

## Personalized Videos

Enhance the agent and beneficiary experience on ConnectureDRX's PlanCompare ONE digital Medicare shopping, quoting and enrollment platform.

**These beautifully engaging, interactive videos help agents and beneficiaries:**

Understand Medicare plan options, drug costs, total out-of-pocket estimates, as well as other relevant beneficiary information

Improve engagement, transparency & customer retention

Save time by answering many commonly asked questions

**Beneficiaries can review videos at any time, and as many times as they like.**

Videos are generated using information input into the platform. **Please note** that our Personalized Videos are careful NOT to include any member Protected Health Information.

**ConnectureDRX offers three types of Personalized videos:**

### 1. Personalized Quote Video

Agents can include a personalized video when sending a quote. Each quote video addresses the beneficiary by name, includes their provider network status, drug costs, and overall costs associated with each plan. Beneficiaries can click links within the video to view plan details, change their demographic information, or enroll directly in one of the plans.

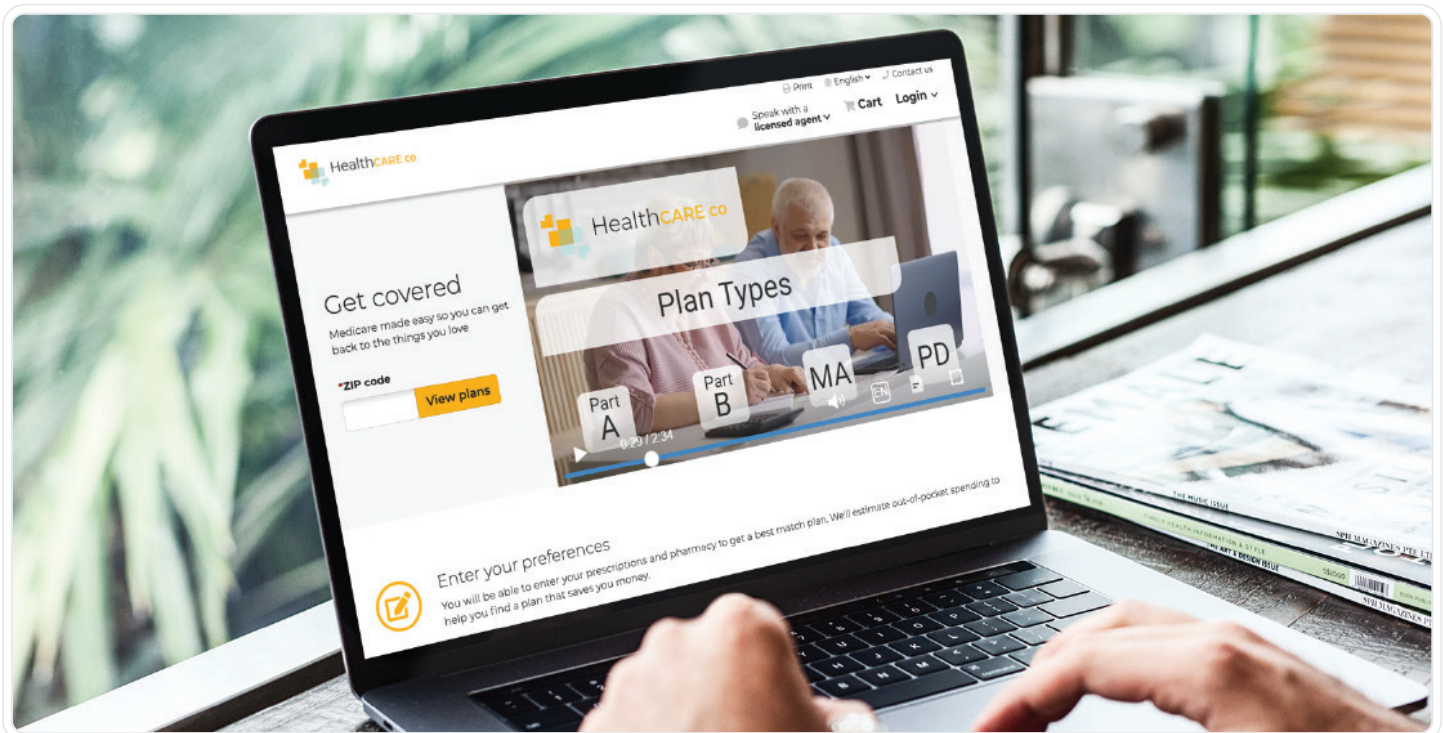
- Users can find this video at the top of the Quote Summary page accessible through a link sent by their agent, either through email or SMS text



## 2. Scope of Appointment Video

Agents can stay compliant with sales and marketing calls when they include a Scope of Appointment personalized video. Each video addresses the beneficiary by name and provides an overview of the Scope of Appointment, including why a Scope of Appointment must be completed before they can meet with a licensed agent.

Users can find this video at the top of the SOA Form page when accessing links sent from their agent through email or SMS text.



## 3. Consumer Education Video

Create a video that is personalized to your beneficiary's shopping experience, via the HOME page when they access your consumer shopping site. The video includes an overview of the Medicare plan types (MAPD, MA, PDP, and Medicare Supplement), excluding any plan types that are not on the platform. For example, if there are no MedSupp plans on the site, that portion of the video will not be included.

The Consumer Education video shows how medical deductibles, coinsurances, copays and out-of-pocket maximums determine the costs of covered in-network healthcare services for the beneficiary. Site navigation directs the beneficiary to where they can input their PREFERENCES. The video explains how adding Preferences can improve cost estimates and increase their personal experience on the platform.