

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

SMARTER SALES PROSPECTING

Without clear prioritization, sales teams waste time on low-value prospects.

Health Plan Challenge:

Sales teams face pressure to grow in a highly competitive market, but without data-driven prioritization, they waste time on low-value prospects, driving up acquisition costs and slowing growth.

Active Analytics Solution:

- 1. Prioritize Prospects** - Active Analytics surfaces high-potential prospects, allowing sales teams to focus on the right opportunities instead of broad, unfocused outreach.
- 2. Relevant Engagement Leads to Higher Conversions** - Targeted outreach focuses sales teams on members with clear need and fit, making conversations more relevant, increasing response rates and driving higher conversions.

Targeted Outreach Drives Peak Sales Performance. You Set the Tempo.



4 Reasons Active Analytics Changes the Game



Analyze your entire book in seconds with unmatched speed and scale in the Medicare market.



Works with any platform so there is no need to replace your existing shopping or enrollment tools.



See what is changing across your market with analysis across nearly 20 areas of disruption, including plan terminations, non-commissionable plans and drug formulary changes, among others.



Turn insights into action instantly by launching targeted campaigns with pre-written content and exporting directly (via CSV/Excel) to your CRM or communications platform.