

Plan Landscape by **Active Analytics**.

Part of **Active Analytics**, **Plan Landscape** gives organizations instant clarity on Medicare disruption, competition and market opportunity.

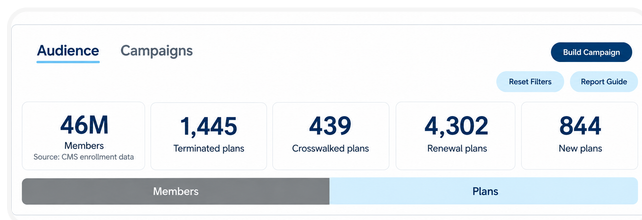
See what's changing, who's impacted and where to act...in seconds.

Why Plan Landscape

- **Market Intelligence** – See 23 areas of Medicare market disruption in real time. Look beyond plan counts to understand member impact and ACT early.
- **Revenue Protection** – Spot enrollment and commission risks from plan terminations, benefit changes and shifts to non-commissionable plans.
- **Competitive Strategy** – Track new plans and competitors to inform plan design, pricing and benefits.
- **Operational Readiness** – Align sales, retention, enrollment and call center teams with verified market data.
- **Instant Insights** – Drill views down from national > state > county > carrier > plan.
- **Decision Support** – Use market data to target investments, uncover growth opportunities and identify gaps.

What you can see instantly

Plan Landscape analyzes 95% of all MA/MAPD plans nationwide, delivered directly from carriers and continuously updated.



View: 46 million members, impacted by 1,445 plan terminations

Plan Landscape Audience Views:

- Plans terminated, Cross-walked, Renewals
- New Market Entrants
- Carriers – Parent and Marketing Organizations
- Plan types – MA, MAPD, Ancillary
- Plan subtypes – HMP, PPO, SNP
- Dual-eligible impacts

Plan Landscape is an executive advantage, turning Medicare chaos into clarity.

No more “reacting” to disruption, anticipate it, plan for it and win with it.

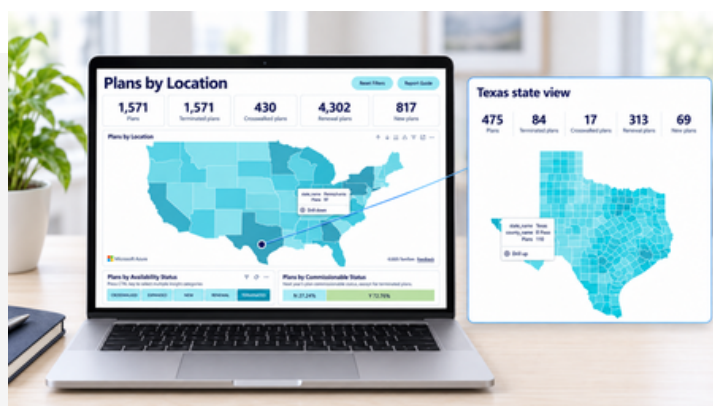
Plan-level Details Help with Decision Support:

- **Costs:** Premiums, deductibles, MOOP
- **Coverage:** Drugs, DVH, inpatient care
- **Availability:** New, discontinued, cross-walked plans
- **Commissions:** Status changes, including cross-walks



Geographical Views: US Plans by Location

State View: Texas Plan Terminations
Drill down even deeper to see exact plans, counties and benefit changes.



475

Plans

84

Terminated

17

Cross-walked

313

Renewal

69

New

Additional Plan Views:

Plans by **Availability Status**
(Plan type and plan subtype)

Plans by **Commissionable Status**
(plans by parent organization, plans by marketing organization)



All data is fully exportable for reporting, partner distribution and field team execution.