

# JULIA M. FRIEDMAN

FSA, MAAA

Principal and Consulting Actuary

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## Current Responsibility

Julia Friedman is a principal and consulting actuary with the Milwaukee office of Milliman. She joined the firm in 2010.

## Professional Work Experience

Julia has over 14 years of health actuarial experience in managed care pricing, strategic analysis, regulatory impacts, and competitive analysis; Julia's primary area of expertise is engaging with organizations who operate in the Medicare Advantage program. Julia leads the design and pricing of Medicare Advantage and Prescription Drug plans alongside her clients, assisting them in evaluating the impact of proposed legislative and regulatory changes, and in better understanding the financial and strategic impacts of the ever-changing Medicare Advantage landscape. Julia has served many types of organizations in her time with Milliman, including health plans, provider systems, union groups, and integrated delivery systems. Julia also directs the development of the Milliman MACVAT® tool suite. Julia is passionate about providing her clients with insights to live up to Milliman's mission: to serve our clients to protect the health and financial well-being of people everywhere. Specifically, she has developed over 300 Part C and Part D bids for a number of Medicare Advantage health plans, ranging from small to mid-size mature Medicare Advantage organizations, as well as PDP-specific bid development. Julia thrives on leading high-performing teams and mentoring younger actuaries in their career development. She is enthusiastic about the MA market and enjoys spearheading research within Milliman that focuses on innovative strategies to help our clients navigate new and emerging challenges in the MA marketplace.

## Professional Designations

- Fellow, Society of Actuaries
- Member, American Academy of Actuaries

## Education

BBA, Actuarial Science; Risk Management & Insurance, University of Wisconsin, Madison

## Presentations and Publications

- Medicare Advantage under pressure: How MA-PD plans are responding in 2025. Milliman Insight, October 2024.
- State of the 2024 Medicare Advantage industry: Dual-eligible plan valuation and benefit offerings. Milliman Insight, January 2024.
- State of the 2024 Medicare Advantage Industry: General enrollment plan valuation and benefit offerings. Milliman Insight, January 2024.
- 2023 Urban and Rural Differences in Medicare Advantage: Current landscape and plan considerations. Milliman Insight, April 2023.
- Prevalence of supplemental benefits in the general enrollment Medicare Advantage marketplace: 2019 to 2023. Milliman Insight, March 2023.
- Prevalence of supplemental benefits in the D-SNP Medicare Advantage marketplace: 2019 to 2023. Milliman Insight, March 2023.
- 2023 Combined Benefits in Medicare Advantage - Tracking benefit strategy and options. Milliman Insight, January 2023.
- Considerations for plan segmentation in Medicare Advantage bids. Milliman Insight, February 2023.
- Analysis of 2022 AEP enrollment results for Medicare Advantage plans. Milliman Insight, April 2022.
- Checking the boxes: Medicare Plan Finder and highlighted supplemental benefits. Milliman Insight, April 2022.
- Prevalence of supplemental benefits in the general enrollment Medicare Advantage marketplace: 2018 to 2022. Milliman Insight, April 2022.
- Combo benefits: Understanding the landscape of this innovative Medicare Advantage benefit in 2022. Milliman Insight, March 2022.
- Risk Adjustment – Comprehensive, Controversial, or Both? CCA Healthcare webinar series, October 2021.
- Trends in Medicare Advantage optional supplemental benefits. Milliman Insight, September 2021.
- Additional available upon request.