

# Medicare Retention Suite for Health Plans

*Retain your members. Protect your brand.*



## Keep your membership intact and your brokers happy.

Now you can target at-risk members who may be browsing other Medicare plans and stay ahead of potential plan switching. Keep new retirees transitioning from commercial insurance loyal to your brand. Keep your brokers happy when you show them how to retain beneficiaries year-over-year with an optimal shopping experience.

Medicare Retention Suite offers your members a seamless shopping experience, including ALL COST estimates and PERSONALIZED messaging.

## Medicare Retention Suite includes pre-loaded personalized member and agent information, along with:

- Three (3) plan options of your choice
- Lower-cost alternatives to current plans
- New plan alternatives for when you discontinue a plan
- Shorter call center handling times. Members do not need to answer pre-qualification questions.
- Customized messages to help build and maintain strong connections to every member

**...to significantly expedite your enrollment process**

Protect and Retain your members with the program that's right for you and your target audiences.

Retiree  
Transition

Age-in  
Members

Switch  
Prevention

Plan Changes &  
Plan Terminations

“Speak” directly to each member based on their unique situation  
(transitioning from an employer plan to Medicare, changing plans and more)!

## Age-in Members

As members age, your health plan is with them every step of the way to simplify their Medicare journey.

**Customize your message to group insurance holders transitioning to Medicare.**

*Hi Susan,*

*As you age into Medicare, we will be with you every step of the way. As a loyal member we know your benefit preferences and found the best fit Medicare offerings for you. We're here to provide you confidence in your new Medicare journey!*

## Plan Changes & Plan Terminations

Prevent surprises when you proactively reach out to members and alert them about formulary changes or plans that will no longer be available. This gives you the opportunity to showcase new plan offerings or plan alternatives.

**Customize your greeting when there are plan changes.**

*Hi Amy,*

*We will no longer be offering your current plan for the upcoming year. However, we have selected best fit replacement plans based on what we know about you! Take a look below to enroll in your replacement plan. If you have any questions, feel free to call us.*

## Retiree Transition

Seamlessly transition members from commercial plans to the right Medicare plan. Provide familiarity and consistency with flexible branding options.

- Keep members loyal to your brand
- Reduce the likelihood of switching
- Ease the enrollment process for retirees

**Customize your message to group insurance holders transitioning to Medicare...**

*Hi James,*

*We want to make your transition from your employer plan to your new Medicare plan as seamless as possible. Below are the best fit plans based on what we know about you. We are here to help every step of the way!*

## Switch Prevention

Prevent surprises when you proactively reach out to members and alert them about formulary changes or plans that will no longer be available. This gives you the opportunity to showcase new plan offerings or plan alternatives.

**Customize your message to members and show them they are valued...**

*Hi Ted,*

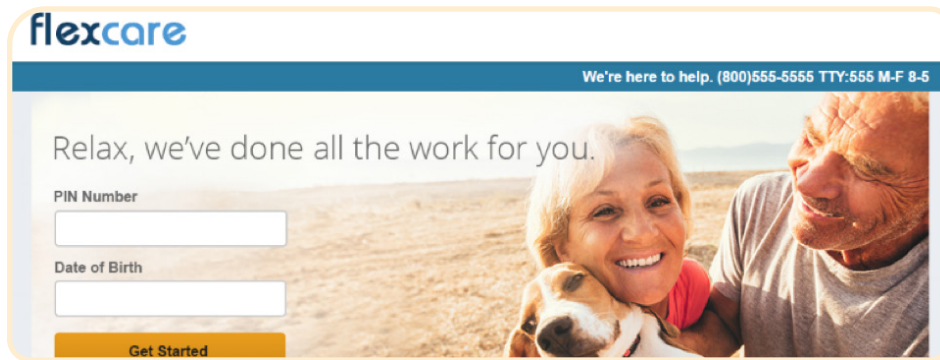
*As a valued member we want to provide you with the best shopping experience for the upcoming year. Below you will find your current plan details, as well as other plans that may be a good fit for you.*

## Show your brokers and agents how to retain their beneficiaries year-over-year.

### Medicare Retention Suite Includes:

1. **Member Communications** – Send instructions (via email or direct mail) for how to begin shopping for coverage and include PIN access to verify identity.

2. **Personalized URL (PURL)** – Send each PURL (unique identifier) with PIN to access the site, enabling you to customize shopping, enrollment and member communications. Send anytime throughout the year.



The screenshot shows the FlexCare website's PIN-based access form. At the top left is the FlexCare logo. Below it is a blue navigation bar with the text "We're here to help. (800)555-5555 TTY:555 M-F 8-5". The main content area features a large background image of an elderly couple smiling with a dog. Overlaid on the image is a form with the heading "Relax, we've done all the work for you." Below the heading are two input fields: "PIN Number" and "Date of Birth". At the bottom of the form is a yellow "Get Started" button.

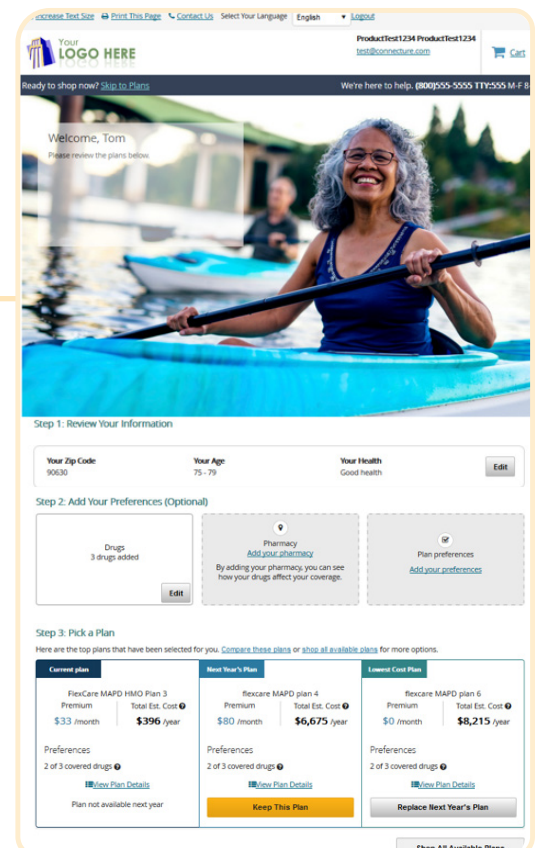
### 3. PIN-based Access

Ensure a personalized digital shopping and enrollment experience for every beneficiary.

### 4. Custom Greeting and Landing Page

Personalize every greeting and after entering PIN, member lands here to review plan information, including:

- Current plan
- Next year's plan
- Lowest cost plan options
- Access to all available plan options



The screenshot shows the FlexCare website's custom greeting and landing page. At the top is a navigation bar with links for "Your LOGO HERE", "ProductTest1234", and "test@connecticut.com". Below the navigation bar is a large image of a woman in a blue kayak on a lake. The page is titled "Welcome, Tom" and "Please review the plans below". The page is divided into three steps: "Step 1: Review Your Information", "Step 2: Add Your Preferences (Optional)", and "Step 3: Pick a Plan".

**Step 1: Review Your Information**

Your Zip Code 90630	Your Age 75 - 79	Your Health Good health	<a href="#">Edit</a>
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**Step 2: Add Your Preferences (Optional)**

Drugs 3 drugs added <a href="#">Edit</a>	Pharmacy Add your pharmacy By adding your pharmacy, you can see how your drugs affect your coverage.	or Plan preferences <a href="#">Add your preferences</a>
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**Step 3: Pick a Plan**

Here are the top plans that have been selected for you. [Compare these plans](#) or [shop all available plans](#) for more options.

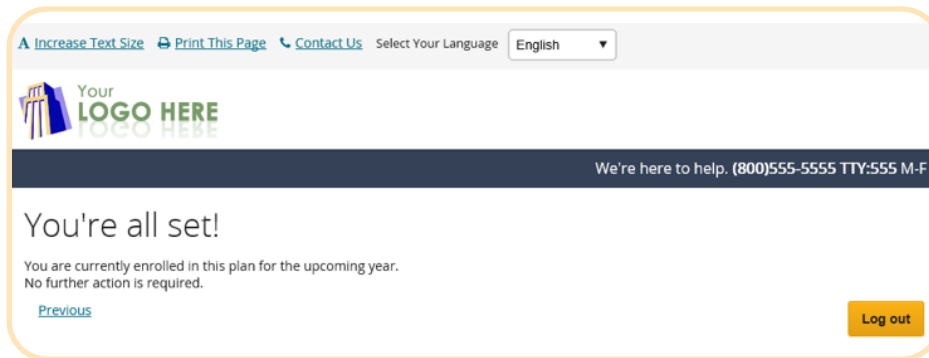
Current plan	Next Year's Plan	Lowest Cost Plan
FlexCare MAPD HMO Plan 3 Premium \$33 /month Total Est. Cost \$396 /year	flexcare MAPD plan 4 Premium \$80 /month Total Est. Cost \$6,675 /year	flexcare MAPD plan 6 Premium \$0 /month Total Est. Cost \$8,213 /year
Preferences 2 of 3 covered drugs <a href="#">View Plan Details</a> Plan not available next year	Preferences 2 of 3 covered drugs <a href="#">View Plan Details</a> <a href="#">Keep This Plan</a>	Preferences 2 of 3 covered drugs <a href="#">View Plan Details</a> <a href="#">Replace Next Year's Plan</a>

[Shop All Available Plans](#)

## 5. Plan Cost Savings – determined based on a pre-loaded member profile, including:

- Demographic information
- Current health plan details for plan change & termination
- Prescription drug list

## 6. Secure Shopping and Enrollment– HIPAA compliance and privacy gives members peace of mind



## 7. Enrollment Confirmation

Sent to members who keep their existing plan. (Note: If members change plans, they will continue seamlessly through the shopping experience).

## 8. The Benefits of Brand Loyalty – Reinforced through a strong digital presence



### About 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. With unique drug-pricing capabilities, Connecture arms consumers with reliable and time-tested out-of-pocket cost estimates to support better decision-making. Connecture's multi-channel automation saves consumers, carriers, brokers and call centers time navigating Medicare complexities, improving member satisfaction and retention.

Connecture has been delivering compliant solutions for 20 years. Supporting 9 of the 10 top U.S. health insurance carriers, more than 30 national and regional FMOs, and with 4,450 plans on our platform, Connecture processed over 715,000 Medicare and Medicare Supplement enrollment applications in the past year. Our regular consumer market surveys from more than 12,000 respondents affords unique insights on consumer shopping and enrollment behavior, driving innovation in research and development.

### Contact Us

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