



HEALTHCARE COMMUNICATIONS

# Required communications, meet inspired communications

Increase member engagement with health and wellness communications.

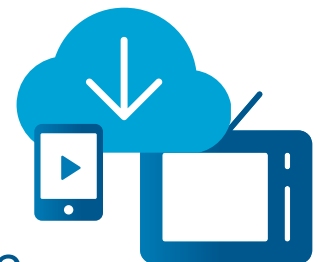


## Meet Alison, a senior healthcare marketing executive

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.



<sup>1</sup> 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



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



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



<sup>4</sup> American Marketing Association,  
*Why Your Customers' Attention is the Scarcest Resource in 2017*

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

<sup>5</sup> Keypoint Intelligence-InfoTrends 2017  
(via Broadridge Communications Cloud: Messaging for Marketers)

Alison knows she can meet her objectives through communications that:



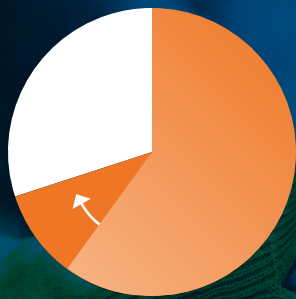
Attract new members and build relationships



Deliver content based on individual member health conditions and wellness needs

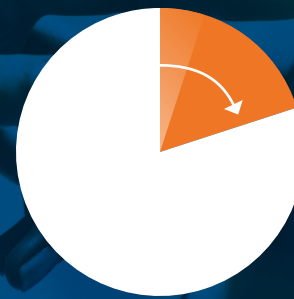


Grow existing member usage of benefits and services with educational content



60-70%  
Probability of selling to an existing customer

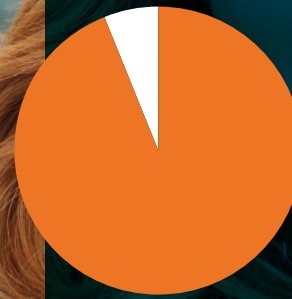
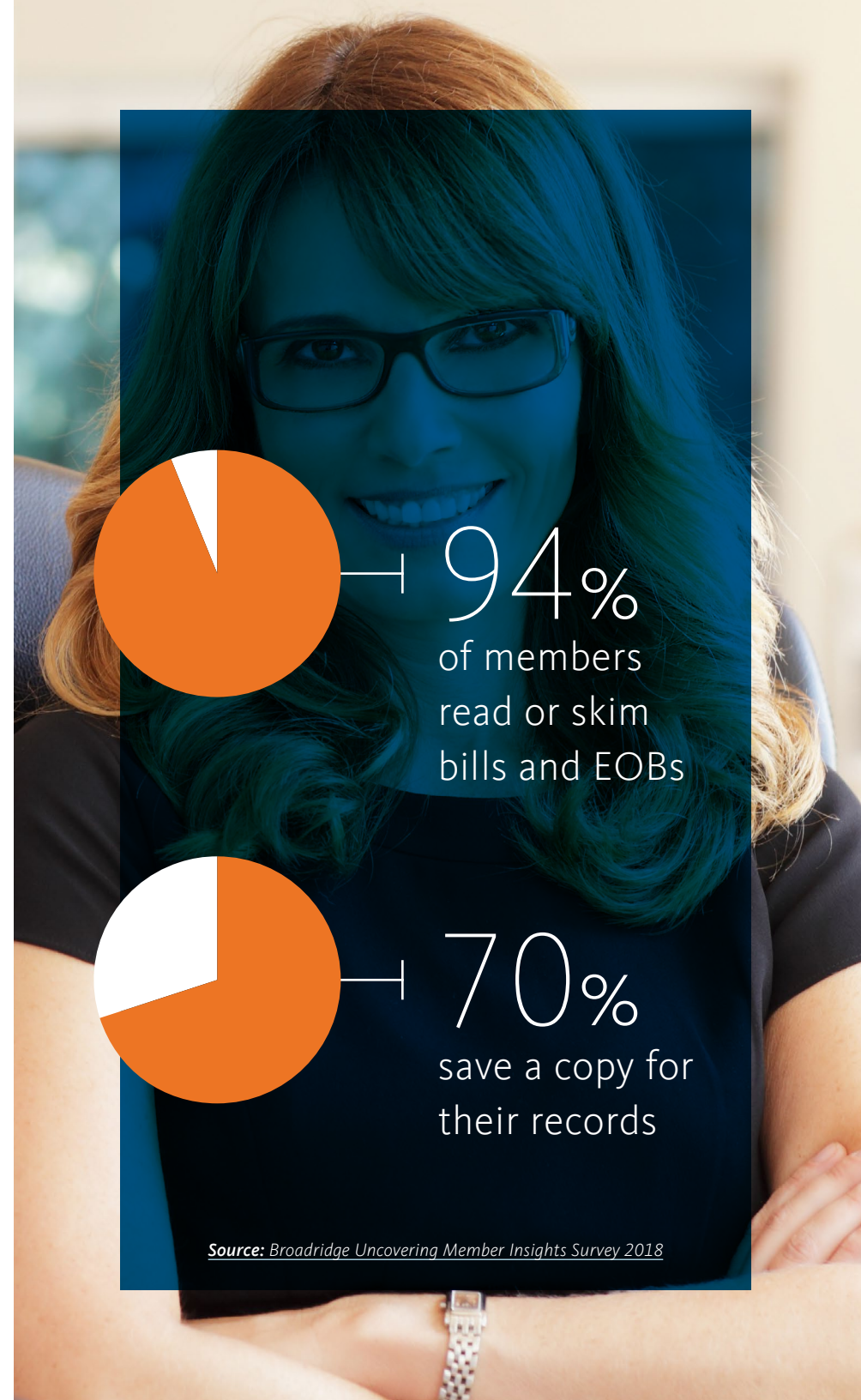
<sup>6</sup> Kapost, "The Cost of Customer Acquisition vs. Customer Retention," April 6, 2016



5-20%  
Probability of selling to a new prospect

<sup>7</sup> 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*

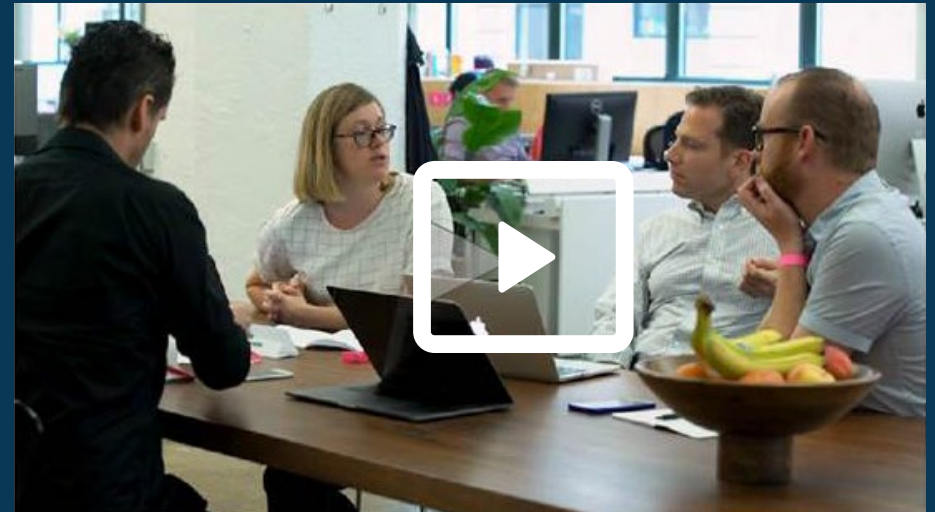
# Alison needs a partner to realize her goals...

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.

**GAIN VALUABLE INSIGHT**

Broadridge, a global Fintech leader with over \$4 billion in revenues and part of the S&P 500® Index, provides communications, technology, data and analytics. 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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Ready for Next

Communications  
Technology  
Data and Analytics



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