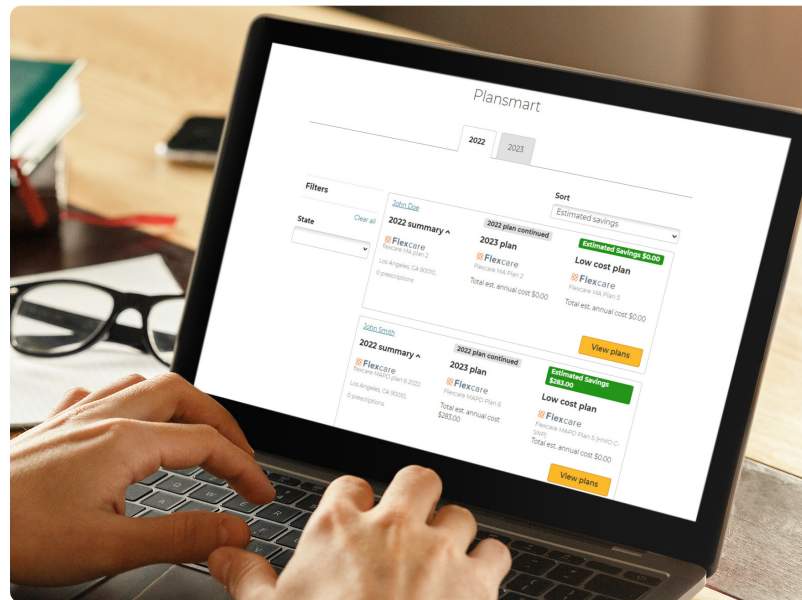# Plansmart
PlanCompare ONE

Plansmart predictive analytics identifies at-risk members who may be negatively impacted by changes in their Medicare plans. Now available on the PlanCompare ONE for Professionals site, Plansmart offers agents a fast and efficient way of identifying beneficiaries who may be eligible for savings year-over-year.

Plansmart takes consumer demographics, plan benefit and pricing information, along with medicine cabinet data, and creates a highly targeted Consumer Impact Analysis that health plans use to proactively connect members to their best fit plan options.

BENEFIT: This tool can help reduce disenrollment and improve agent-beneficiary engagement.

How it works:

- Plansmart generates a retention report for any beneficiary that has submitted an MA or PDP plan enrollment.

- Each beneficiary is attached to a unique profile card, with estimated costs for the coming year (based on demographic and medicine cabinet data).

- **Profile cards include:**
  - Overview of the beneficiary's current year plan
  - Next year's version of the same plan (where applicable)
  - Lowest cost plan estimate
  - Savings estimate (for those with the potential to save by switching to a new plan)

NOTE:

It is best for agents to use Plansmart close to the start of AEP and ensure demographic and medicine cabinets are up to date.

Initially, Plansmart can generate only one report per agent per plan year.

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