Required communications, meet inspired communications

Increase member engagement with health and wellness communications.
Meet Alison, a senior healthcare marketing executive

Capable senior leaders, like Alison, face unprecedented challenges in today’s rapidly evolving healthcare industry. The race is on to capture the attention of members.

Americans are exposed to 4,000–10,000 ads every day.

Marketers have to compete with all that noise.

1 Red Crow Marketing, “How many ads do you see in one day?” Sept. 10, 2015
Alison needs to transform communications into personalized, engaging experiences across the wellness journey—from member acquisition to renewal.

**MEMBER ACQUISITION**
Alison needs solutions that can increase sales while empowering agents and brokers, including creating and distributing marketing collateral and managing campaigns.

**MEMBER ENROLLMENT AND RENEWAL**
Alison’s job extends to onboarding members with personalized experiences and documents.

**MEMBER SERVICE AND ENGAGEMENT**
Building upon the brand promise, Alison knows she can help make an impact with member communications and wellness program materials.
Alison meets her challenges head-on, determined to raise the bar on her goals:

- Acquiring members and increasing loyalty
- Providing outstanding member experiences
- Personalizing, omni-channel communications
- Showing ROI on targeted campaigns

93% of members say quality and convenience of communications are important factors in choosing or renewing their health insurer.

Nearly ½ of all consumers would switch health insurers if their communications were difficult to understand or not delivered the way they prefer.
Alison wants to reach members where they are.

AT HOME | ON THE GO | AT WORK

21x/hour: the frequency at which Americans switch between screens

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American Marketing Association, *Why Your Customers’ Attention is the Scarcest Resource in 2017*

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10 Number of channels members use for accessing their healthcare communications, like bills and EOBs.

1. Physical mail
2. Email
3. Web/user portal
4. Mobile apps
5. Cloud
6. Consolidators
7. Social media
8. Messaging apps
9. Productivity/payment apps
10. Phone

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Keypoint Intelligence-InfoTrends 2017
(via Broadridge Communications Cloud: Messaging for Marketers)
Alison knows she can meet her objectives through communications that:

- Attract new members and build relationships
- Deliver content based on individual member health conditions and wellness needs
- Grow existing member usage of benefits and services with educational content


7. Ibid.
Alison realizes that required communications, like bills and EOBs, offer a golden marketing opportunity.

94% of members read or skim bills and EOBs

70% save a copy for their records

Source: Broadridge Uncovering Member Insights Survey 2018
Alison needs a partner to realize her goals...

Provide content that will help promote better decisions
Meet members in their channel of choice
Adhere to regulatory requirements
Leapfrog competitors and simplify processes

today and tomorrow
Meet Alison’s new partner: Broadridge

- CX design and strategy
- Data management
- Content and campaign creation
- Omni-channel delivery

Transform your member communications today.

Get insights on communication trends, technologies and solutions from Broadridge’s leaders.

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