



Trusty.care



Transforming the Health Insurance Experience

with an end-to-end technology solution

Built for the health insurance ecosystem of insurers, distributors, and members, Trusty.care is the end-to-end sales enablement platform that uses technology, data collection, and analysis to improve acquisition, lifetime value, member satisfaction, and payment integrity to get everyone into the right-fit plan.

"I'd love to give you all of our business. What we need is a true end-to-end sales solution, and Trusty.care is the only one doing that, including wrapping in commission reconciliation."

VP of Distribution,
Regional Health Plan Client

Industry Challenges

Attract & Grow



Medicare Advantage plans. Members have an average of 39 plans to choose from. Plans are **competing** for Medicare enrollees and need to improve member satisfaction and engagement.

Quality Metrics



CMS proposed Quality Bonus Payments lost to payers based on changes to measurement and management of supplemental benefits, marketing, risk adjustment, and prior authorization.

Customer Experience



of bonus potential based on member satisfaction. 78 percent of contracts saw **decreased ratings** in at least one CAHPS measure.

Retention



of enrollees **churn within the first year** and are only profitable for the plan in year two.

Lack of Access



of health plans that are sold provide limited access to enrollees at **point of sale** with the majority sold by independent brokers.

End-to-end Solution



of insurers, distributors, and members need to align through technology and data in the **health insurance experience** to support right-fit plan, profitability, and quality.

Aligning the Entire Sales Ecosystem

so members get the right-fit plan and know how to use it



Quoting & Enrollment



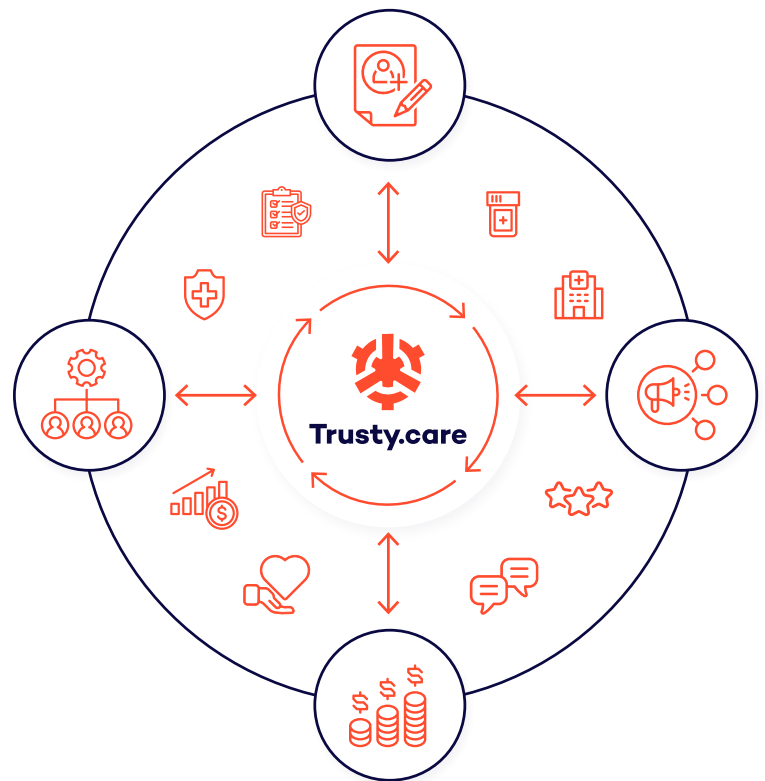
Commissions & Analytics



Engagement & Alignment



Lead & Enrollee Management



Growth

Improve efficiency and productivity through tailored plan matching, direct enrollment

- ▶ Quoting & Enrollment for U65 (EDE IN 2023), O65 (MA/MS) and Ancillary (DVH)
- ▶ Member decision support
- ▶ Pharmacy network status
- ▶ Provider look up
- ▶ Drug pricing calculator (including anticipated cost by month using Blue Button 2.0 technology)

Engagement

Accelerate growth and retention through omnichannel continuous and personalized member engagement

- ▶ Reduce risk & prevent loss of participating members
- ▶ Retain & grow market/channel of new participating members
- ▶ Develop & expand effective member engagement & experience solutions
- ▶ Improve Star Ratings & accuracy of risk adjustment

Sales Metrics

Track and manage commissions for payment integrity and business analytics to support sales and go-to-market strategies

- ▶ Reduce administrative burden
- ▶ Meaningful reporting on sales, disenrollment, and campaigns
- ▶ Manage payments to hierarchal structures
- ▶ Identify battleground counties
- ▶ Unify reporting of data
- ▶ Track incentives

Learn more at www.trusty.care.



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