

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.

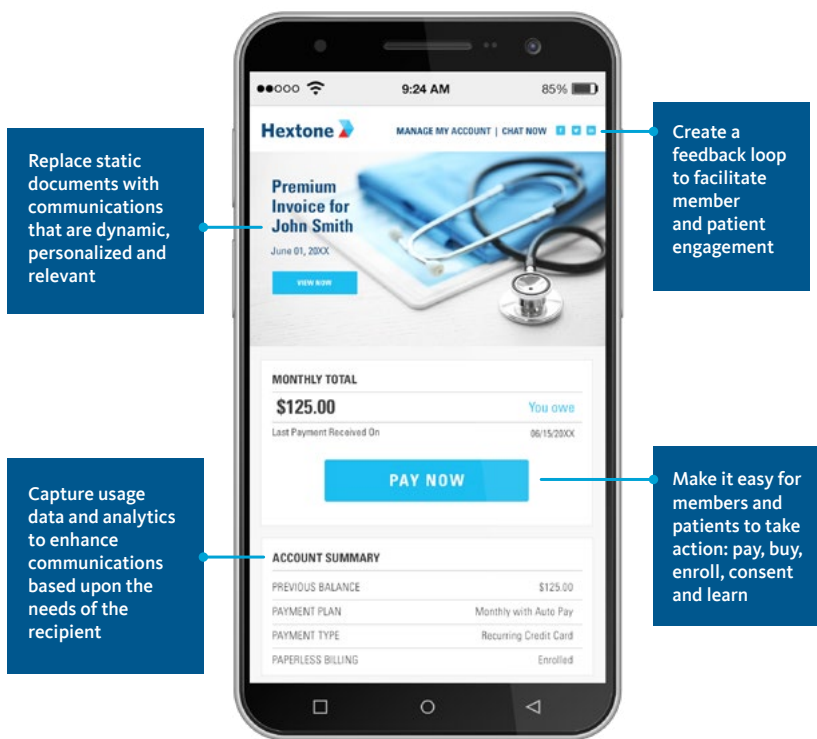
Creating holistic member journeys

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



BROADRIDGE FAST FACTS:

- 7B communications delivered annually across print and 12+ digital channels
- Invested \$1B+ over the last decade in print and digital
- Achieved ISO, PCI, HIPAA and HITRUST CSF compliance and security designations
- 7 geographically dispersed facilities help ensure disaster recovery while providing a strategic footprint
- 100+ patents and pending applications for technology innovations issues by U.S. Patent and Trademark Office

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 Financial Solutions (NYSE: BR), a global Fintech leader with over \$4.5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance and communications to enable better financial lives. We deliver technology-driven solutions to banks, broker-dealers, asset and wealth managers and public companies. Broadridge's infrastructure serves as a global communications hub enabling corporate governance by linking thousands of public companies and mutual funds to tens of millions of individual and institutional investors around the world. In addition, Broadridge's technology and operations platforms underpin the daily trading of on average more than U.S. \$10 trillion of equities, fixed income and other securities globally.

broadridge.com

