



Medicare Advantage Marketing Solutions

Problems

- Healthcare plans often have difficulty finding time to focus on expanding their membership bases through effective and efficient marketing campaigns.
- Annual enrollment periods represent a golden opportunity to build and retain membership, but often companies fail to capitalize on strategy and execution before and during the short messaging window.
- Companies are challenged to grow membership and reduce membership churn outside of enrollment periods.
- Provider recruitment and communication are keys to health plan growth, which is why messages must be clear and focused to rise above the day-to-day noise.

Opportunities

Our marketing and advertising expertise in member growth and retention can help propel revenues and profitability of healthcare plans, all the while ensuring companies are complying with complex regulations.

We offer a full suite of services, with a focus on receiving the best return on your investment. We can provide extra assistance during the busy times of the year and communicate with providers to grow their panel of patients.

Solutions

We advise clients on strategic approaches for:

- Comprehensive, strategic marketing for healthcare plans to increase membership
- Prospect and provider marketing, sales support, brand messaging, and member communications
- Integrated digital advertising strategies, including SEO, Facebook ads, paid search, and banner ads
- Strategic traditional advertising campaigns, including direct mail, television, and print media
- Predictive modeling to improve messaging relevance
- Member communication campaigns for retention

Areas of Focus

- Medicare Advantage
- Medicare/Medicaid
- Medicare Part D
- Annual enrollment period
- Provider marketing and communications
- Managed Care (HMO, PPO, POS, EPO)
- CMS Compliance & Stars initiatives
- Ageing in

Core Competencies

- Marketing strategy
- Integrated omnichannel marketing
- Digital and email marketing
- Data analytics and database marketing
- Churn reduction
- Lead generation
- Budget management
- Go-to market planning
- Product launch
- Benefit design
- Predictive modeling
- Brand development and management
- Advertising
- Direct mail
- Competitive analysis
- Marketing communications
- Market research
- Search engine optimization and marketing (SEO/SEM)
- Team development
- Direct-response television (DRTV)

Why Milliman?

As one of the largest risk management consulting firms in the world and the global market leader in healthcare consulting, we advise over 80% of the world's leading insurers, working with 44 of the top 50 insurers globally.



Milliman is among the world's largest providers of actuarial and related products and services. The firm has consulting practices in life insurance and financial services, property & casualty insurance, healthcare, and employee benefits. Founded in 1947, Milliman is an independent firm with offices in major cities around the globe.

CONTACT

Merry Beth Ward
merrybeth.ward@milliman.com