

ConnectureDRX Active Analytics Platform **NEW!**

Because Medicare Market Disruption is a Given

ConnectureDRX empowers organizations to leverage their real-time DATA for precise, targeted member outreach—Turning INSIGHTS into ACTION.

The **ConnectureDRX Active Analytics Platform** is a powerful member insights tool that gives agents, FMOs/ agencies, and health plans unprecedented clarity and transparency into their own data. Agents can now protect their book of business with proactive communications.

With real-time analytics, organizations can quickly identify risks, uncover opportunities, and respond to market changes with confidence. This transformational platform equips agents, sales managers, and executives with the data-driven insights needed to engage members directly—empowering them to make informed decisions and ACT when it matters most.

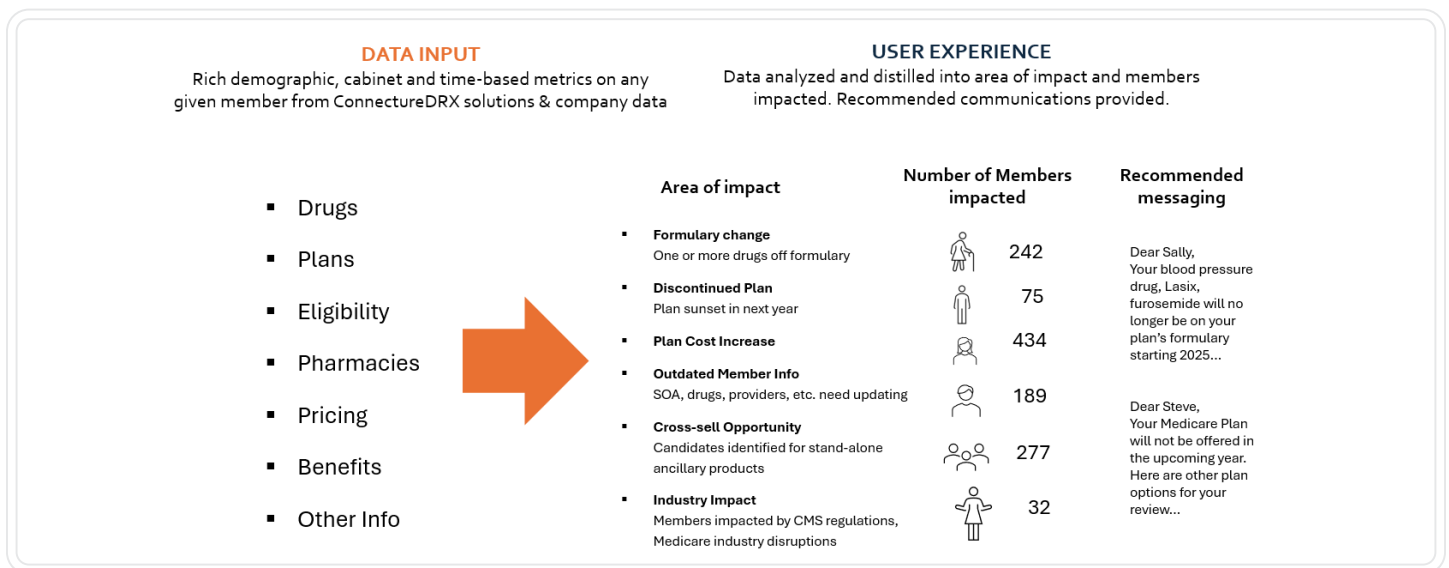
“The level of data was game-changing. It transformed anxiety and uncertainty into clear, smart decision making. Agents became more efficient, navigating the challenges of AEP with confidence. The result? Our biggest year of growth. This tool wasn’t just helpful—it was a game changer. It was like having a cheat code for AEP.”

Chris Hagerstrom
 Director of Marketing Strategy
 Jack Schroeder and Associates



Driving Action with Data

The Active Analytics Platform analyzes member personas and buying tendencies, allowing for more targeted conversations.



Those who see the data, can now act on it
with precision and impact.

AGENT VIEW

We analyze an agent's book of business and deliver detailed member insights to:

- Identify areas of impact/members affected to deliver targeted communications.
- Ensure non-impacted members are left undisturbed, increasing efficiency.
- Help mid-level managers collaborate more effectively with their agent teams.
- Aggregate eligible members for key insights to improve workflow.
- Boost agent efficiency, save time, and enhance productivity.

EXECUTIVE and MANAGER VIEW

Executives can view thousands of members at once, allowing them to quickly identify where members may be impacted. These insights also help executives assess agent performance, ensuring they can provide the right support where needed.

Sales managers can also be granted permissions to oversee their teams effectively. This includes agency owners at downline agencies, regional sales managers at health plans managing captive agents, and other leadership roles responsible for large groups of agents.

[Click here](#) to view Audience Impact Use Cases.

Flexible data model

ConnectureDRX can establish RULES to adapt to ongoing market disruption, by looking at future data points and managing challenges members and agents may encounter in ADVANCE.

Seamlessly Integrate with Existing CRMS & Communications Platforms

Use the customer management or communications tools your organization is most comfortable with to initiate member communication. ConnectureDRX's Active Analytics Platform established a secure and flexible integration

The Active Analytics Platform is a Stand-alone Tool.
It functions independently from ConnectureDRX solutions for Medicare shopping, quoting, enrollment and retention.