



Large national health plan secures 30%-member **RETENTION** rate with Medicare Retention Suite by ConnectureDRX

Retention Case Study

Challenge

A major U.S. health plan with 250,000 Medicare Advantage members was losing enrollees due to plan terminations and needed a solution to offer new plan options and personalized outreach.

Solution

The health plan implemented ConnectureDRX's Medicare Retention Suite on their PlanCompare ONE platform to help ensure members stayed with their health plan carrier during times of change.

The health plan aimed to reach two audiences impacted by insurance changes.

1. Members Aging into Medicare from group insurances
2. Members Impacted by the Sunsetting of Plans/Plan Terminations

Results

The health plan achieved nearly a 30% “self-service” conversion rate by getting members into other plans and kept members aging into Medicare loyal to their health plan brand.

Interested in Medicare Retention Suite - Take Action in Four Easy Steps

1. **Add a consumer page** – Set up Retention Suite on your PlanCompare ONE site for members to access.
2. **Preload data** – Member eligibility, drugs claim data and personal demographics.
3. **Tailored communication** – Guide members based their need:
 - a. Transitioning from U65 group insurance to Medicare
 - b. Seeking alternatives for drugs no longer covered
 - c. Choosing a new plan if their current plan is being sunsetted/terminated
4. **Secure access:** Provide each member with their own secure link (PURL) and PIN to access their personalized plan options, and more.