Delivering a Unified Medicare and Medicaid Experience for Members

A modern approach to frictionless benefit administration, generating value-driven experiences

Lynx: Designed for Flexibility, Transforming Benefits Delivery

Lynx

Lynx is built API-first, ensuring seamless integration and scalability

The only platform that can administer all benefits in one experience: commercial, Medicare, and Medicaid

FORTUNE 10

Engineered for seamless integration with Fortune 10 companies and preferred vendors to offer the most competitive pricing and choices

100% customizable—allowing health plans to tailor benefits, payment solutions, and engagement strategies
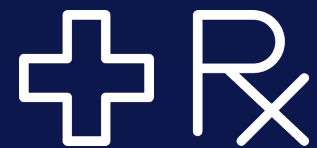
A fully white-labeled solution— 100% client-branded app and portal experience

Deploy as a standalone portal and app or integrate seamlessly into existing platforms

Challenges Facing Health Plans and Members Today

Lynx

Health plans struggle to unify Medicare and Medicaid benefits into a seamless member experience

Plans miss the chance to enable members to use benefits—and lead healthier lives with improve outcomes

Disjointed benefits and multiple vendors create confusion and frustration for members

Outdated technology leads to inefficiencies, high call center volume, and disjointed member communications

RESULTS:

Fragmented and inefficient benefits administration

Rising costs

Frustrated member experiences

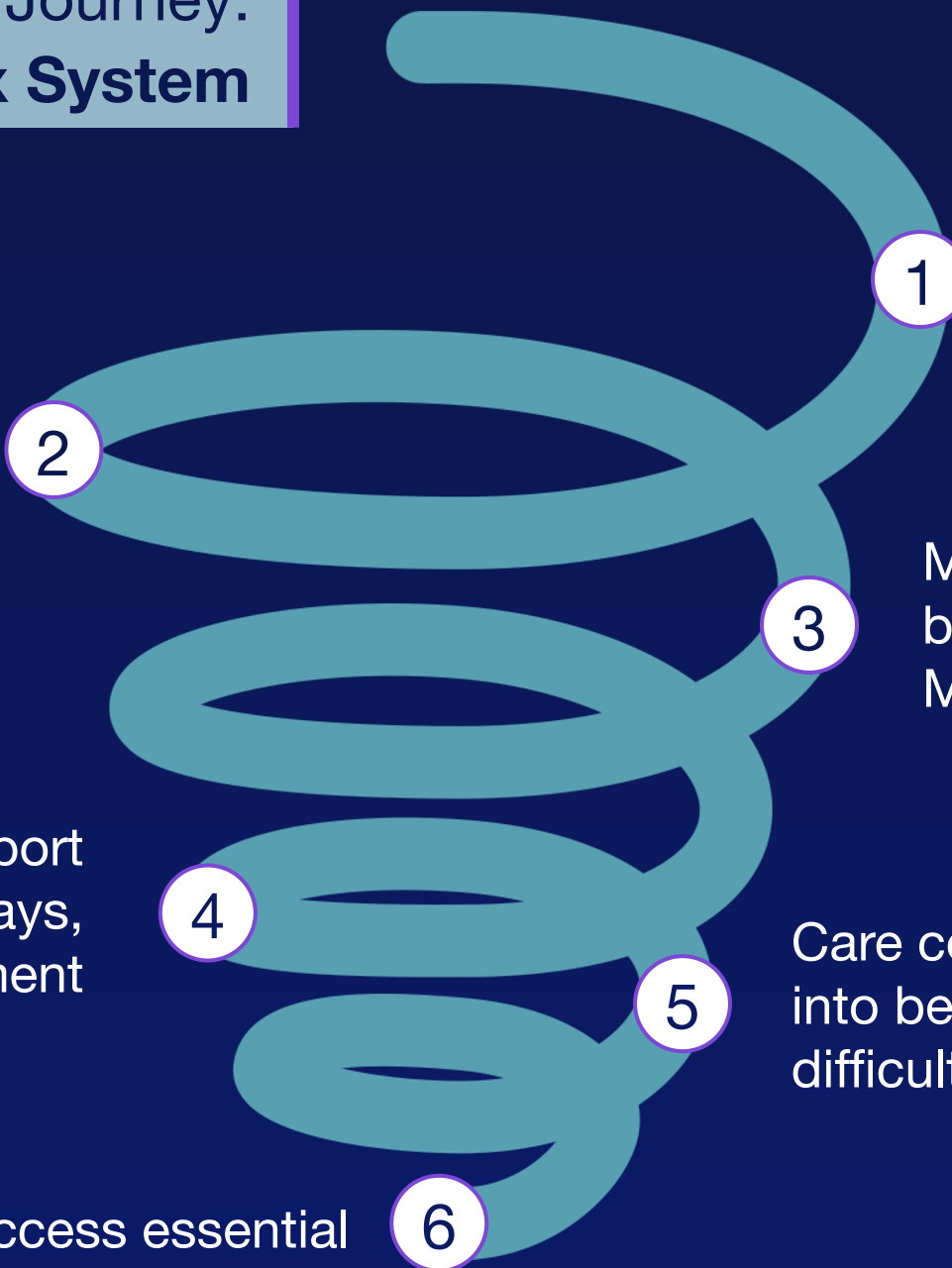# Why Today's Solutions Don't Work for Dual-Eligible Beneficiaries

Lynx℠

A Member Journey:
Navigating a Complex System

1 Member is unaware of all potential benefits available through both Medicare and Medicaid plans

2 Member doesn't know how to access their benefits, who to call, or how to engage

3 Member calls customer service—but support is separate for Medicare vs. Medicaid

4 Members are bounced between support departments, causing frustration, delays, and potential disenrollment

5 Care coordinators have limited visibility into benefits and vendors, making it difficult to provide whole-person support

6 Members struggle to access essential benefits, leading to avoidable hospitalizations and poorer health outcomes
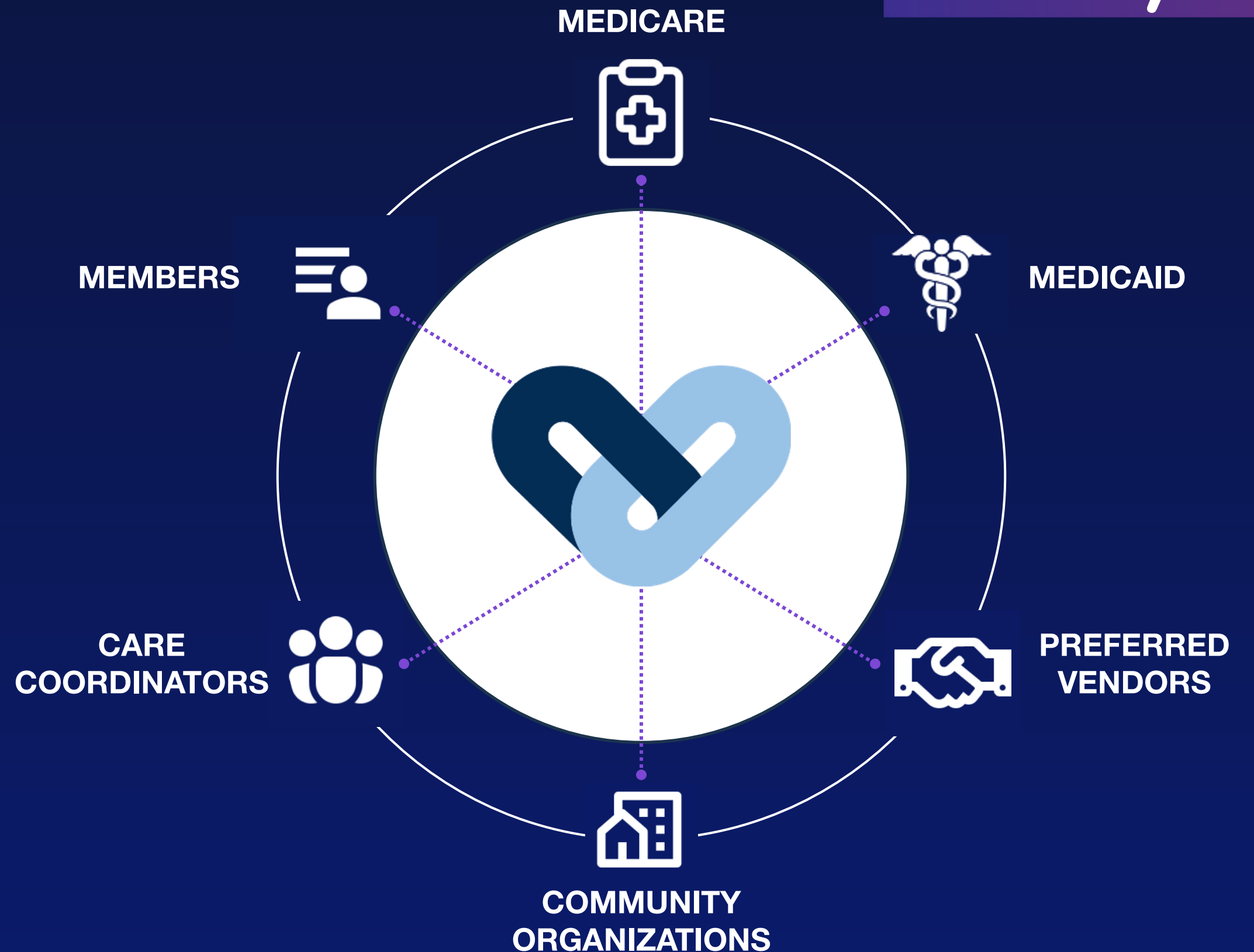
A Seamless Path to Better Health: One Member's Story

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PATIENT OVERVIEW

Name: Christina Elliot

Age: 67

Profile: Diabetes, lives alone, needs assistance with ADL, and has food insecurities

Dual-Eligible Member

HEALTH & LIFESTYLE SUPPORT THROUGH LYNX PLATFORM

- Home Modifications and Pest Control
- E-Commerce for Diabetes Supplies
- Healthy Meals and Groceries Delivered
- Rewards for Managing A1C
- Care Coordinator Support for DME Needs
- Fast, Reliable Delivery

MEMBER-CENTERED HEALTHCARE EXPERIENCE

Christina and her care coordinator can log in to Payer-branded portal to see all available Medicare and Medicaid benefits in one place

Lynx provides tailored OTC and grocery recommendations

Christina's care coordinator facilitates the purchase of a shower chair using her DME benefits

Christina receives home-delivered meals and groceries, allowing her to age in place with the support she needs

MEMBER IMPACT AND RESULTS

Christina benefits from whole-person care, keeping her healthy and supported

Christina ages in place with the care she needs, boosting engagement and satisfaction

Christina's seamless experience leads to fewer complaints, better benefit use, and fewer ER visits

A Look Inside the Lynx Platform

Meet the Lynx Team

Jenn Brooks-Kaluza

Head of Government Solutions

Matt Renfro

Co-Founder and CEO

Taylor McMurtrie

Vice President of Sales

Learn More: **Lynx-fh.com/Medicarians**

Account Summary

Total Balance
$175.00

Manage your card >

Your Benefits

< >

OTC & Groceries
$125.00

Expires	Next Load
Dec 31, 2025	Jun 14, 2025

Rewards & Incentives
$50.00

Name:	Member ID:
John Smith	BB87-SK1-MI06

Track your orders   See All >

Order **#00324**
ETA Mar 20, 2025

Order Placed
Mar 20, 2025 - 03:45 pm

Order On The Way
Newton, Massachusetts

Order Arrived
Not yet

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THANK YOU!