

# The Connecture Story

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Helping every Medicare consumer find their best fit plan through a positive and uniquely personal experience

***“There are now more people 65 and older than there are under the age of five.”***

National Geographic  
July 11, 2019



## History in the Making

One of the most significant demographic trends in U.S. history is the current growth of the population age 65 and over. And, in 2019, a historical worldwide shift has occurred. “There are now more people 65 and older than there are under the age of five.” (National Geographic, July 11, 2019).

These two age groups will continue to grow in opposite directions, placing increased burdens on our socioeconomic system. The aging trend is persistent, and the cost of supporting the elderly is far greater than caring for a younger population. By 2050, the number of people 65 and older will be double the number of children age five and under. Baby boomers (those born between 1946 and 1964) are living longer as life expectancy increases.

Today, 10,000 baby boomers reach the age of 65 every day and enter our Medicare system. Others are working longer and entering our Medicare system later. As the U.S. aging trend continues, change becomes inevitable for our government-controlled Medicare system—a system in which Connecture is deeply entrenched and committed.

## Connecture is the most widely adopted Medicare shopping and enrollment solution in the U.S.

For nearly two decades, Connecture technology has connected health insurance carriers and brokers to vital health plan data to help grow and scale their businesses with the goals of simplifying the selling of plans, demystifying Medicare and ultimately enrolling millions of consumers every year in their best fit plans.

With unique drug-pricing capabilities, Connecture arms consumers with reliable and time-tested out-of-pocket cost estimates to support better decision-making, helping to make our platform the most widely adopted Medicare shopping and enrollment solution in the U.S. today.

Connecture’s multi-channel automation saves consumers, carriers, brokers and call centers time navigating Medicare complexities, improving member satisfaction and retention. Our SaaS based-solution is out-of-the-box, configurable and fully integrated across multiple channels—consumer, broker and call center—a single platform supporting all Medicare plan types (MA, MAPD, PDP and MedSupp).

One of our key differentiators lies in our ability to deliver the most accurate out-of-pocket cost estimates that Medicare consumers rely upon to understand how much they will spend on their health care every year. Our ability to provide Medicare beneficiaries with the plan that’s right for them and assist each person through this complex process clearly sets us apart from competitors.



### **Our Next Generation of Technology**

In partnership with our customers, whose experience, expertise and insights we rely upon every day, we continue to invest in the next generation of platform capabilities, including improved mobile capabilities, innovative UX design and actionable data and insights. Speeding up time-to-market of new enhancements is our priority, as well as creating greater value for our customers in adapting to ongoing changes in the Medicare marketplace.

Connecture continues to provide the most innovative software tools that help carriers capture, convert and protect members. Our PlanCompare portfolio delivers exceptional capabilities across all channels – direct-to-consumer, broker and call center—allowing carriers and brokers to personalize the Medicare shopping and enrollment experience. Connecture’s “gold standard” drug pricing provides the information Medicare consumers need to find their best fit plans, resulting in increased enrollments, higher satisfaction from better plan knowledge and a lower risk of switching plans.

### **We continue to invest in all that is necessary to increase our expertise.**

Medicare is complex, and Connecture continues to invest in key personnel and knowledge to better understand our Medicare system and support customers in achieving and exceeding their membership growth and retention goals. Our customer services team is enhancing our implementation program with innovative strategies to optimize product value, improve customer satisfaction and increase broker adoption.

### **We offer customers unique opportunities to expand their Medicare business.**

Our carrier-FMO-broker distribution network is unparalleled. Our customers have access to an extensive, established network that has proven to consistently increase enrollments all year round. We did not get here alone. We will continue to grow our relationships and build trust in our technology, services and people.

### **We are both proud and humbled as the Medicare market leader.**

We would not be the market leader without our customers, employees, partners and investors, and we take our responsibility seriously. Our experience is deep and broad, and our commitment to exceptionally serving our customers is unwavering.

Connecture has been delivering compliant solutions for two decades. Supporting 9 of the 10 top U.S. health insurance carriers, more than 30 national and regional FMOs, and with nearly 4,300 plans on our platform, Connecture processed 715,000 plus Medicare enrollments in the past year. Our regular consumer market surveys from more than 10,000 respondents affords unique insights on consumer shopping and enrollment behavior, driving innovation in research and in development.

**“Connecture’s platform for Medicare shopping and enrollment has evolved from two decades of nurturing trusted relationships with carriers and brokers and providing them with proven technology, unparalleled distribution and the gold standard in drug pricing. Our goal is to help every Medicare consumer find their best fit plan through a positive and uniquely personal experience.”**

Grant Hoffman, CEO, Connecture

Connecture offers the most widely adopted Medicare shopping and enrollment solution, providing millions of consumers every year with a simple digital experience for finding their best fit plans.

**Visit [connecture.com](https://connecture.com), email [marketing@connecture.com](mailto:marketing@connecture.com) or call 800.379.9060.**