

Table 1. Enrollment in Medicare Advantage and Other Prepaid Plans, by Location of Residence and by Type of Plan, 2015-2023

Type of Plan*	March 2015		March 2019		March 2023	
	Rural	Total	Rural	Total	Rural	Total
Medicare Advantage	1,904,895	16,033,542	2,720,047	21,649,498	4,563,509	30,666,789
HMOs/POS	602,930	10,525,129	940,698	13,423,471	1,806,852	17,511,824
PFFS	118,236	256,143	56,685	114,203	15,448	34,160
PPOs and other MA	1,183,729	5,252,270	1,722,664	8,111,824	2,741,209	13,120,805
Other prepaid plans	174,308	619,005	115,250	311,579	123,175	297,136
TOTAL**	2,110,971	16,627,766	2,876,623	21,912,457	4,723,567	30,877,805
	Percent of Medicare Population		Percent of Medicare Population		Percent of Medicare Population	
Medicare Advantage	19.4%	30.0%	25.8%	36.1%	40.8%	47.6%
HMOs/POS	6.2%	19.7%	8.9%	22.4%	16.2%	27.2%
PFFS	1.2%	0.5%	0.5%	0.2%	0.1%	0.1%
PPOs and other MA	12.1%	9.8%	16.4%	13.5%	24.5%	20.4%
Other prepaid plans	1.8%	1.2%	1.1%	0.5%	1.1%	0.5%
TOTAL**	22.9%	33.8%	29.1%	40.3%	45.1%	52.3%

Source: RUPRI Center for RURAL Health Policy Analysis, based on Centers for Medicare and Medicaid Services (CMS) data as of March 2023

*Excludes enrollees in US territories.

**CMS censors enrollment counts in any county and plan if the plan enrolls 10 or fewer beneficiaries in that county. Hence, plan type enrollment counts do not sum to the total enrollment numbers (from a different data source).

Other prepaid plans include cost plans and demonstration plans. HMO = health maintenance organization; MA = Medicare Advantage; PFFS = private fee-for-service; POS = point of service; PPO = preferred provider organization