

# Member Churn Prediction Dataset

## MCPD v1.0 — Product Overview

### Executive Summary

The Member Churn Prediction Dataset (MCPD) is an enterprise-grade, Platinum-certified commercial intelligence dataset containing 1,000,000 member records across 155 intelligence fields spanning 12 domains. Sourced from CMS Medicare Advantage Enrollment, CMS Medicaid, ACA Marketplace, CAHPS surveys, CMS Star Ratings, and NCQA HEDIS measures, the MCPD delivers 83.0% real-world sourced intelligence. It is classified as Class A — Operational Transaction Dataset and achieves Platinum certification with a score of 97.2/100.

### Dataset Specifications

<b>Dataset Name</b>	Member Churn Prediction Dataset
<b>Acronym</b>	MCPD v1.0
<b>Classification</b>	Class A — Operational Transaction Dataset
<b>Certification</b>	Platinum — Score 97.2/100
<b>Record Count</b>	1,000,000 records
<b>Field Count</b>	155 fields
<b>Intelligence Domains</b>	12 domains
<b>Source Intelligence</b>	83.0% PUBLIC_SOURCE
<b>Coverage</b>	All 50 U.S. States, Plan Years 2022–2024
<b>Build Date</b>	June 03, 2026
<b>Publisher</b>	IntelligentPlatforms.net

### Intelligence Domains

Domain	Key Fields
1. Member Core Intelligence	Demographics, geography, eligibility, dual status, disability
2. Product Line Intelligence	Product code, plan type, enrollment dates, coverage continuity
3. Churn Intelligence	Churn status, churn code, disenrollment reason, competitor switch
4. Retention Intelligence	Retention segment, priority, intervention, outreach tracking
5. CAHPS & Satisfaction	CAHPS composite, 6 domain scores, NPS, engagement, loyalty
6. Utilization Intelligence	ER, inpatient, outpatient, PCP, specialist, Rx, telehealth visits
7. Financial Intelligence	Premium, claims, PMPM, MLR, LTV, revenue at risk, ROI, benchmarks
8. Quality Intelligence	Star rating, HEDIS composite, 4 HEDIS measures, quality tier

9. Operational Intelligence	Grievances, appeals, escalations, call center, portal, workflow
10. Compliance Intelligence	HIPAA, marketing consent, fraud flag, audit, CMS/NCQA compliance
11. Risk Intelligence	Churn risk, health risk, financial risk, SDOH, risk trajectory
12. Predictive Intelligence	30/60/90-day churn probability, LTV forecast, cost forecast, opportunity scores

## Commercial Applications

- Member churn prediction and early warning system development
- Retention campaign targeting and intervention prioritization
- Revenue at risk quantification and financial exposure modeling
- CMS Star Ratings improvement — CAHPS and HEDIS performance
- Medicare Advantage bid strategy and risk adjustment optimization
- Member lifetime value modeling and segmentation
- SDOH identification and social determinants intervention
- Compliance monitoring — CMS, NCQA, and state regulatory requirements
- AI/ML training for churn prediction and member risk scoring
- Health plan competitive benchmarking and market positioning