

Three states, one rival, *one set of numbers*

Your team works three states and watches one rival, and everyone pulls their own numbers. This is the month a Group plan sends for Texas, Florida and Georgia, with a Humana tracker.

6,918,488

MA members in your 3 states, Oct 2026

CMS CPSC, Oct 14, 2026

+13,344

members since September
CMS CPSC, Sep and Oct 2026

605,902

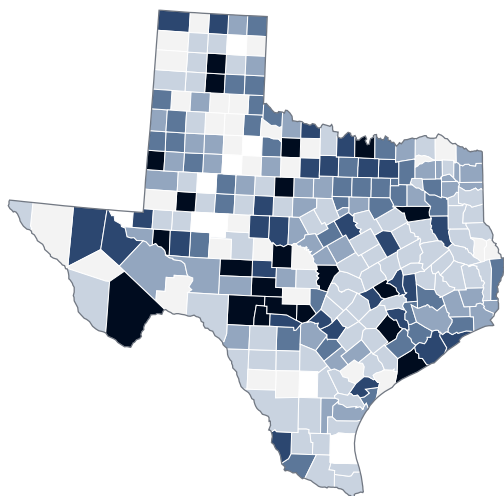
with no 2027 plan to land in
CMS crosswalk run, Oct 23, 2026

385,061

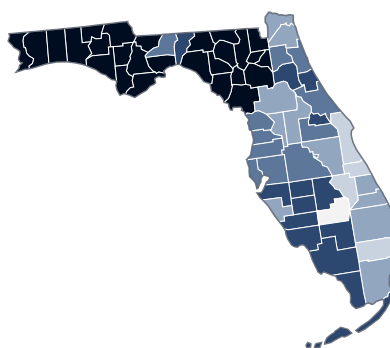
moved by CMS to another plan

Same files

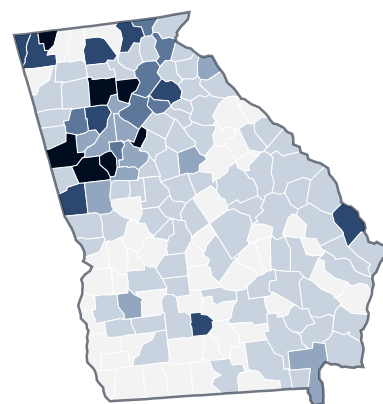
Texas



Florida



Georgia



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

Maps: share of each county's MA members whose plan ends with no 2027 plan to land in. 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 three states in one page

THE PROBLEM

Your team works three states and watches one rival. Each person pulls a different CMS file on a different day, and the numbers never match in the meeting.

- **Texas:** 2,741,302 MA members in October 2026 (+6,182 since September). 200,898 have no 2027 plan to land in; UnitedHealth holds 70,007 of them. Source: CMS CPSC Sep and Oct 2026; CMS 2027 Plan Crosswalk.
- **Florida:** 3,054,956 MA members in October 2026 (+4,976 since September). 320,430 have no 2027 plan to land in; Humana holds 232,193 of them. Source: CMS CPSC Sep and Oct 2026; CMS 2027 Plan Crosswalk.
- **Georgia:** 1,122,230 MA members in October 2026 (+2,186 since September). 84,574 have no 2027 plan to land in; CVS Health (Aetna) holds 37,881 of them. Source: CMS CPSC Sep and Oct 2026; CMS 2027 Plan Crosswalk.
- **Humana,** the rival in this sample, holds 2,039,397 members across the three states. Source: CMS CPSC, Oct 2026.

What changes for your team

- Everyone works from one file per state, three business days after CMS posts it.
- The rival's members, plans, counties and stars arrive each month, next to its SEC count.
- Two questions a month get a sourced answer in 5 business days.
- Your systems pull the three states' JSON files with one feed key.

In this sample

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SIDE BY SIDE

Your three states on one table

STATE	MA MEMBERS, OCT	SINCE SEP	MOVED BY CMS	NO PLAN TO LAND IN	SHARE	COUNTIES WITH FEWER PLANS
Texas	2,741,302	+6,182	241,091	200,898	8.9%	197 of 254
Florida	3,054,956	+4,976	121,857	320,430	11.4%	58 of 67
Georgia	1,122,230	+2,186	22,113	84,574	9.3%	109 of 159

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. CMS Monthly Enrollment by CPSC, September and October 2026 (October posted Oct 14, 2026); our County Market Report run, Oct 2026. Fewer plans: CMS CY2026 and CY2027 plan files. Built Oct 24, 2026.

Share of members with no 2027 plan to land in



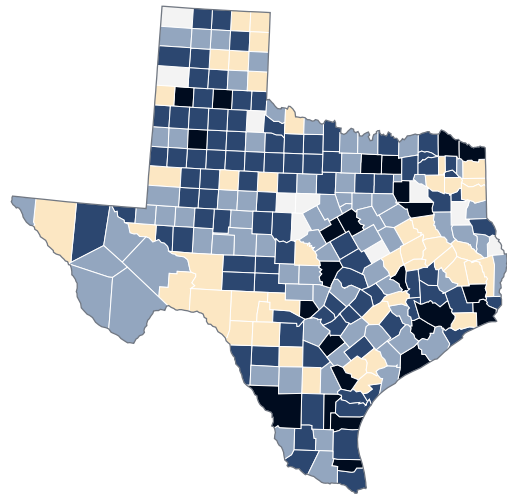
Plan type mix, October 2026

	HMO	PPO	Specialty	Employer
Texas	39%	20%	24%	17%
Florida	33%	25%	34%	8%
Georgia	19%	32%	30%	19%

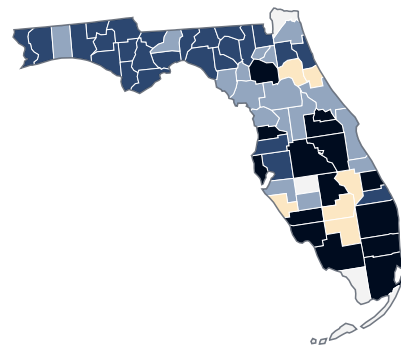
Source: CMS Monthly Enrollment by CPSC, September and October 2026 (October posted Oct 14, 2026); our County Market Report run, Oct 2026. Built Oct 24, 2026.

Where plan choice shrinks for 2027

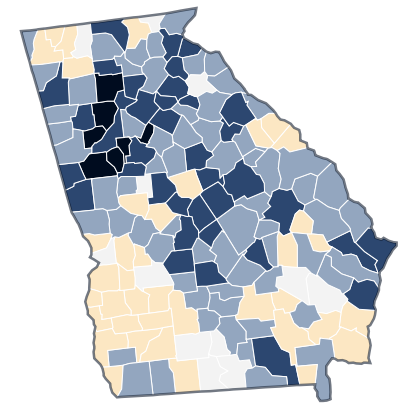
Texas



Florida



Georgia



Change in MA plans offered by county, 2026 to 2027

10+ fewer 5 to 9 fewer 1 to 4 fewer same more

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. County shapes: US Census Bureau cartographic boundary files 2024. Built Oct 24, 2026.

INSURER SHARE

Who holds each state

Each cell is the parent's share of the state's Medicare Advantage members in October 2026, in percent. The ten largest parents across your three states.

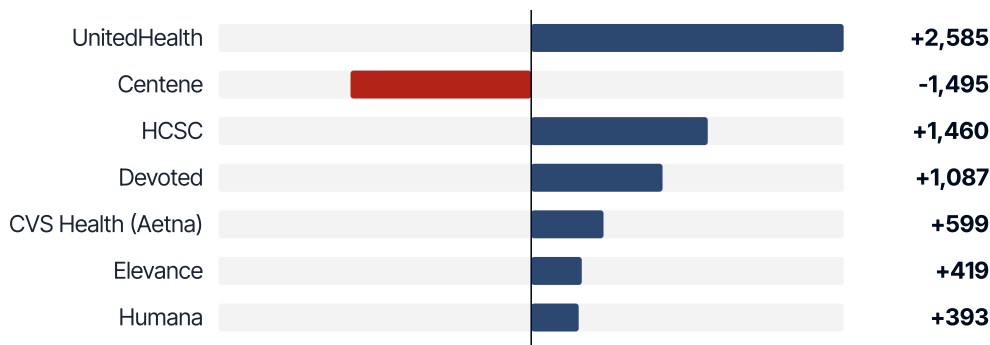
	Texas	Florida	Georgia
UnitedHealth	47.9	28.8	28.2
Humana	20.0	38.0	29.4
CVS Health (Aetna)	7.3	8.7	17.7
Elevance	2.6	9.4	8.5
HCSC	11.2	0.6	3.0
Centene	3.8	1.6	2.6
Devoted	2.1	1.9	4.0
ewell Mutual Holding Corporation	0.0	4.4	0.0
Baylor Scott & White Health	1.7	0.0	0.0
Kaiser	0.0	0.0	3.8

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.

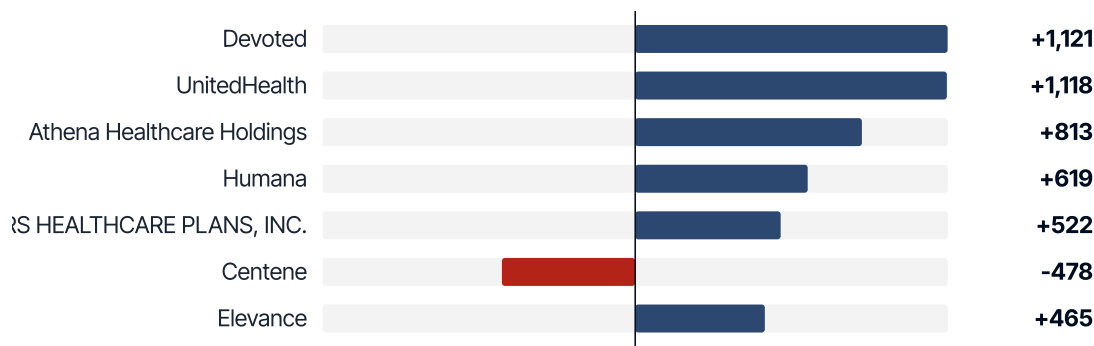
THIS MONTH'S MOVERS

Who gained and lost members, September to October 2026

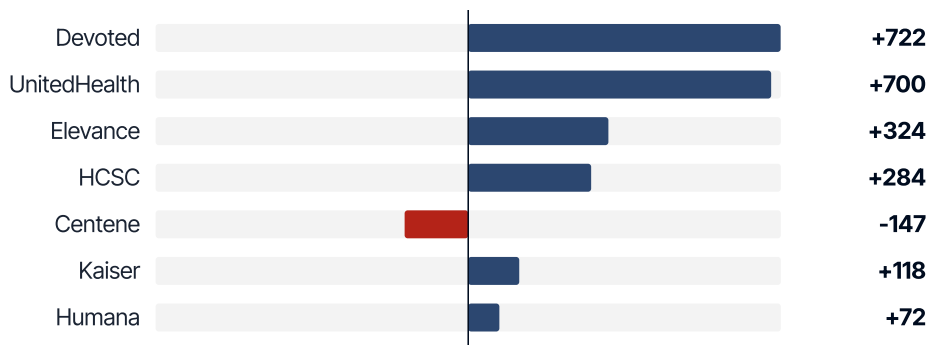
Texas



Florida



Georgia



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.

COMPANY TRACKER, INCLUDED

Humana in your three states

7,193,552

Humana MA members nationally, Oct 2026

CMS Monthly Enrollment by Plan

3.84 to 4.18

member weighted stars, 2026 to 2027

CMS Star Ratings; 37 contracts

10-Q

latest periodic SEC filing, filed 2026-07-29

EDGAR accession 0000049071-26-000050

Humana MA members, October 2026



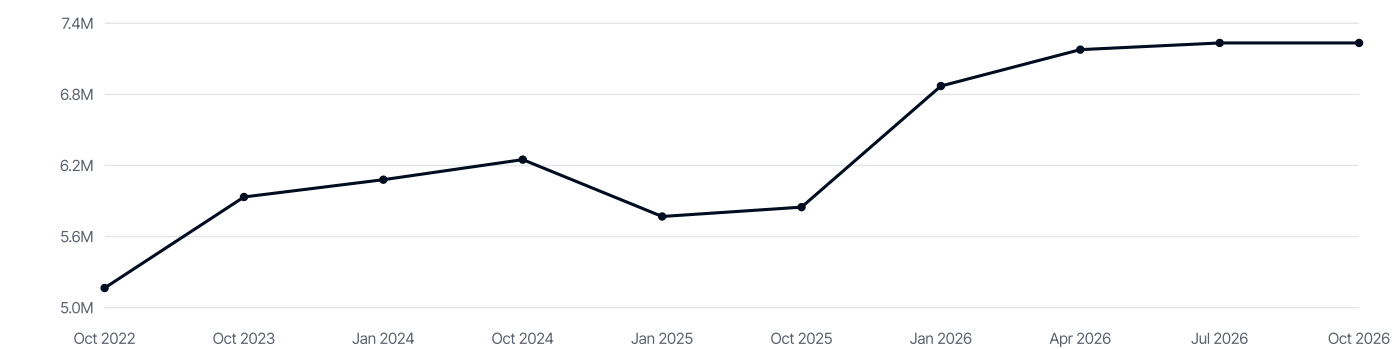
Humana members with no 2027 plan to land in



Change since September: Texas +393; Florida +619; Georgia +72.

Source: CMS Monthly Enrollment by CPSC, September and October 2026 (October posted Oct 14, 2026); our County Market Report run, Oct 2026. 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. National: CMS Monthly Enrollment by Plan, Oct 2026; CMS Star Ratings 2026 and 2027; SEC EDGAR. Built Oct 24, 2026.

Humana members nationally, October 2022 to October 2026, millions



Source: CMS Monthly Enrollment by Contract, October 2022 through October 2026 (10 files), contracts summed by parent organization. Built Oct 24, 2026.

The full Company Tracker covers members, plans, counties and stars in every state each month, next to the count the company reports to the SEC.

NEW: FEDERAL REGISTER

Rules that move the numbers, with their comment deadlines

Three states, one set of rules. The Group plan adds a daily Federal Register read and a table of your states by the people in them.

Federal Register: CMS rules and notices, last 30 days

CMS published 21 documents from Sep 24 to Oct 24, 2026. 12 still take comments. The desk lists each one with its deadline and link.

PUBLISHED	TYPE	TITLE	COMMENTS CLOSE
Oct 21, 2026	Notice	Privacy Act of 1974; Matching Program FR Doc. 2026-21491	Nov 20, 2026
Oct 20, 2026	Proposed Rule	Medicare Program; Implementation of Sections 6219, 6220, and 6224 of the Consolidated Appro... FR Doc. 2026-21420	Dec 15, 2026
Oct 8, 2026	Proposed Rule	Clinical Laboratory Improvement Amendments of 1988 (CLIA); Virtual Access, Gynecologic Cyto... FR Doc. 2026-20613	Dec 7, 2026
Oct 2, 2026	Rule	Global Benchmark for Efficient Drug Pricing (GLOBE) Model FR Doc. 2026-20281	none listed
Oct 1, 2026	Rule	Medicare Program; FY 2027 Inpatient Psychiatric Facilities Prospective Payment System Rate... FR Doc. 2026-20134	none listed
Oct 1, 2026	Rule	Medicare Program; Inpatient Rehabilitation Facility Prospective Payment System for Federal... FR Doc. 2026-20131	none listed

Source: Federal Register API (federalregister.gov), documents published Sep 24 to Oct 24, 2026, pulled Oct 24, 2026. Titles shortened. Built Oct 24, 2026.

Your states by the people in them

STATE	RESIDENTS 65+	MA PER 100 65+	NO PLAN, PER 1,000 65+	MEDIAN COUNTY INCOME, 2024	MEDIAN COUNTY ADULT DIABETES	MEDIAN COUNTY, NO RELIABLE RIDE
Texas	4,056,252	67.6	49.5	\$58,430	14.5%	MISSING
Florida	4,781,978	63.9	67.0	\$55,224	14.3%	MISSING
Georgia	1,636,809	68.6	51.7	\$47,386	15.7%	11.1%

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. 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. 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). Built Oct 24, 2026.

TWO BRIEFS A MONTH

Ask it plainly. Get the file behind the answer.

Brief 1: In which of our three states do members face the most plan exits per 1,000?

STATE	MEMBERS COUNTED	NO PLAN TO LAND IN	PER 1,000	LARGEST PARENT WITH EXITS
Florida	2,818,974	320,430	114	Humana (232,193)
Georgia	913,182	84,574	93	CVS Health (Aetna) (37,881)
Texas	2,268,310	200,898	89	UnitedHealth (70,007)

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.

Brief 2: Which counties in our states lost the most plans for 2027?

COUNTY	PLANS 2026	PLANS 2027	CHANGE
Henderson, TX	57	36	-21
Orange, FL	123	106	-17
Collin, TX	97	81	-16
Polk, FL	126	110	-16
Harris, TX	114	99	-15
Osceola, FL	127	112	-15
Seminole, FL	128	113	-15
Kaufman, TX	60	46	-14

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.

WHAT ARRIVES EACH MONTH

One team, one set of numbers

Every month

- The County Market Report for up to 3 states.
- 1 Company Tracker.
- 2 briefs a month.
- A feed key for your 3 states.

Each season

- In October: AEP County Kits for your states, with the share license.
- In February: a landing report.

The price

\$750 a month

or \$7,500 a year (two months free). Three month minimum.

How fast

Within 3 business days of each CMS monthly release. Briefs in 5 business days.

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.** Each state ties out: stays plus moved plus ends equals members counted (TX $1,826,321 + 241,091 + 200,898 = 2,268,310$; FL $2,376,687 + 121,857 + 320,430 = 2,818,974$; GA $806,495 + 22,113 + 84,574 = 913,182$). 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 Monthly Enrollment by Plan	Dec 2025, Jun 2026, Oct 2026
SEC EDGAR, Humana Inc. filings	10-Q filed 2026-07-29
CMS MA State/County Penetration	Oct 2026, file dated Oct 1, 2026
CMS 2027 Star Ratings Data Tables	Oct 8, 2026
CMS 2026 Star Ratings Summary Ratings	Jul 22, 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
Federal Register API, CMS and FDA documents	Sep 24 to Oct 24, 2026

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.