

# ConnectureDRX Value-Based Care Program FAQs

PlanCompare ONE

## What is Value-Based Care?

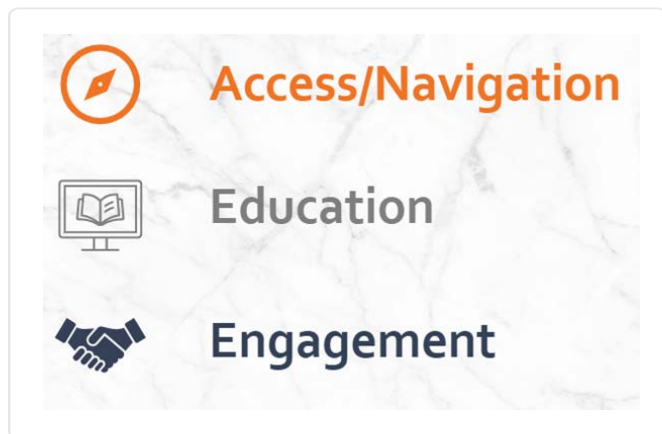
Value-based care is a healthcare model that focuses on providing high-quality care while reducing overall costs. The goal of value-based care is to improve patient outcomes, increase patient satisfaction, and improve the overall health of the population.

Value-based care is different from the traditional fee-for-service healthcare model. In a fee-for-service model, healthcare providers are paid for services they provide, regardless of the outcome. This can lead to over-utilization of services and unnecessary medical procedures, which can drive up healthcare costs.

## Where is the Value-Based Care feature housed?

On ConnectureDRX's PlanCompare ONE platform, for shopping, quoting, enrollment and retention.

## What does the ConnectureDRX Value-Based Care Program consist of?



**ACCESS** – **Advanced Provider Search** allows agents/seniors to search on value-based care PROVIDERS & MEDICAL FACILITIES.

**EDUCATION** – **Personalized Videos** help address commonly asked questions and create a shared understanding of the benefits of value-based care.

**ENGAGEMENT** – **Post-enrollment call-to-action** connects seniors to their providers at the point of enrollment. These activities may include scheduling an initial appointment with providers, taking virtual tours of a primary care facility or being connected with a care advocate.

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## How does this program expand ConnectureDRX's Brokerlink distribution network?

Brokerlink has significantly expanded to include value-based care provider networks. Brokerlink digitally connects Health plans, FMOs/Agencies and Agents to Seniors who select Medicare plans and primary care providers and medical facilities.



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## How does our Value-Based Care Program impact the post enrollment/pre-effective benefits period?

When a senior chooses a Medicare plan that starts the following year, they are in a pre-effective period before their insurance benefits start. During this time, our **Value-Based Care Program** helps keep seniors engaged as they connect with their agent and focus on prevention and health by learning more about the importance of in-person primary care. Increased engagement builds necessary TRUST between agents and seniors.

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## What are the benefits of the Value-based Care Program to different stakeholders?

- **Value-Based Provider Organizations** see the benefits we bring with our national distribution channel and our role in creating a shared understanding of value-based care.

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## What are the benefits of the Value-based Care Program to different stakeholders? (cont.)

- **SENIORS** have transparency, along with clear and concise education, regarding high-quality, low-cost healthcare in their area. They can move forward with confidence knowing they made the right decision in connecting to the right value-based care PROVIDER.
- **AGENTS** use PlanCompare ONE as a critical digital connection tool. Agents value the impact our Value-Based Care Program can have on the RETENTION of their members due to increased satisfaction.
- **HEALTH PLANS** see improved member engagement in the POST enrollment, pre-effective period as seniors wait for their benefits to begin. Member engagement during this critical waiting period and beyond helps protect against plan disenrollment, elevate Star ratings, and improve retention as seniors take a more proactive approach towards good health.
- **FMOs and AGENCIES** participate in our expanded distribution network that includes value-based care PROVIDERS and FACILITIES. Agents get seniors in the right PLANS with the right PROVIDERS from the start, helping to retain their business.

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Reach out to your **Account Manager** or email [marketing@connecture.com](mailto:marketing@connecture.com) for more information.