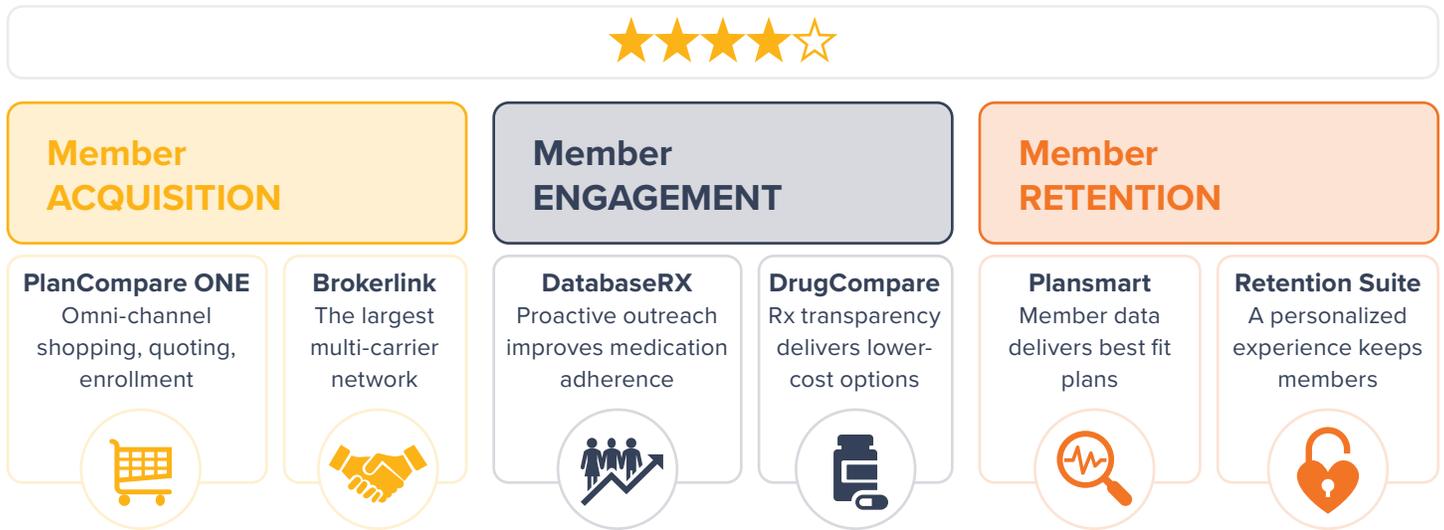


Health Plan Solutions Improve the Member Experience

The journey to an optimal member experience and higher Star ratings means paying particular attention to the member journey—from member **acquisition to engagement to retention**.

ConnectureDRX has solutions that impact every step of the member journey, addressing the challenges and opportunities of the changing Medicare industry we just highlighted, culminating in a much more rewarding and consistent member experience proven to impact your bottom line.



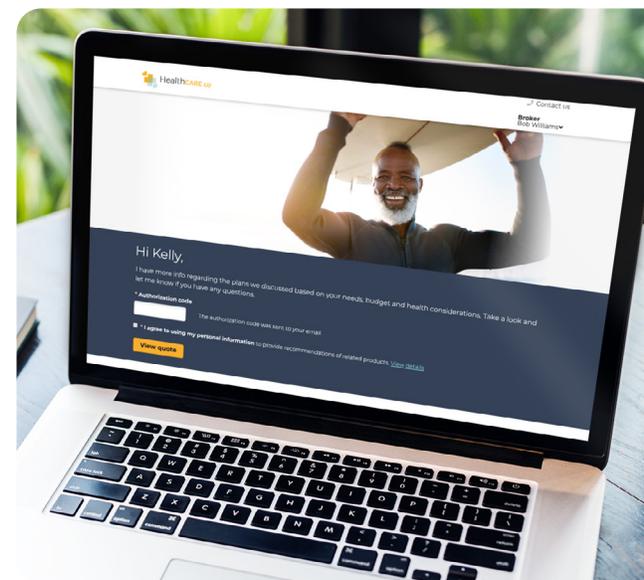
The following details each step in the member journey, along with the solutions that play a role.

Step 1: ACQUISITION

The right distribution network combined with the right platform can deliver a self-service shopping and enrollment experience that will ultimately reduce member acquisition costs.

PlanCompare ONE
PlanCompare ONE omni-channel platform provides ONE place to easily shop, quote and enroll, for both members and agents. Use on any device.

Brokerlink
Brokerlink is the largest agency distribution network in the Medicare Industry, connecting health plans to FMOs, eBrokers, agents and members. Our distribution network gets more eyes on every plan driving increased enrollments



PlanComare ONE offers opportunities within your own distribution channels. We can help you uncover the benefits of each:

- **Direct-to-consumer** – Encourage self-service enrollment knowing members will always find their best fit plans
- **Call Center agents** – Personalize the member experience when agents see member profiles including completed drug lists at their fingertips
- **Field agents** – Manage plan switching before it happens and keep members loyal to your brand

Step 2: MEMBER ENGAGEMENT

Once you have acquired members, it is time to ensure they are continuously engaged. The following proven solutions engage members with targeted data that provides a more personalized member experience:

Database Rx

engages members when they receive messages directly from their health plan pointing them to lower-cost therapeutic alternatives proven to increase medication adherence. It is this adherence, along with a positive member experience that will be reflected in higher Star ratings.

DrugCompare

works in tandem with DatabaseRX allowing members to self-serve on the health plan website to find lower-cost drug options they can speak to their prescribers about.

DrugCompare Example:

Auto-injectables for severe allergic reactions



Brand
\$310/ unit



Generic
\$161/ unit

57% Savings



DatabaseRX
Therapeutic Alternative
\$133/ unit

This two-pronged approach to providing greater drug pricing transparency—proactive outreach on the part of the health plan and member self-service capability empowers consumers with information, contributing greatly to a positive member experience.

Keep members engaged no matter when they are along the experience spectrum—new to your plan or have been with you for years. Your members will remember it was **their health plan that saved them money when the time comes to fill out CAHPS surveys.**

Step 3: MEMBER RETENTION

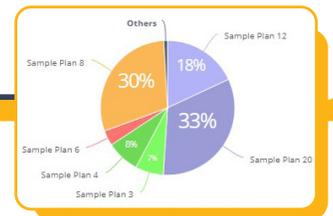
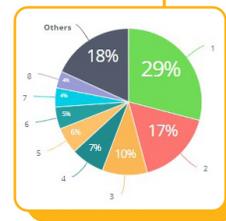
An active focus on member retention will help keep members loyal to your brand, especially when there are health, drug or plan changes that may cause members to search for another plan. Paying attention to retention helps prevent switching outside of the company brand.

Two important tools keep members with your health plan, if members are not in the most cost-effective plan or are negatively impacted by a plan change.

 **Plansmart** is a predictive analytics tool that identifies at-risk members.

Reports Include:

- **Plan-specific Member Migration Analysis** supports member migration (e.g. from PDP to MAPD, MedSupp to MAPD), plan sunsets and other scenarios.
- **Post-AEP Rapid Disenrollment Analysis** ensures members are enrolled in their best fit plans.
- **AEP Member Prep Analysis** can direct members to better plan options due to changes in prescriptions, plan coverage or due to new plans coming to market.
- **Commercial-to-Medicare Transition Analysis** is run on commercial members to identify their best fit Medicare plan.



 **Medicare Retention Suite** provides a seamless shopping experience with all cost estimates and personalized member messaging. Member data is preloaded on the platform. Members can shop all plans, see lower-cost alternatives to the current plan and view new plan alternatives if a plan is discontinued. Customized messages help health plans build and maintain a unique connection to every member.

Protect and Retain Members Impacted by:

- Retiree transition
- Aging into Medicare
- Switch prevention
- Plan (or formulary) changes and terminations

Member retention has also increased in importance with Star measures. New MA plans will continue to become available and new brands coming on board are looking for innovative ways to take engagement to a whole new level. These plans want to build trust with members, address barriers to wellness and simplify access to plan information and care.

Contact Us

Connecture.com | marketing@connecture.com

