRFSS module (CO, FL, KY, OR, PA, SD, TN, TX, VT, WA, WY). "No reliable ride" is the PLACES measure for lack of reliable transportation in the past 12 months. Built Oct 24, 2026.

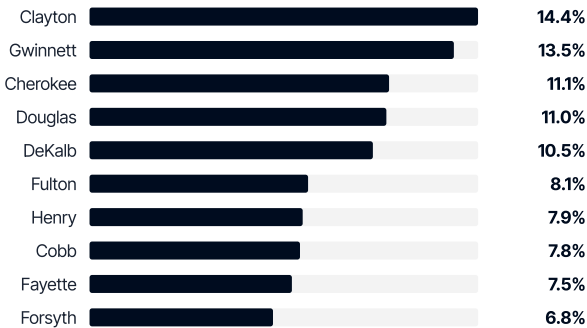
Use it inside CMS marketing rules. These are county numbers, not lists of people. Use them to plan your days and your events. Contact a beneficiary only as 42 CFR 422.2264 allows.

NEW: CENSUS SAHIE AND IRS SOI

Where your next clients live, by ZIP

County numbers plan your week. ZIP numbers plan your day. The bars show people aged 50 to 64 with no coverage, who reach Medicare with no current coverage to compare against. The table ranks your ZIPs by tax returns filed by someone 60 or older.

Uninsured, ages 50 to 64, 2023



Source: US Census Bureau, Small Area Health Insurance Estimates (SAHIE) 2023, Census API timeseries/healthins/sahie, all incomes, pulled Oct 24, 2026. SAHIE covers people under 65 only. Built Oct 24, 2026.

12 ZIPs with the most returns filed by people 60+

ZIP	COUNTY	RETURNS 60+	SHARE OF RETURNS	AGI PER RETURN
30188	Cherokee	9,380	27%	\$106k
30043	Gwinnett	8,670	20%	\$70k
30040	Forsyth	8,510	23%	\$129k
30024	Gwinnett	8,470	21%	\$140k
30062	Cobb	8,430	27%	\$138k
30041	Forsyth	8,250	24%	\$143k
30127	Cobb	8,050	24%	\$80k
30075	Fulton	8,040	31%	\$192k
30066	Cobb	7,650	26%	\$102k
30064	Cobb	7,590	31%	\$128k
30114	Cherokee	7,510	26%	\$96k
30022	Fulton	7,470	24%	\$167k

Across 126 ZIPs in your 10 counties, 468,460 of 2,277,100 returns (21%) list a primary filer 60 or older.

Source: IRS Statistics of Income, Individual Income Tax Statistics by ZIP Code, tax year 2022 (22zpallagi.csv), pulled Oct 24, 2026. Elderly returns have a primary taxpayer aged 60 or older. ZIPs placed in the county holding most of their land, per the US Census Bureau 2020 ZCTA to county relationship file. ZIPs with 500 or more returns. AGI is adjusted gross income, tax year 2022. Built Oct 24, 2026.

Use it inside CMS marketing rules. These are ZIP totals, not lists of people. Use them to choose event sites and office hours. Contact a beneficiary only as 42 CFR 422.2264 allows.

WHAT ARRIVES THIS YEAR

One payment. Your counties, all year.

Every month

- A report on your counties: members gained and lost by county and insurer.

In October

- The AEP County Kit for your counties, with the crosswalk sheet: every plan that ends, where CMS moves each member, and what is still sold.

In February

- A landing report: where your counties' members went after open enrollment.

The price

\$990 a year

paid once. Up to 10 counties in one state.

How fast

Within 3 business days of each CMS monthly release.

Your part

Name your state and up to 10 counties. That is all.

METHOD AND SOURCES

How we built every number

1. **Match.** Each 2026 plan in each county is matched to its 2027 fate in the CMS Plan Crosswalk: stays, moved by CMS to another plan, or ends. A plan that ends, or leaves the county, with no 2027 plan to land in counts as "no plan to land in".
2. **Count.** Members come from the CMS CPSC file for October 2026, by contract, plan and county. CMS hides counts of 10 or fewer. We count them as 0, so every member figure is a floor.
3. **Group.** Contracts roll up to the parent organization as CMS prints it that month.
4. **Check.** Your counties tie out: stays plus moved plus ends equals members counted ($285,781 + 9,377 + 52,041 = 347,199$). A Check sheet in every client file ties each number to its file and date.

Files used in this sample

FILE	RELEASE OR DATA DATE
CMS 2027 Plan Crosswalk	Oct 1, 2026
CMS CY2027 Medicare Advantage plan file	data last updated Oct 18, 2026
CMS CY2026 Medicare Advantage plan file	data last updated Sep 2, 2026
CMS Monthly Enrollment by CPSC, October 2026	posted Oct 14, 2026
CMS Monthly Enrollment by CPSC, September 2026	Sep 2026
CMS MA State/County Penetration	Oct 2026, file dated Oct 1, 2026
US Census Bureau cartographic boundary files, counties and states, 1:20,000,000	2024
US Census Bureau ACS 2020 to 2024 5 year, table B01001	Summary File posted Jan 29, 2026
BEA CAINC1 per capita personal income by county	2024 data; pulled Oct 24, 2026
CDC PLACES County Data, 2025 release	updated Dec 4, 2025; BRFSS 2023
Census SAHIE county estimates, Census API	2023 estimates; pulled Oct 24, 2026
IRS SOI ZIP Code data, 22zpallagi.csv	tax year 2022
Census 2020 ZCTA to county relationship file	2020 vintage

Limits

Members counted in county rows sit below contract totals because CMS hides small cells. This is a sample built from public files. It endorses no plan and is not enrollment advice.

Images: all charts and maps made by Health and Tech Now from the files above. Census shapes are public domain US government data. Non CMS numbers carry their own source line on each page; anything we could not pull is marked MISSING.