

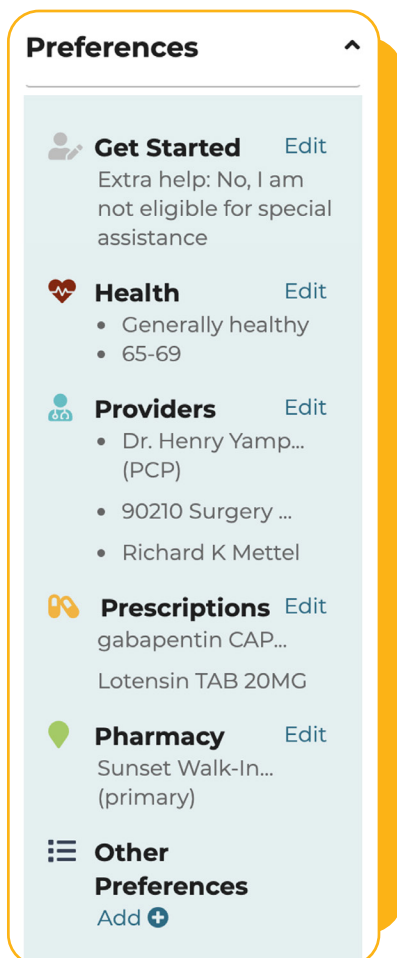
# Adding Preferences via Guided Help

The Guided Help feature gives agents and beneficiaries the option of adding preferences for a more personalized shopping experience, along with the ability to see the most accurate cost estimates for every plan option.

## Add Preferences for a more personalized member experience

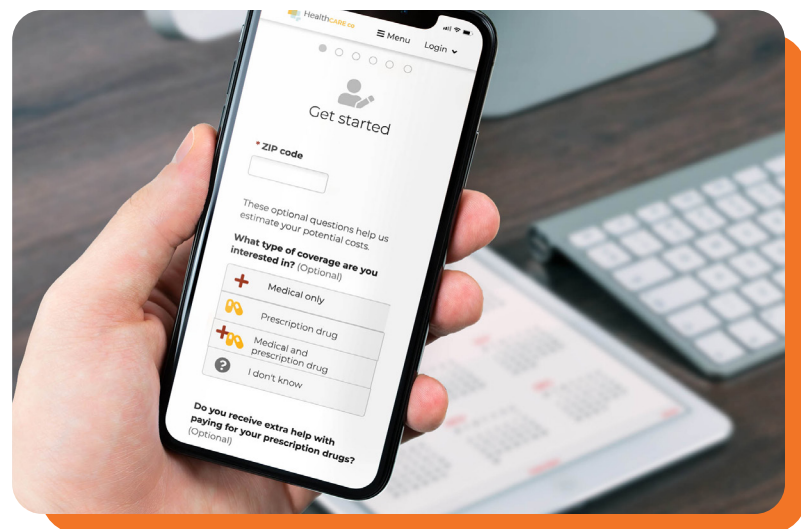
Upon adding preference information, a score is given for each plan type and each plan. This preference score is helpful for sorting plans and guiding beneficiaries to their best fit plans. Health and drug information can be used to calculate estimated drug and health costs.

These costs are highlighted on the Plan Cards with details provided in the Plan Details pages.



## Add Preferences from the Get Started page, including:

- Health
- Prescriptions
- Low Income Subsidy
- Providers
- Pharmacy
- Other Preferences

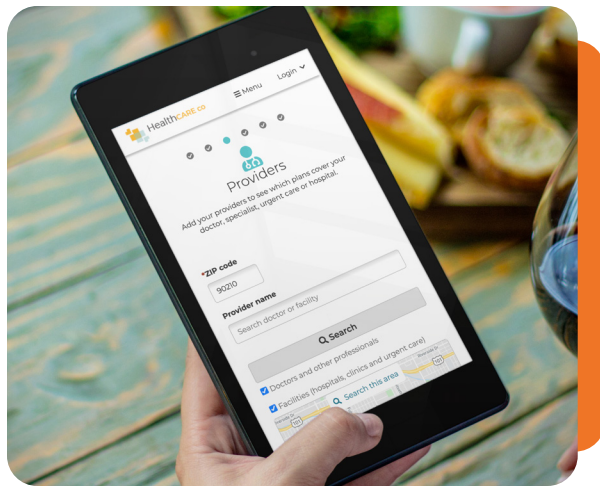
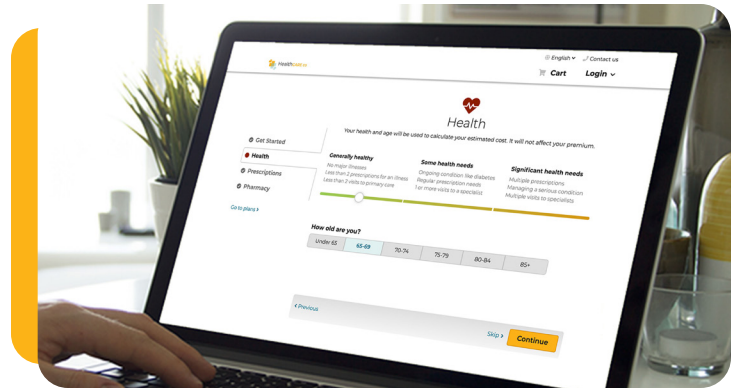


## Get Started

From this page beneficiaries can answer a subsidy level question. After choosing the “type” of coverage beneficiaries are interested in, they can answer an optional question—“Do you receive extra help paying for prescription drugs?” How they answer this question will be reflected on the plans list page.

## Health

Choose health status and age to be used to calculate estimated plan costs. Health options include: good health, some health needs and significant health needs. These selections do not affect premiums.



## Providers

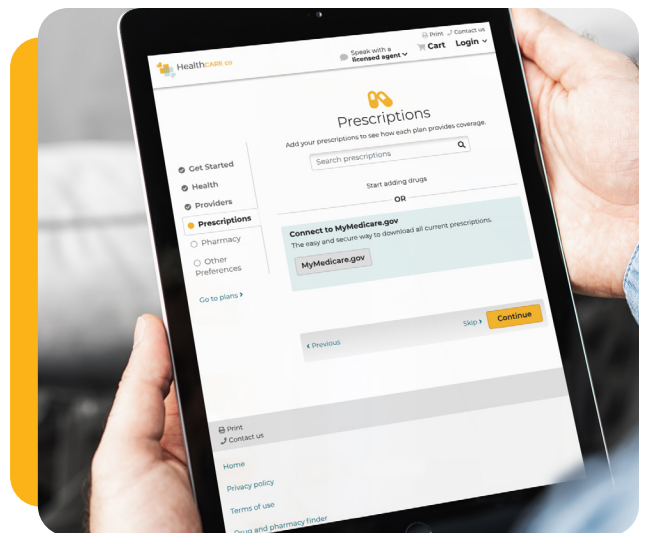
Search for the beneficiary's providers and view provider networks for all available plans. Easily see if the PCP is in network prior to enrollment. The Primary Care Provider ID can be passed into the enrollment application if the PCP is eligible for the plan.

## Prescriptions

Build a medicine cabinet of all current drugs to see drug costs associated with all plan options.

Once a drug is added, beneficiaries can:

- Select dose/form, quantity and frequency
- Change to a direct generic, if available
- See if drugs are covered by a plan's formulary

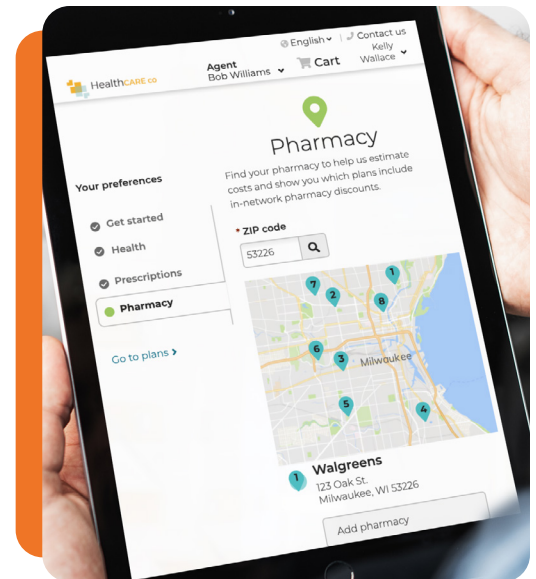


Connecting to MyMedicare.gov is also an option to build out a medicine cabinet without having to manually type in drug lists. This is an easy and secure way to download all current prescriptions.

## Pharmacy

The Interactive Pharmacy Map shows all pharmacies in each zip code. A beneficiary can select up to three pharmacies to compare drug costs and see if the pharmacies are in network for all available plans.

*Note: Every beneficiary has access to the most accurate drug costs based on local pharmacy pricing. Since no cost averages are ever used, our drug pricing transparency ensures every beneficiary sees reliable annual out-of-pocket estimates, critical for finding their best fit Medicare plan.*



## Other Preferences

If there are other important benefit options for a beneficiary, they can select them on this page, such as embedded dental vision or hearing. They can also select any chronic conditions that may apply.

These other preference options will be reflected in the plans that appear on the plans list page.

## Side-by-side Plan Comparisons and Enrollment

Once preferences are added, beneficiaries can select up to three plans to compare side-by-side. They can add to cart or quote and follow the process to complete an enrollment.



## Contact Us

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