

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

MANAGING INCOMING POPULATIONS

Unknown Member Risk is a Costly Blind Spot

Every new member represents risk or opportunity. Without early visibility, health plans are forced to react after costs are already incurred.

Health Plan Challenge: Health plans are losing money.

Critical insights about incoming members, including conditions, medications, and providers, are often unknown at the point of enrollment.

This lack of visibility leads to delayed care coordination, missed risk capture, and higher avoidable costs.

Active Analytics Solution: See Risk Before It Hits



1. Early Visibility into Member Risk

Active Analytics analyzes enrollment application data (medications, pharmacies and providers) to reveal who your new members are clinically before coverage even begins. Health plans can anticipate high-risk members and prepare interventions early.



2. Turn Enrollment Data into Early Action

Insights can be delivered to care management and risk adjustment teams, enabling proactive outreach, better care planning, and more accurate risk capture from day one.



Provide Proactive Care from Day One for Every Member. **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.