

# Real-Time Performance Intelligence for Health Plans

## Turn member activity into growth strategy

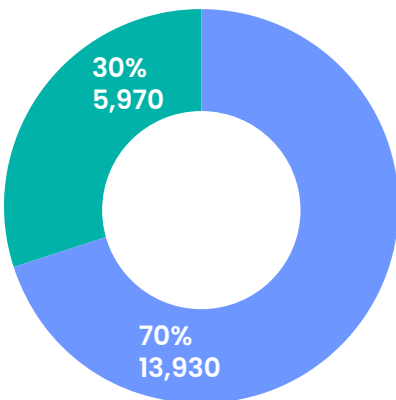
Softheon **Foundry** provides near-real-time visibility into enrollment, membership, and broker performance so health plans can act before small trends become financial problems.

- Track growth as it happens.
- Detect risk early.
- Adjust strategy during the season, not after it.

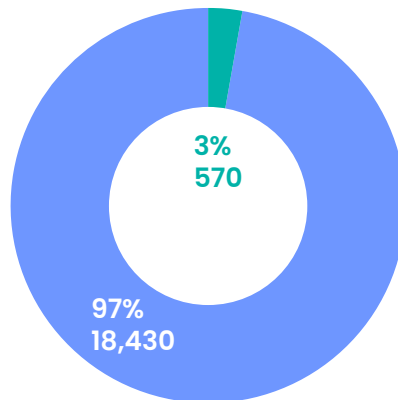
Dashboards refresh continuously and can be tailored at any time for operational teams, broker leadership, and executives. Below is a preview of just a small subset of the insights available out-of-the-box to every Softheon partner.



### Membership Status Total 19,900 Members



■ New  
■ Renewal

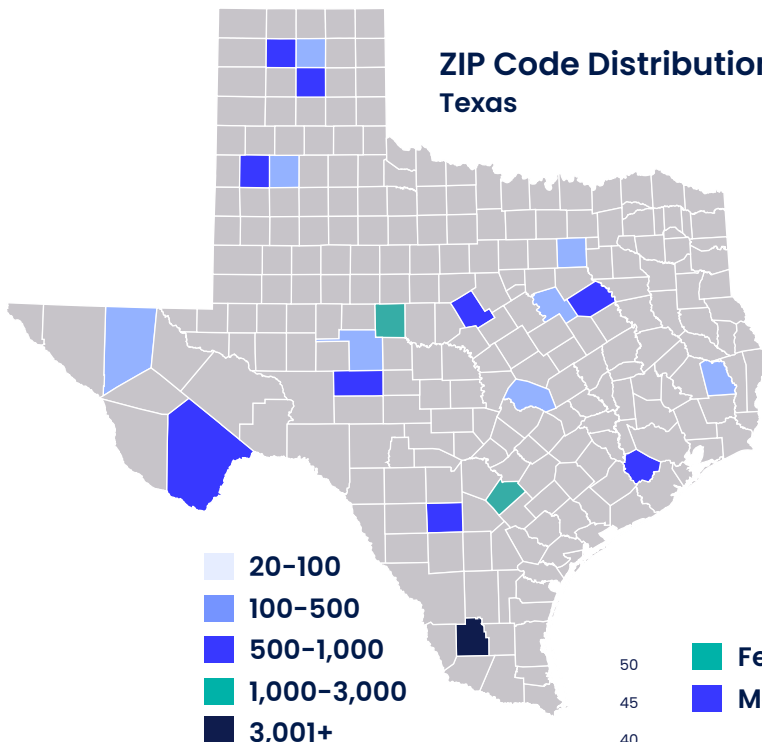


■ Effectuated  
■ Awaiting Payment

Track how many members you are gaining vs keeping. Identify effectuation gaps before they become revenue leakage.

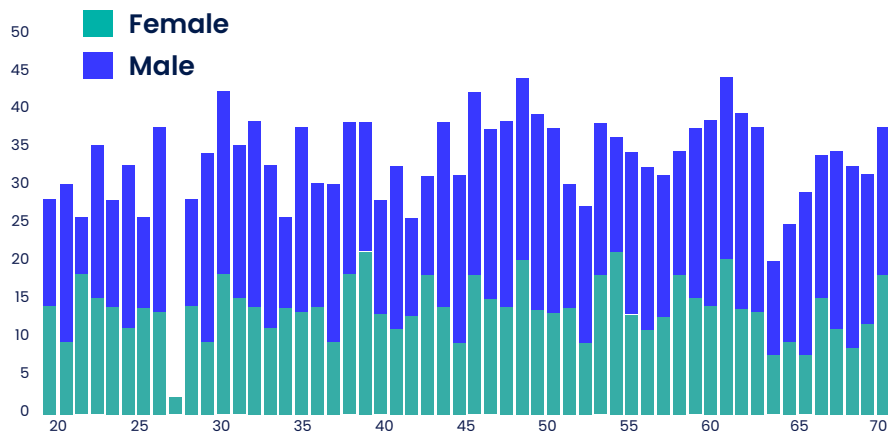
## Membership Details

ZIP Code Distribution:  
Texas

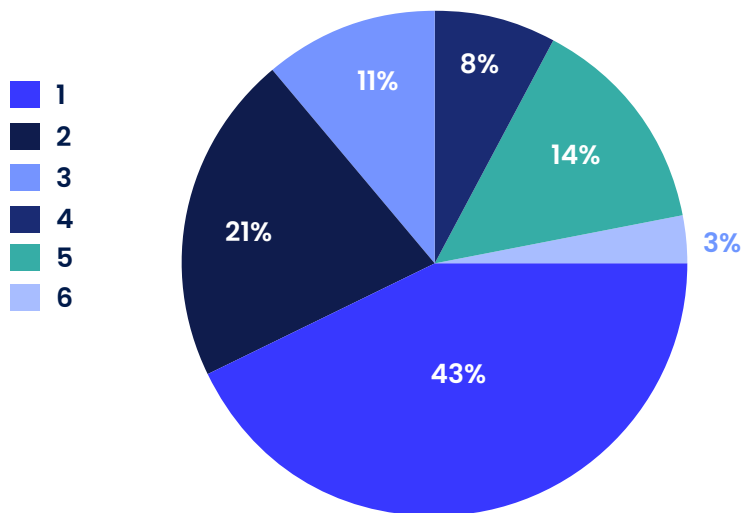


Understand who you are attracting and where expansion opportunities exist. Analyze demographic and geographic distribution to support network planning, pricing strategy, and targeted outreach.

Age & Gender Mix



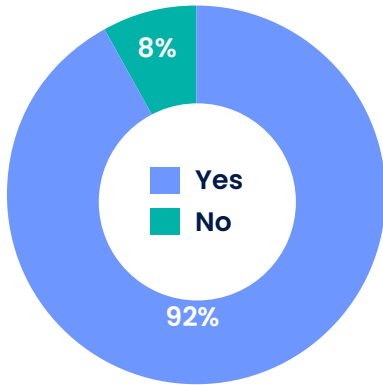
Plan Performance  
Members per Plan



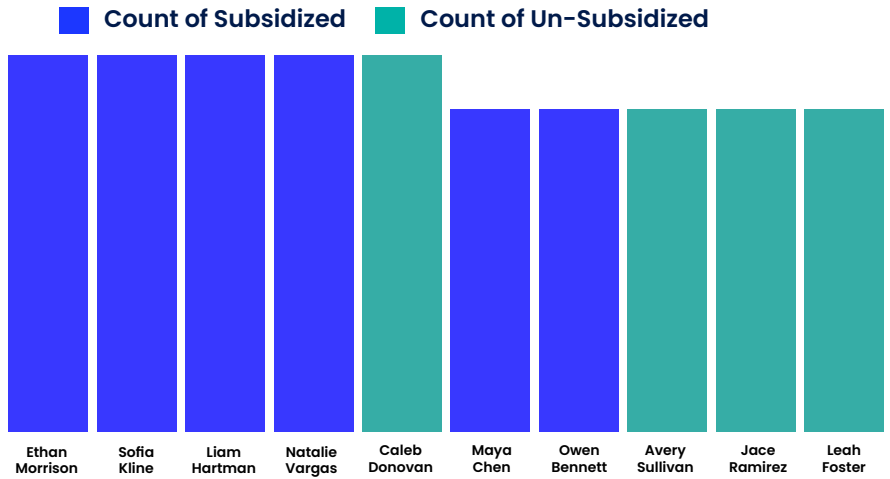
Evaluate which plans are driving sustainable enrollment so pricing and positioning can adjust in real time.

## Broker Performance

### Broker Assisted



### Top Performing Brokers



Identify high-value partners, coaching opportunities, and unmanaged enrollment patterns across your broker network.

## Self-Service Insights for Confident Decisions



Make mid-season operational decisions instead of post-season corrections.



Evaluate product performance compared to member needs.



Identify geographic and demographic growth opportunities.



Understand broker impact and distribution patterns.



Detect effectuation and retention risk early.



Tailor views for operations, finance, network, or executive leadership.

Foundry helps you understand performance while it is still changing, not after it is finalized. Your team can act earlier, plan smarter, and grow more predictably. Connect with Softheon to start working *with* your data.

Email: [info@softheon.com](mailto:info@softheon.com)

LinkedIn: [linkedin.com/company/softheon](https://www.linkedin.com/company/softheon)

Website: [softheon.com](https://www.softheon.com)