

PURL Plus (Shopping Link)

For PlanCompare ONE Medicare Shopping, Quoting and Enrollment platform

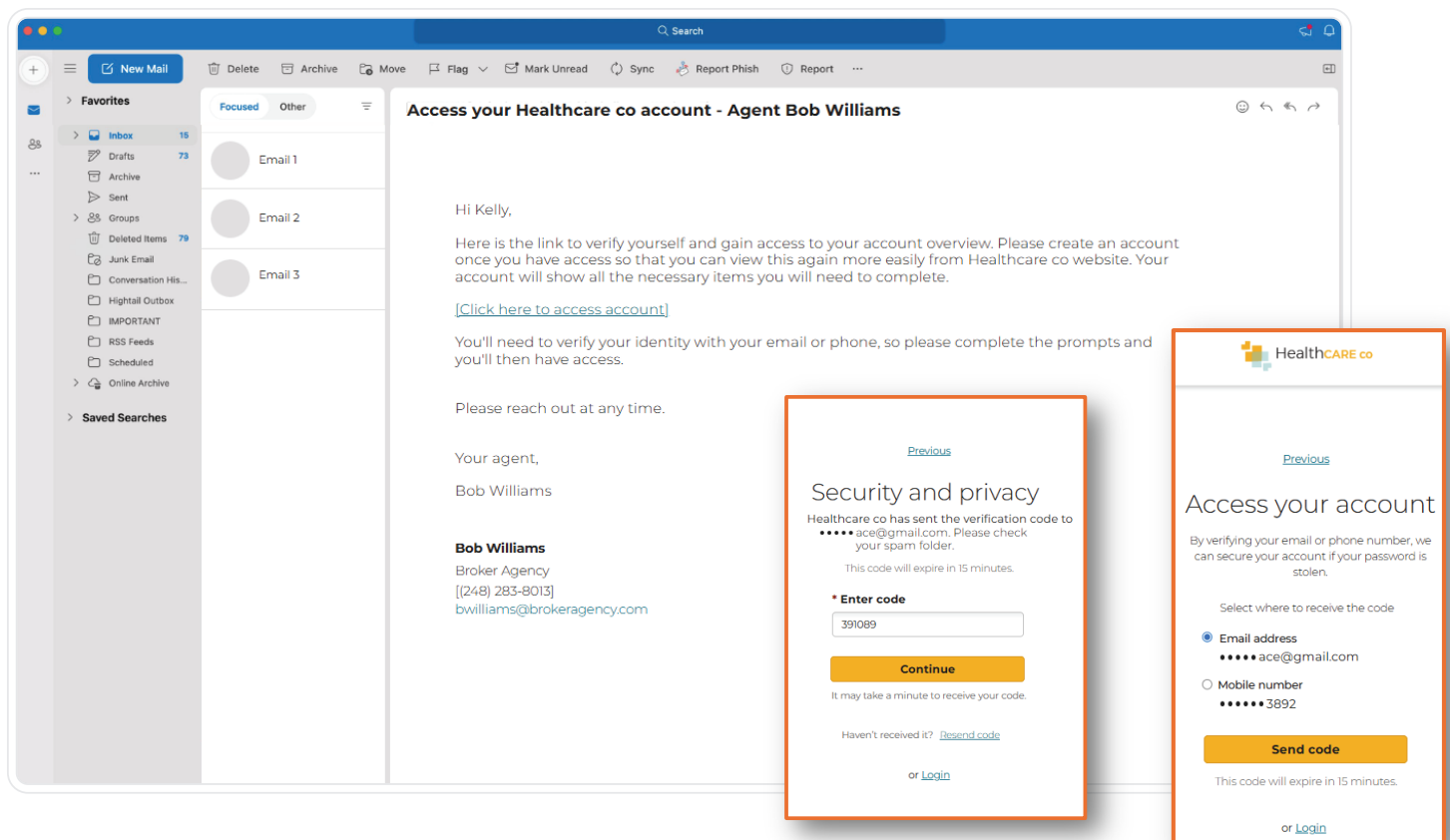
PURL Plus gives consumers a personalized STATIC shopping link that includes everything their agent wants them to see—like their current plan details and key information they can review and update themselves

PURL Plus Value to Broker/Agents

- **PURL Plus** expands self-service, letting consumers start shopping and exploring plans independently, driving more inbound activity.
- **Accelerates new business**, allowing consumers to initiate the process while agents stay focused on high-value opportunities.
- **Empowers agents year-round**, with secure access to personalized outreach tools and key enrollment actions during AEP, SEP or anytime.
- **Removes a key barrier to engagement** as no account is necessary, so consumers can shop and enroll with less friction.

Broker/Agent Perspective

- **PURL Plus** is a static link that is associated with each individual beneficiary profile. (It is not a universal link for all members).
- **No Account Required** - This link gives the beneficiary instant access to their information without having to create an account. By removing the login barrier, we've made it easier than ever to complete an enrollment.
- **Secure Access** - Agents send a secure email link to the beneficiary for identity verification. With two-way multi-factor authentication, beneficiaries can safely access their information without creating an account.



Consumer Perspective

Expands the original PURL shopping link with more self-service tools for consumers and proactive outreach support for agents.

A self-service dashboard that shows members current and past activity all in one place, including, among others:

- Scope of Appointments
- Quoting history
- Enrollment activity
- Preference updates: doctors, drugs, pharmacies, health status, eligibility

For example, a Scope of Appointment confirms compliance is in place for seamless shopping and enrollment, providing a digital history of all past enrollments with the broker, giving consumers full transparency and control at every step.

The screenshot displays the HealthCARE.co self-service dashboard. At the top, there's a header with the logo, user profile (Licensed agent Bob Williams), and navigation links (Cart, Login). The main content area is titled 'Account summary' and includes a 'Previous' link. Below this, there are three main sections: 'Scope of Appointment' (Completed, with a 'View' link), '1 Quote to view' (2 total quotes, with a 'View' link), and '2 Enrollments in progress' (2 total enrollments, with a 'View' link). A progress bar shows 'Review providers, prescriptions, pharmacies and other health questions' (4 of 7) with a 'View' link. Below this is the 'Enrollment history' section, listing two enrollments: 'Medicare Advantage Prescription Drug 2025' and 'Medicare Advantage 2024', each with submission details, confirmation numbers, and 'View application' and 'View post enrollment activities' links. Three callout boxes on the left provide detailed views of these sections: 'Scope of Appointment' lists topics like Medicare Advantage, Supplement, Prescription drug, and Ancillary products, marked as completed on 11/01/2018; 'Quotes (1 new)' shows two quotes for MAPD and Medicare Supplement, Prescription Drug, Vision, with 'View quote' buttons; 'Enrollments in progress' shows details for MAPD and Dental plans with 'Continue enrollment' buttons. A text box at the bottom right states: 'Members can view and update their quote and preferences, empowering them to manage shopping, quoting, enrollment and personal details independently, with no account required.'