

Medicare Retention Suite for health plans

Retain your members. Protect your brand.



Keep your membership intact and your brokers happy.

Now you can target at-risk members who may be browsing other Medicare plans and stay ahead of potential plan switching. Keep new retirees transitioning from commercial insurance loyal to your brand. Keep your brokers happy when you show them how to retain beneficiaries year-over-year with an optimal shopping experience.

Medicare Retention Suite offers your members a seamless shopping experience, including ALL COST estimates and PERSONALIZED messaging.

Medicare Retention Suite includes pre-loaded personalized member and agent information, along with:

- Three (3) plan options
- Lower-cost alternatives to current plans
- New plan alternatives for when a plan is discontinued
- Shorter call center handling times. Members do not need to answer pre-qualification questions.
- Customized messages to help build and maintain strong connections to every member

...to significantly expedite your enrollment process

Protect and retain your members with the program that is appropriate for your target audiences.

Retiree
Transition

Age-in
Members

Switch
Prevention

Plan Changes &
Plan Terminations

“Speak” directly to each **member** based on their unique situation
(transitioning from an employer plan to Medicare, changing plans and more)!

Age-in Members

As members age, you are with them every step of the way to simplify their Medicare journey.

Customize your message to group insurance holders transitioning to Medicare.

Hi Susan,

As you age into Medicare, we will be with you every step of the way. We understand your benefit preferences and found the best fit Medicare offerings for you. We're here to provide you confidence in your new Medicare journey!

Plan Changes & Plan Terminations

Prevent surprises when you proactively reach out to members and alert them about formulary changes or plans that will no longer be available. This gives you the opportunity to showcase new plan offerings or plan alternatives.

Customize your greeting when there are plan changes.

Hi Amy,

We will no longer be offering your current plan for the upcoming year. However, we have selected best fit replacement plans based on what we know about you! Take a look below to enroll in your replacement plan. If you have any questions, feel free to call us.

Retiree Transition

Seamlessly transition members from commercial plans to the right Medicare plan. Provide familiarity and consistency with flexible branding options.

- Keep members loyal to targeted brands
- Reduce the likelihood of switching
- Ease the enrollment process for retirees

Customize your message to group insurance holders transitioning to Medicare...

Hi James,

We want to make your transition from your employer plan to your new Medicare plan as seamless as possible. Below are the best fit plans based on what we know about you. We are here to help every step of the way!

Switch Prevention

Get on top of plan switching before it is likely to happen.

Customize your message to members and show them they are valued...

Hi Ted,

As a valued member we want to provide you with the best shopping experience for the upcoming year. Below you will find your current plan details, as well as other plans that may be a good fit for you.

Show your brokers and agents how to retain their beneficiaries year-over-year.

Medicare Retention Suite Includes:

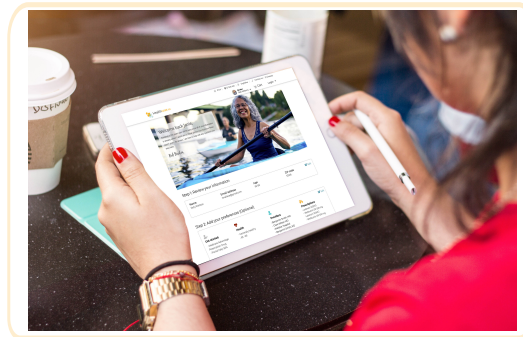
1. **Beneficiary Communications** – Send instructions (via email or direct mail) for how to begin shopping for coverage and include PIN access to verify identity.

2. **Shopping Link (Personalized URL)** – Send each PURL (unique identifier) with PIN to access the site, enabling you to customize shopping, enrollment and member communications. Send anytime throughout the year.

3. **PIN-based access** - Ensure a personalized digital shopping and enrollment experience for every beneficiary.

4. **Custom Greeting and Landing Page** - Personalize every greeting. After entering PIN, beneficiary lands on this page to review plan information, including:

- Current plan
- Next year's plan
- Lowest cost plan options
- Access to all available plan option



5. **Plan Cost Savings** – Determined based on a pre-loaded member profile, including:

- Demographic information
- Current health plan details for plan changes & terminations
- Prescription drug list

6. **Secure Shopping and Enrollment** – HIPAA compliance and privacy gives members peace of mind

7. **Enrollment Confirmation** – Sent to members who keep their existing plan.

(Note: If beneficiaries change plans, they will continue seamlessly through the beneficiary shopping experience).

8. **Benefits of agent and beneficiary loyalty** - Reinforced through a strong digital presence