

Building Compliance Confidence and Marketing Clarity to Required Materials with Arkansas Superior Select



EXECUTIVE SUMMARY

Arkansas Superior Select is a long standing client and valued partner of BluePeak Advisors. Through an ongoing collaborative relationship, BluePeak provides subject matter expertise that complements the organization's compliance and operational teams—supporting continuous strengthening of compliance practices, member communications, and required materials.

Over many years, BluePeak has partnered closely with Arkansas Superior Select as an independent reviewer of key member materials and as a strategic advisor to the compliance team. Together, we have worked to assess documentation, clarify benefit processes, validate regulatory interpretations, and align approaches with industry best practices.

This collaborative approach has enhanced transparency, improved internal alignment, and supported clear, compliant communication with members. The partnership reflects a shared commitment to regulatory excellence and member experience, reinforcing BluePeak's role as a flexible, responsive advisor that adapts to evolving needs while supporting long term program sustainability.

CLIENT BACKGROUND

Arkansas Superior Select is an established Medicare Advantage organization offering Special Needs Plans with an internal team dedicated to developing marketing and member-facing materials. As a participant in the BluePeak Advantage Program, Arkansas Superior Select leverages external expertise to supplement internal capabilities and ensure accuracy, compliance, and clarity in highly regulated environments.

CHALLENGES

Ensuring Accuracy, Consistency, and Clarity

Arkansas Superior Select maintains an in-house team responsible for creating required marketing and plan documents, including the Evidence of Coverage (EOC), Annual Notice of Change (ANOC), and Summary of Benefits (SB). Despite strong internal processes, the organization sought BluePeak for an independent, expert review to confirm regulatory alignment to model materials, validate benefit accuracy, and identify gaps or inconsistencies

METHODOLOGY


Independent Review & Collaborative Feedback

For required member materials, BluePeak conducted thorough, independent reviews with a focus on regulatory compliance with the CMS models, alignment between the filed Plan Benefit Package (PBP) with CMS and operational processes, and member comprehension and transparency. BluePeak's team of seasoned Subject Matter Experts (SMEs) provided timely responses based on historical work with the client, experience across a diverse client base, an awareness of industry trends and best practices. Findings were shared collaboratively, prompting constructive internal discussions and refinement.



 info@bluepeak.com

 www.bluepeak.com

 630-694-5215

Case Study: Building Compliance Confidence and Marketing Clarity to Required Materials with Arkansas Superior Select

RESULTS



Increased Compliance Confidence

Validation of model material alignment, benefit accuracy, and best-practice guidance to meet CMS expectations.



Improved Member Transparency

Clearer, more accurate documentation enhanced member understanding of benefits.



Enhanced Member Satisfaction

Accurate, transparent communication contribute to greater member understanding of benefits, operational practices, which lead to an improved member experience.



TESTIMONIAL

“BluePeak has been an invaluable partner in strengthening our compliance program and overall audit readiness. Their expertise in interpreting complex regulatory requirements has helped us to better understand and meet CMS expectations. From thoughtfully reviewing our Annual Enrollment Period member materials to providing clear, actionable guidance on regulatory questions, their support has enhanced both the accuracy and quality of our communications. We truly value their partnership and the confidence they bring to our compliance efforts.”

-Tara Morgan, CHC, HCAFA, PAHM, Compliance Officer



CONCLUSION

A Trusted Partnership

Over years of collaboration, BluePeak has become a trusted partner to Arkansas Superior Select—providing more than reviews and answers. With deep SME expertise, experience across a diverse client base, high responsiveness, and a flexible approach, BluePeak supports Arkansas Superior Select’s mission to deliver compliant, transparent, and member-focused materials.

