

MEMBER-LEVEL MARKET DISRUPTION INSIGHTS

See what is changing. Reach the right clients *first*.

Active Analytics surfaces the plan, drug changes and cost increases impacting your clients.

5 areas of market disruption.

Your personalized feed groups impacted members into five focused audiences, each with member counts and severity

34

CRITICAL

Drug formulary impact

Members taking a medication that will not be on formulary next plan year.

10

CRITICAL

Discontinued plans

Members whose current plan has been discontinued for the next plan year.

1,326

MODERATE

Deductible increases

Members who will see a higher deductible on their next-year plan.

283

MODERATE

Premium increases

Members who will see a higher premium on their next-year plan.

9

MODERATE

Maximum out-of-pocket increases

Members who will see a higher maximum out-of-pocket amount for their next-year plan.

Your Agent Insights Feed

Member count · severity · plan impact · the members behind the number, ready to filter and act on.

Start with Active Analytics
in PlanCompare Edge for Agents.

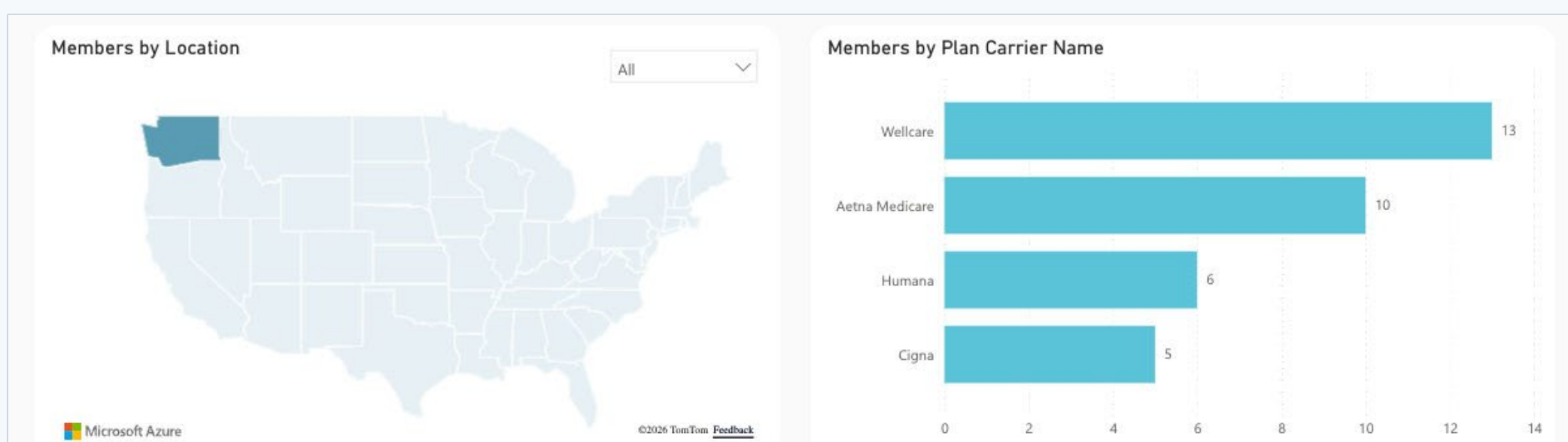
No Additional Fee

FROM INSIGHT TO OUTREACH

Turn disruption into timely, personal outreach.

Move from a broad market change to the members who need attention — and a clear next step without starting from a separate report.

INSIDE AN AUDIENCE — SAMPLE DATA



Location, carrier, drug and drug-type breakdowns sit above the member list — so the “who” and the “why” are on one screen.

How it works

- 1 See five areas of disruption**
View them in your feed and learn more about any audience.
- 2 Open the audience**
Go from a member count to the members behind it.
- 3 Narrow by impact level**
Filter by High, Medium or Low impact and know who to call first.
- 4 Read the breakdown**
See impact by location, carrier and drug in a single view.
- 5 Build the campaign**
Turn the filtered list into targeted outreach in a few clicks.
- 6 Preview the email**
See the compliant message each member receives.