

Solutions for the Member Journey

Improve the Member Experience and Elevate Stars



The journey to an optimal member experience and higher Star ratings means paying particular attention to the member journey—from member **acquisition to engagement to retention.**

ConnectureDRX has time-tested, proven solutions that positively impact every stage of the member journey.

Member ACQUISITION



PlanCompare ONE

Omni-channel shopping,
quoting, enrollment



Brokerlink

The largest multicarrier network
in the Medicare industry

Member ENGAGEMENT



DatabaseRx

Proactive outreach improves medication adherence



DrugCompare

Rx transparency delivers lower-cost options

Member RETENTION



Plansmart

Best fit plan analytics strengthens retention efforts with member level data



Retention Suite

Retain members with a personalized enrollment experience

Stage 1: ACQUISITION

Acquiring members is all about establishing new CONNECTIONS. Effectively use multiple channels—direct-to-consumer (increase self-service enrollments), call centers and field agents to increase awareness of Medicare and ancillary products and get more eyes on every plan.





PlanCompare ONE

Time-tested proven technology for Medicare shopping, quoting, enrollment and retention pairs beneficiaries with their best fit plans from the start. Highly configurable, supports ALL Medicare plan types, and available in hosted or API environments.



Brokerlink

The most extensive distribution network in the Medicare industry allows plans to connect to as many agents as possible, driving higher enrollment volume.

Stage 2: MEMBER ENGAGEMENT

Engaged members do more than just take “action”. Armed with the right tools, health plans proactively connect targeted members to the right Rx data. Personalized outreach directs members to lower-cost drug alternatives they can speak to their prescribers about. This strategy helps increase medication adherence, promotes favorable CAHPS scores and ultimately elevates Star ratings.





Database Rx

Our Therapeutic Interchange solution has over 42,000 NDCs in 140 drug classes and is one of the most comprehensive databases health plans have relied upon for more than 15 years. A powerful analytics tool with pharmacy data, Database Rx connects members to lower-cost drugs they can speak to their prescribers about.



DrugCompare

Works in tandem with DatabaseRX. Members can self-serve on health plan websites to research and find lower-cost medications on their own.

Stage 3: MEMBER RETENTION

An active focus on member retention will help keep members loyal to your brand, especially when there are health, drug or plan changes that may cause members to search for another plan. Paying attention to retention helps prevent switching outside of the company brand.





Plansmart and Client-guided recommendations

Data, Insights and Reporting reveal at-risk members at key points throughout the year and during times of transition.

- Member Migration Analysis
- Post-AEP Rapid Disenrollment Analysis
- AEP Member Prep Analysis
- Commercial-to-Medicare Transition Analysis



Medicare Retention Suite

Provide a seamless shopping experience with all cost estimates and personalized member messaging with member data preloaded on your platform. Members can shop all plans, see lower-cost alternatives to the current plan and view new plan alternatives if a plan is discontinued. Customized messages help health plans build and maintain a unique connection to every member.

Protect and Retain Members Impacted by:

- Retiree transition
- Switch prevention
- Aging into Medicare
- Plan (or formulary) changes and terminations

Time-tested, proven, all digital solutions for every stage of the Member Journey.



Contact Us!

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