



Digital Transformation Boosts Medicare Enrollments

Retention Case Study

Summary

A non-profit health plan leveraged ConnectureDRX for shopping, quoting, enrollment, and retention, leading to increased Medicare enrollments and improved broker efficiency.

Challenge

Shifting broker and senior behaviors made internal systems inefficient. The plan needed a streamlined digital solution to manage increasing demands of AEP.

Solution

By adopting **ConnectureDRX's PlanCompare ONE Medicare Retention Suite**, the health plan enabled brokers, call center agents, and in-house teams to offer a seamless shopping and enrollment experience.

Preloaded member data (demographics, pharmacy claims) reduced call handling time from 20 minutes to 7 minutes per caller.

Results and Impact

- **Increased Efficiency** – Digital tools like quick quoting, voice signature, and text/email enrollments streamlined broker workflows.
- **Enhanced Member Experience** – Preloaded data simplified enrollment, reducing errors and increasing satisfaction.
- **Retention & Growth** – Medicare Retention Suite helped proactively engage members, minimizing plan switching and fostering loyalty.
- **Positive Broker Feedback** – Brokers praised the platform's ease of use and ability to connect with members more effectively.

Customer Testimonial

“Technology made brokers’ lives easier. Whether they were new or experienced, ConnectureDRX transformed the enrollment experience. Emailing or texting a consumer and receiving a response within minutes took efficiency to a whole new level.”

By embracing **ConnectureDRX's digital tools**, the health plan not only grew its **Medicare customer base** but also positioned itself for **long-term success** in an evolving healthcare landscape.