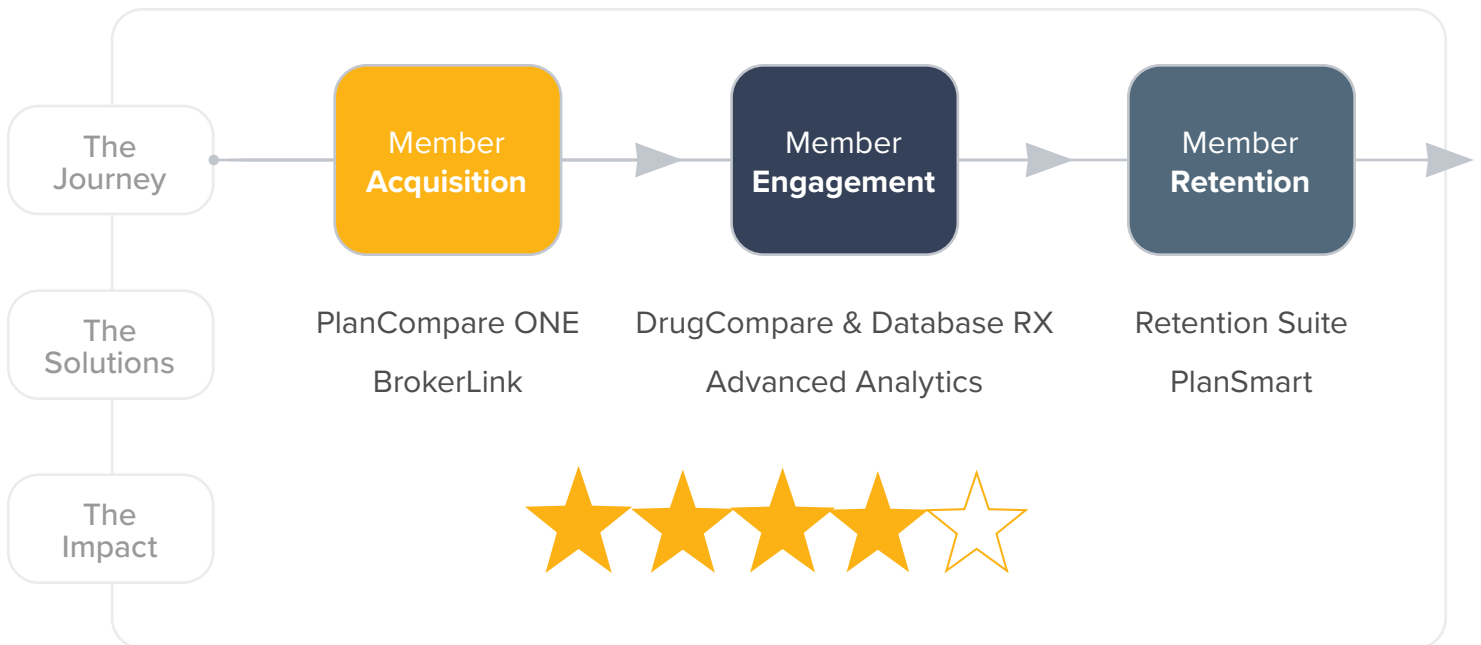


# Health Plan Solutions Improve the Member Experience



ConnectureDRX's innovative solutions are integral to the member journey that takes members from **acquisition** through **engagement** and all the way to **retention**.

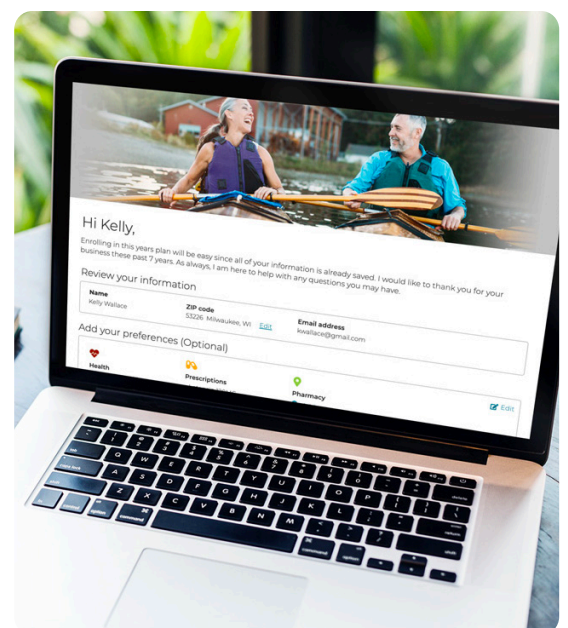
This journey results in a positive member experience that can elevate a health plan's Star Ratings.

## Member ACQUISITION

**PlanCompare ONE** – The member journey begins with our omni-channel shopping and enrollment platform. Decision support including “gold standard” drug pricing for medications and accurate out-of-pocket estimates helps beneficiaries select their best fit plans.

**BrokerLink** – The largest distribution network in the Medicare industry brings health plans and Medicare agents together.

This network alone was responsible for more than **300K enrollments** during the 2021 Annual enrollment period.



## Member ENGAGEMENT

**DatabaseRX** for health plans and **DrugCompare** for member self-service – Engage members by focusing on drug pricing transparency, lower-cost therapeutic alternatives and medication adherence.

**Advanced Analytics** - Analytical and technical capabilities include daily updates on enrollment trends, campaign effectiveness measurements, the ability to sort and filter without programming or database experience and ROI tracking.



## Member RETENTION

**Medicare Retention Suite** – Retain members year over year. Retention Suite provides a personalized shopping experience so members can compare their current plan and medications to upcoming plan year options.

**PlanSmart** – Member level insights power proactive engagement and distribution programs, including rapid disenrollment outreach programs and planned product migration strategies (e.g. PDP to MAPD), health changes, plan sunsets, new plans coming to market and more.

PlanSmart provides the insights and Retention Suite makes the right plan changes happen—all in advance of a potentially negative impact to member and health plan.

**Call Center Solution** – As with Medicare Retention Suite, we preload member data, including medications on the call center platform. This lets the member know their health plan understands their needs. Operationally, data preloading on the call center tool can cut call handling times by more than half.



### Our solutions and expertise help influence the following Star Ratings measures:

- **Overall Member Experience** – Measures for Customer Service, Rating of Health Plan, Rating of the Drug Plan
- **Decrease Member Complaints** – Measures for Complaints about Health Plan and/or Drug Plan, Members Choosing to Leave the Plan
- **Improve Medication Adherence** – Measures for Adherence for Diabetes, Hypertension and Cholesterol.
- **CAHPS surveys** – Using the member experience to help health plans identify their strengths and weaknesses and track quality improvements

**All of these adds up to a much more positive member journey and experience.**