

## PRODUCT OVERVIEW

# Shopping & Enrollment

Increase revenue with direct consumer, Enhanced Direct Enrollment (EDE), and broker enrollments while reducing operational costs. Improve the consumer experience with self-service tools that drive member acquisition and retention.

## Personalize Plan Shopping for Consumers

Allow consumers to make choices their way, with easy-to-use plan comparison and decision support tools. Shopping cart functionality is designed to encourage cross-sells. Eligibility determination tools enable shopping for both public exchange and private plans.

## Incentivize Broker Enrollments

Your broker sales are supported with online quoting, customer status tracking, member management, renewals, broker profile updates and assistant management – all while being fully integrated with the consumer shopping experience.

## Manage the Full Member Enrollment Lifecycle

Present your unique, DOI-approved enrollment questions in our user-friendly tabbed interface. Sophisticated validation combined with the application of your business rules ensures accurate enrollment every time. Manage member changes, life events, and renewals – done by members, brokers, and internal teams at your organization.



## Feature Highlights

### Consumers

- Enhanced Direct Enrollment (EDE) – Phase 3
- Guided shopping
- Enrollment
- Member maintenance
- Renewals

### Brokers

- Proposals & enrollments
- Member maintenance
- Renewals
- Reporting

### Employers

- Employee open-enrollment management
- Member maintenance approvals
- Renewals

### Plans

- Consumer support
- Broker support
- Life event approvals
- Group approvals
- Reporting