

When you understand the rhythm of your market, you don't just respond... **You Set the Tempo.**
That's Active Analytics.

ENROLLMENT GROWTH

Growth Without Clarity Erodes Performance.

Enrollment has grown faster than plans can support, putting pressure on margins, benefits and care delivery.

Health Plan Challenge: Growth Outpaces Population Management

Rapid membership growth is outpacing plans' ability to effectively manage populations. The result is fragmented care, declining Star Ratings & margin pressure, as plans struggle to balance cost control with quality member support.

Active Analytics Solution: Turn Growth into Advantage



1. Real-Time Visibility Across Your Entire Population

Active Analytics delivers a live view of membership across geography, plan, SNP type and distribution channel, giving leadership complete clarity into where risk and opportunity exist.



2. Targeted Action That Improves Outcomes

- Identify exactly which members need attention, when to engage them and how to guide them to better-fit plans.
- Enable timely outreach and smarter alignment that drives better health outcomes, stronger Star Ratings and improved retention.



Manage Growth with Precision. Drive Performance At Scale. You Set the Tempo.

4 Ways Active Analytics Changes the Game

1. **Works with ANY shop and enroll platform** so there is no need to replace your existing shopping or enrollment system.
2. **Analyze your entire MEMBERSHIP in seconds** with unmatched speed and scale in the Medicare market.
3. **See changes across your market** with analysis across **20+ areas of DISRUPTION.**
4. **Turn insights into ACTION immediately** by launching targeted **CAMPAIGNS** with pre-written content and exporting directly (via CSV/Excel) to your CRM or communications platform.