

Maximize Member Acquisition and Retention

End-to-end communications solutions complement print with rewarding digital experiences to supercharge business growth.

It's hard to stand out in the healthcare industry. With more choices and shopping tools, consumers are savvier than ever. Especially during the critical enrollment period, you need to connect with consumers where they are—on their terms. That's why effective engagement has never been more important.

Broadridge can empower you to make an impact from the very first touch. Our healthcare omni-channel communications solutions are proven to help health insurers attract new members and reduce churn. We'll work with you side by side to plan and execute data-driven digital and print campaigns that truly move the needle.

SOLUTIONS SPECIFICALLY DESIGNED FOR KEY, HIGH-LEVERAGE OPPORTUNITIES.

- Medicare Advantage
- Medicare and Medicaid Acquisition/Retention
- Age-in Programs
- Individual and Commercial Marketing
- Exchange Marketplace
- Chronic Care Education
- And more

STRATEGIC PLANNING

After managing thousands of successful campaigns, we know what works and what doesn't. Our team will help identify opportunities and create a roadmap to simplify operations, reduce spend and build on industry best practices.

EXECUTION AND CAMPAIGN MANAGEMENT

Bridge print to digital with holistic experiences that make it easy to navigate onboarding and enrollment. Our solutions can help you send targeted, personalized communications, delivering the right message at the right time—in the channels your members prefer.

- Designated URLs
- SMS text
- Digital delivery
- Microsites
- CRM integrations
- API calls
- Print

PROVEN RESULTS.

- A top national health insurer saved 18% by leveraging our print and postal optimization solutions.
- A national provider reduced cost by more than 30% by consolidating communications platforms and leveraging our digital solutions.
- A leading health plan reduced annual postage costs by 25% on their Medicare EOBs with StatementPacks®, our innovative householding postal solution.

CONTENT AND CREATIVE SERVICES

Reinforce your brand and drive more meaningful interactions. Our collaborative tools and self-service composition solutions help transform essential member communications into the exceptional.

DATA ANALYTICS

Use data insights and modeling to continuously refine and optimize your communications. Our vast network of communications data provides deep insight and predictive modeling for targeting messaging with pinpoint accuracy. With A/B testing, you can deploy the most effective messaging for your audience. Plus, our comprehensive reporting provides real-time data insights to help you make adjustments on the fly.

Creating holistic member journeys

Reimagine the member experience from the very first touch.

Every communication must build toward a holistic, rewarding member experience. That requires journey mapping and blending content, channel, appearance and timing, all while accounting for member preferences.

Our solutions range from regulatory transactional-based messages to personalized, nurturing educational campaigns. Across statements and health and wellness programs, we can help you keep the momentum beyond open enrollment season to boost loyalty and maximize retention each year.

Broadridge Healthcare Communication Solutions: Improve the member experience across the wellness journey

Replace static documents with communications that are dynamic, personalized and relevant

Create a feedback loop to facilitate member and patient engagement

Make it easy for members and patients to take action: pay, buy, enroll, consent and learn

Capture usage data and analytics to enhance communications based upon the needs of the recipient

Hextone MANAGE MY ACCOUNT | CHAT NOW

Premium Invoice for John Smith
June 01, 20XX
VIEW NOW

MONTHLY TOTAL
\$125.00 You owe
Last Payment Received On 06/15/20XX
PAY NOW

ACCOUNT SUMMARY

PREVIOUS BALANCE	\$125.00
PAYMENT PLAN	Monthly with Auto Pay
PAYMENT TYPE	Recurring Credit Card
PAPERLESS BILLING	Enrolled

Let us help take your acquisition and retention programs to the next level.
Contact us today by visiting Broadridge.com or calling +1 844 889 4040.

Broadridge, a global Fintech leader with over \$4.5 billion in revenues and part of the S&P 500® Index, provides communications, technology, data and intelligence. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

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