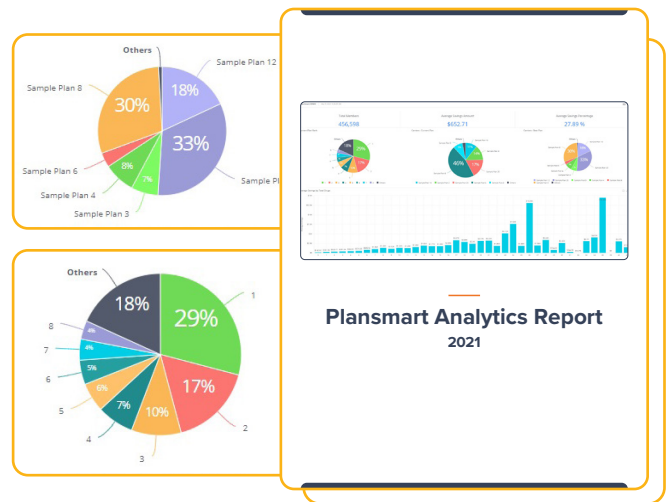


Plansmart Analytics

Leverage *Smart Analytics* to Create Member-Focused Campaigns

ConnectureDRX's predictive analytics tool, Plansmart, identifies at-risk members who may be negatively impacted by changes in their Medicare plans.

The Plansmart analytics engine takes consumer demographics, plan benefit and pricing information, along with medicine cabinet data, to create a highly targeted Consumer Impact Analysis that health plans use to proactively connect members to their best fit plan options.

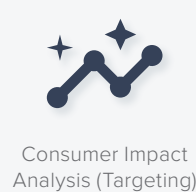
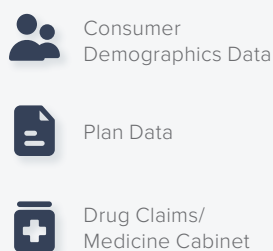


Leverage best fit plan analytics to create consumer-focused campaigns with the following reports:

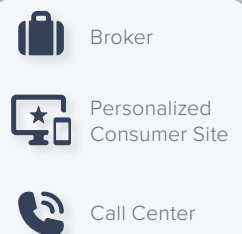
- **Plan-specific Member Migration Analysis** supports member migration (e.g. from PDP to MAPD, MedSupp to MAPD), plan sunsets and other scenarios. Rx data can be provided by Health Plan or PBM.
- **Post AEP Rapid Disenrollment Analysis** ensures members are enrolled in their best fit plans. Rx data comes from health plans, PBMs and members that enrolled through ConnectureDRX. (Data is pulled from medicine cabinets completed during the AEP shopping & enrollment process).

Note: If using ConnectureDRX medicine cabinet data, analysis can be provided on January 1st to support rapid disenrollment campaigns. This is an ideal time to address first year members.

- **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. Rx data can be provided by Health Plan, PBM or ConnectureDRX's member data.
- **Commercial-to-Medicare Transition Analysis** is run on commercial members to identify their best fit Medicare plan. Member RX data can be provided by Health Plan or PBM.



Proactive Personalized Member Outreach



Plansmart Analytics Benefits Include:

- Proactively connect with members and inform them of their best fit plan options by analyzing a book of business
- Identify those members most heavily affected by plan or formulary changes for the new plan year
- Use omni-channel connections across consumer, broker and call center sites to offer a more personalized experience
- Save time in handling calls
- Reassure members they made the right plan choice through more informed decision-making
- Provide a better member experience to positively impact
- CAHPS survey scores, HEDIS scores and Star Ratings
- Save members and health plans money

Health plans use Plansmart Analytics in tandem with the ConnectureDRX Medicare Retention Suite to target members uniquely who may be transitioning from an employer group plan, aging into Medicare, facing a plan termination and more.

Plansmart and Medicare Retention Suite

Two powerful tools that work together to
keep members loyal to your brand.



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