

The **View** never looked so good
for brokers and agents

CAPTURE, CONVERT AND PROTECT

TODAY'S MODERN SENIOR
AND MEDICARE

February 10, 2020

AGENDA

- Who is ConnectureDRX?
- AEP 2020 Overview
- ConnectureDRX AEP 2020 View
- Product Overview and Demo
- Q&A

WHO IS CONNECTUREDRX

- Shopping, Quoting, Enrollment
- Formerly DestinationRX – now ConnectureDRX
- 15 years Medicare experience
- 38 multicarrier customers
- 60 health plan customers
- 103 carriers on our platform – distribution network
- 80 MA/MAPD/PDP carriers; 30 MedSupp carriers
- 4,450 health plans on our platform
- 791,000 enrollments in past year
- Supports both Hosted and API models
- Carrier data only vs. PUF



MARKET LEADER SHOPPING, QUOTING, ENROLLMENT

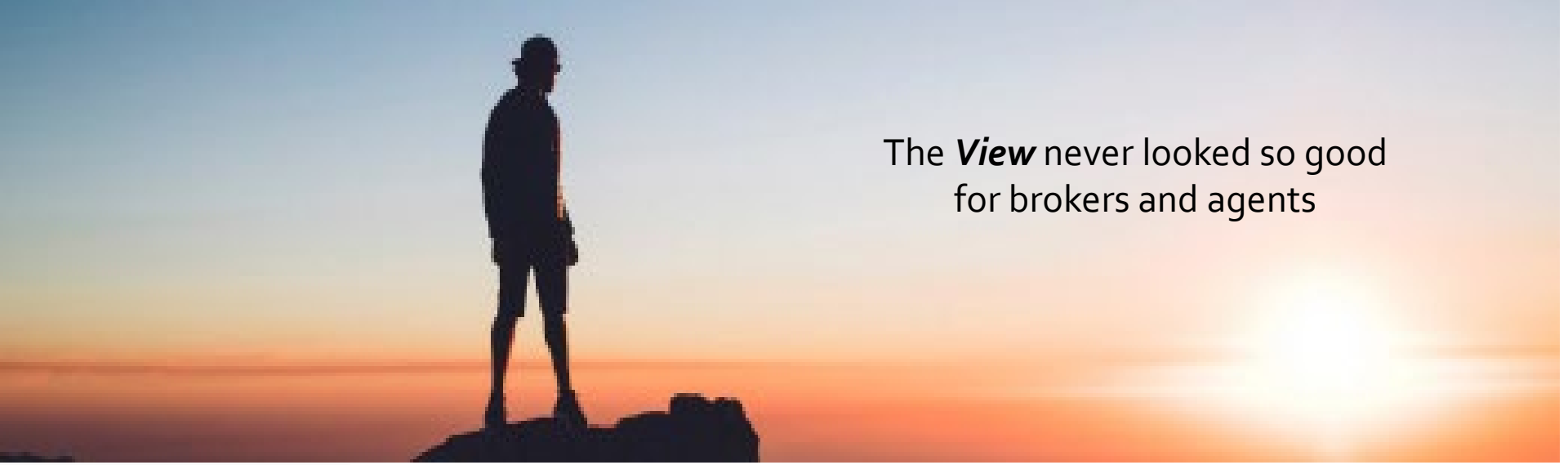
Powers **100+ HEALTH PLANS** nationwide
with the **largest market share**, covering:

95% OF **PDP** MARKET

82% OF **MA/MAPD** MARKET

65% OF **MED SUPP** MARKET

Source: Mark Farrah Membership Data



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- Carriers want electronic enrollment
- Consumers more tech savvy
- Agencies want less paper
- Agents want one place for plan comparisons, drug lists and enrollment
- Supports broker/call center agent workflow – ease of use
- Alternative to Medicare.gov PlanFinder

MEDICARE.GOV ISSUES



- No alert on site warning of possible inaccuracies due to redesign
- Wrong insurance information
- Wrong formulary information
- Inaccurate drug pricing data
- Incorrect patient deductibles
- Inaccurate premium estimates
- Inability to save drug lists
- Importing incorrect quantity of drugs
- Differences off by \$2K in PDP



MEDICARE INDUSTRY VIEW

NATIONAL MA MEMBERSHIP UP



For 2019 – Total MA Membership Surpassed 24.3M
9% increase from 23.3M in 2018
MA growth steady over past 3 years (~9 to 10%)

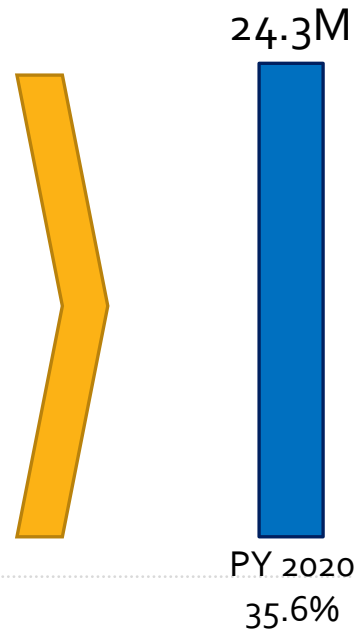
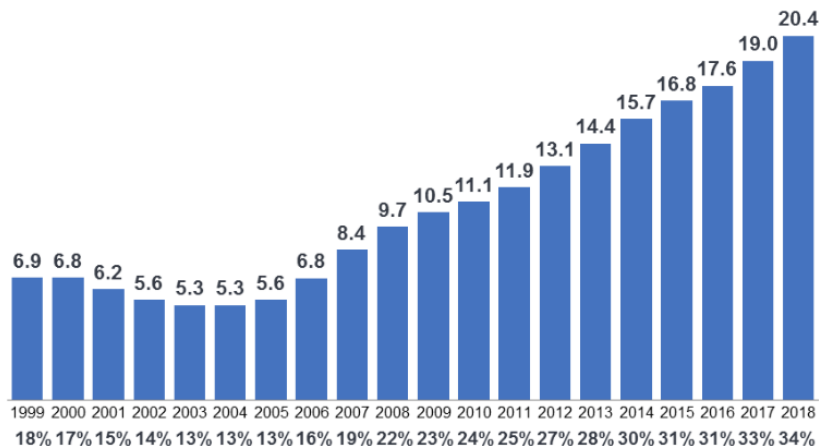


Part D Enrollment 25.2 Million
PDP enrollments on a down-trend (-1.2%)



EXPONENTIAL MA GROWTH CONTINUES

Enrollment % in Medicare Advantage Plans as a Share of All Medicare Beneficiaries



Significant
Growth trend
continues with %
of eligible
beneficiaries
choosing MA
Plans for PY2020

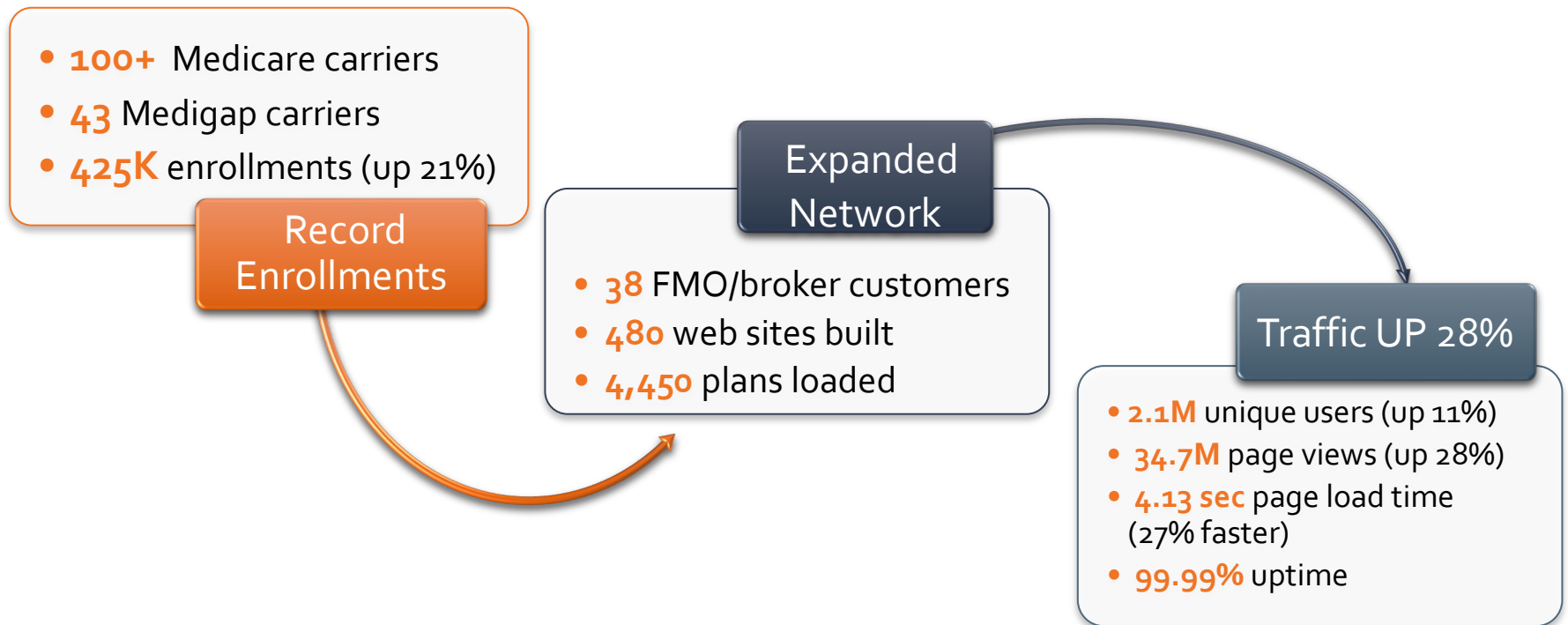
The Congressional Budget Office (CBO) projects that Medicare Advantage enrollment will continue to grow over the next decade, with MA plans reaching ~42% of beneficiaries by 2028.



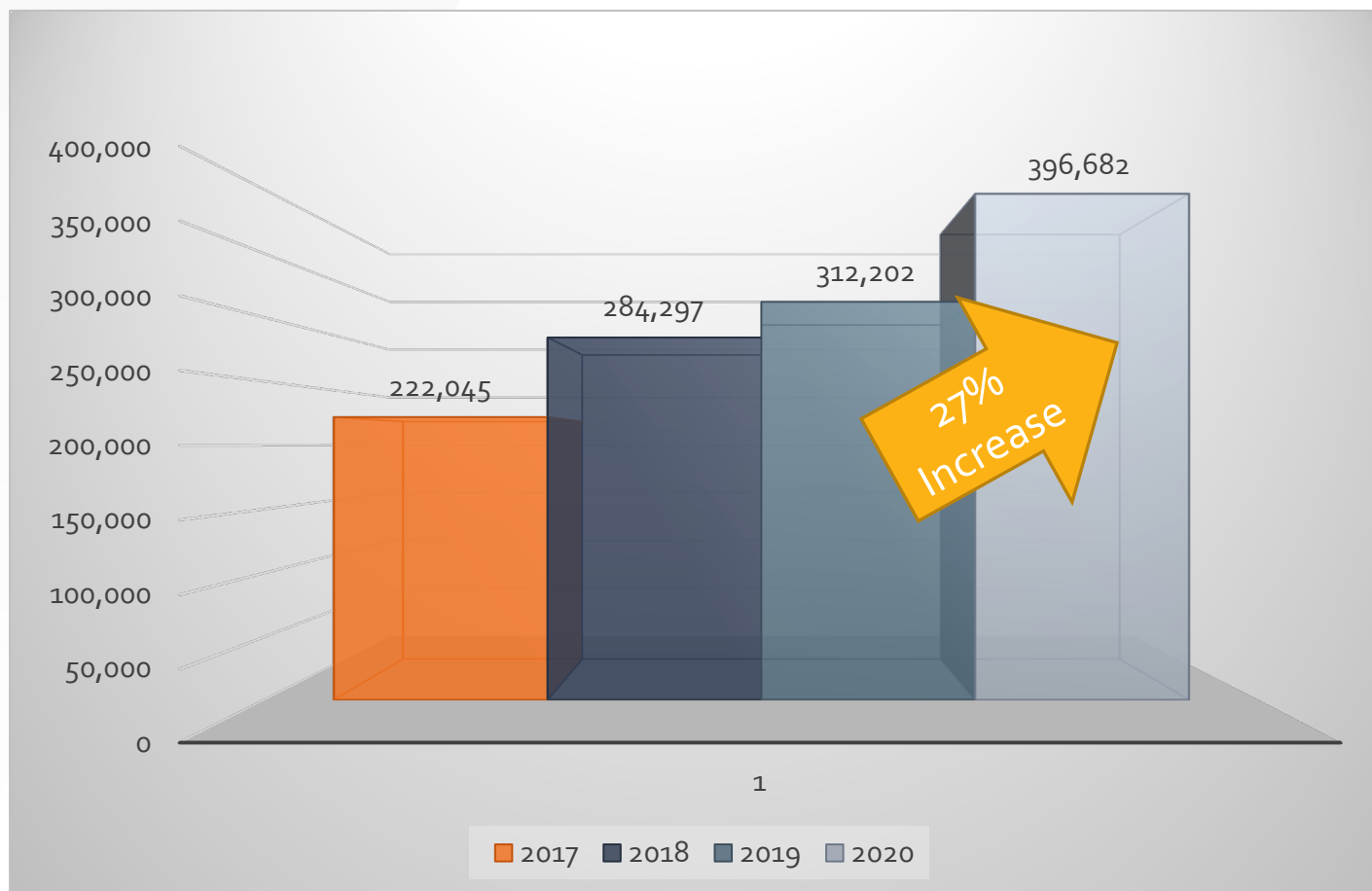
CONNECTURE VIEW

AEP 2020

A RECORD-BREAKING AEP!



MA / MAPD / PDP ENROLLMENTS AEP 2017-2020



With Medicare
Supplement
(AEP 2020)

**425,000
enrollments**

SELF-SERVICE ENROLLMENTS UP

+5%

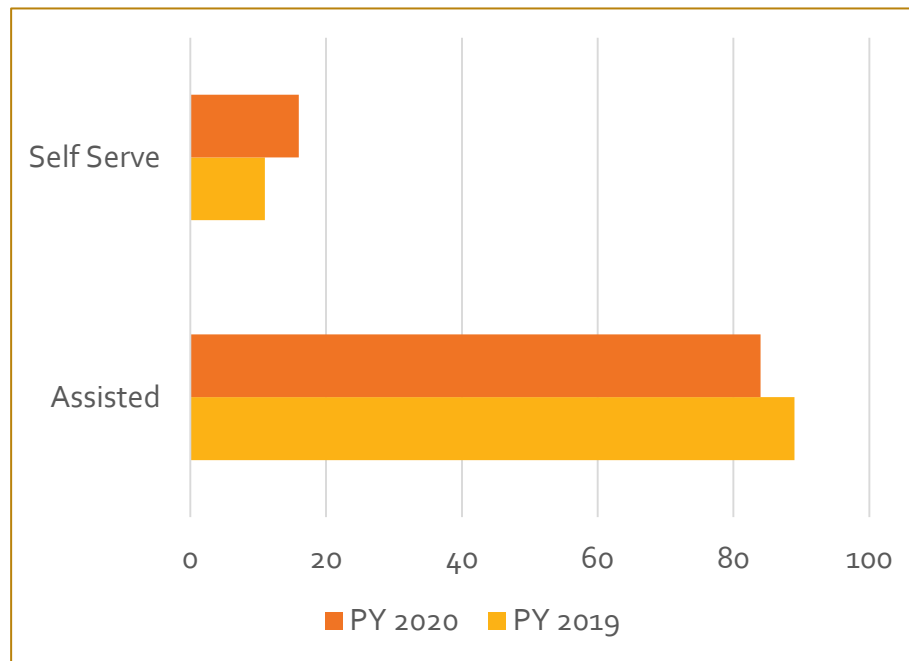


Self-serve enrollments



Assisted enrollments

-5%



While Consumer assisted enrollments are still high (84+%), consumers are becoming more confident with self-serve enrollments

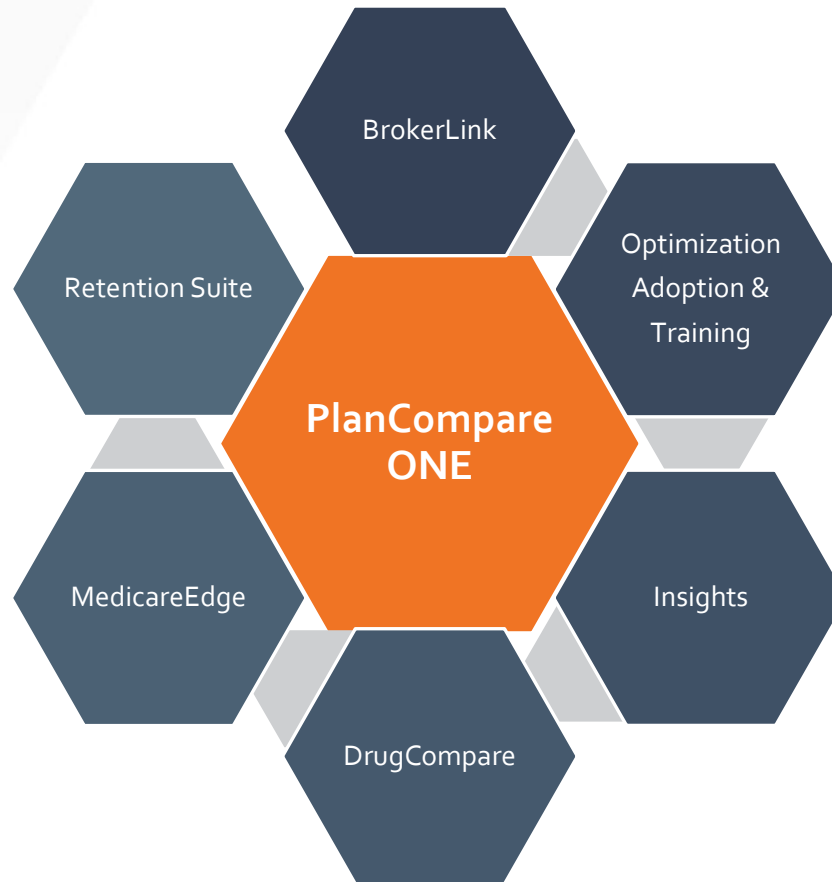


PLANCOMPARE ONE

Best Fit Plan Technology

Pairing every consumer with their best fit Medicare plan. *Every time.*

ONE PLATFORM SEVERAL SOLUTIONS



PLANCOMPARE ONE

ONE PLATFORM. ONE OMNI-CHANNEL APPROACH



BROKER

Centralized place for all methods to quoting and enrollment. Built in efficiency tools including rich profile history, saved drug lists and e-scopes



CALL CENTER

CRM integration with pre-loaded data options and scripting to ensure agents are well prepared and connected

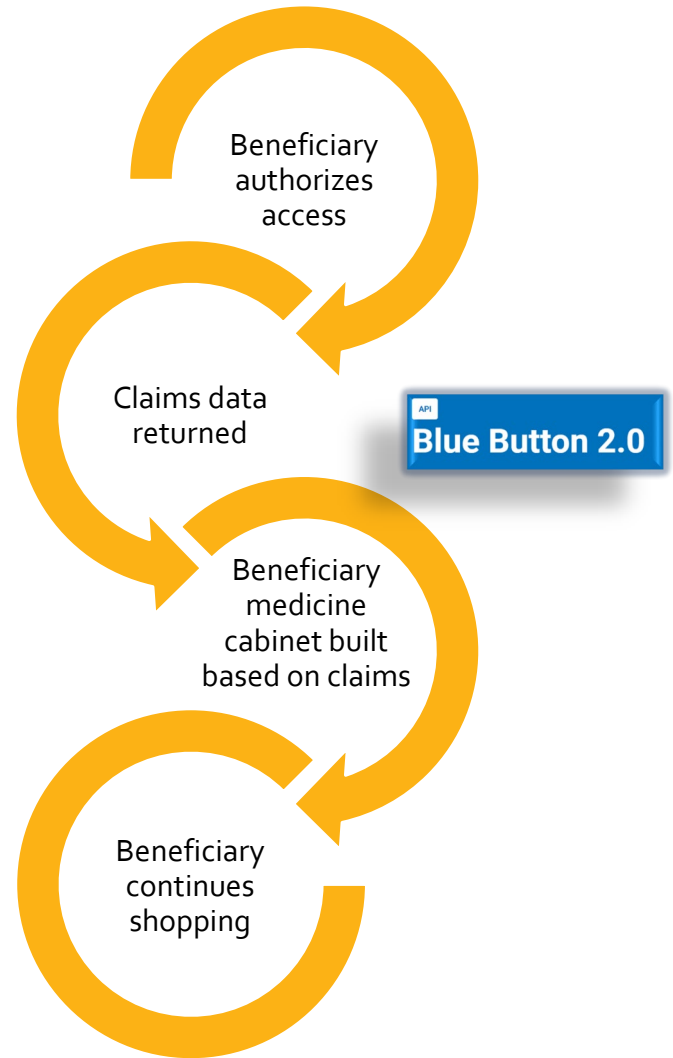


CONSUMER

Optimized shopping flow and responsive design making it as easy and seamless as possible for shoppers

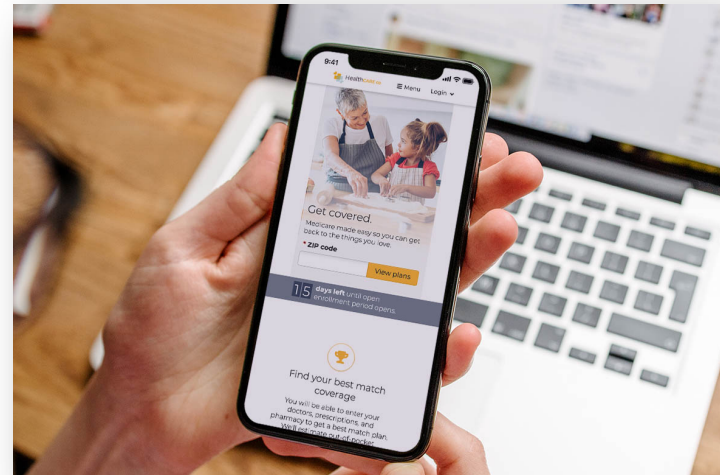
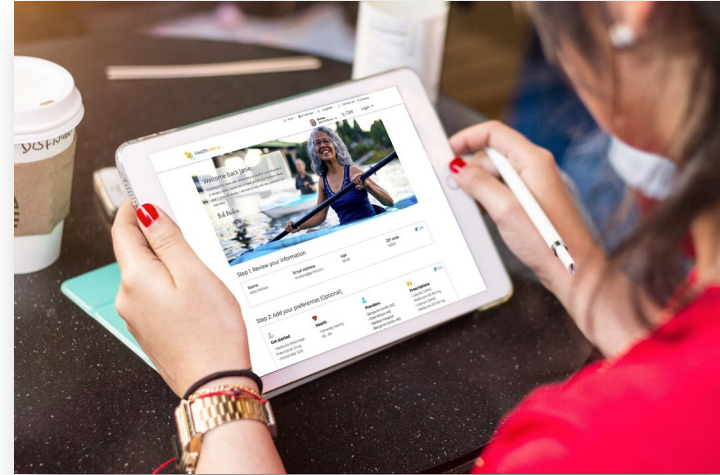
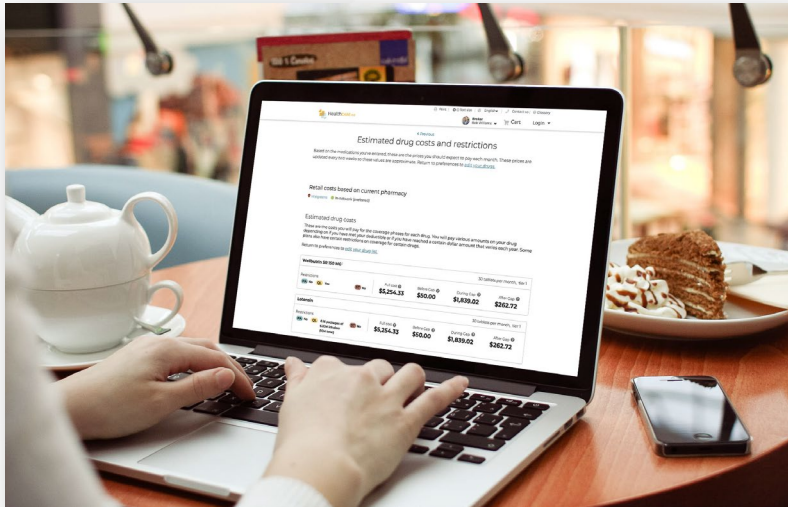
WHAT'S NEW & EXCITING

- MedSupp expansion
- Blue Button
- Salesforce CRM integration
- Advanced configuration



RESPONSIVE DESIGN

PLANCOMPARE ONE





CUSTOMER VIEW

AEP 2021

VOICE OF THE CUSTOMER

"DELIVERS RESULTS"

"We realized a 26% retention rate with Medicare Retention Suite. We never had a way to direct members previously when plans expired. Now we can offer our new plans and not lose members. And track results daily."

One of the nation's largest health plans.

"Connecture's presentation was the most important presentation we saw today. This is what we need to know."

Agent at The Brokerage Inc. conference

"I love the Connecture enrollment platform. I hate paper and I never waste anyone's time. Everyone can sign up at their own convenience. Every single Medicare enrollment I do is through Connecture."

Michael D. Richards, Jr., Managing Partner, Capital A Investments

Technology, distribution and exchange providers helped Capital District Physicians' Health Plan expand its Medicare market by using Connecture's online technology so consumers could find their best fit plans. As a result, they saw:

22% increase
in call volume

23% increase in
exchange partner enrollments

reached 138% of
AEP sales goal

Alicia Kelley, Director of Medicare Sales, CDPHP

VOICE OF THE CUSTOMER

"THE FUTURE OF ENROLLING"

"This platform has made everything 10x faster for me. I plan to license with every carrier through my FMO."

"The new PURL functionality is a great add to my marketing efforts."

"Saving drugs year-over-year in your platform is the biggest key to saving us time and effort."

"I have used the Connecture tool in the past and will continue to. I have told all my agent friends to sign up immediately and get familiar because it is the future of enrolling."

Customer meetings at The Brokerage Inc., Integrity and others

CONTACT US

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