

Program Spotlight

Acquisition • Frequency • Retention • Loyalty

Health Maintenance Organization

Company: A leading nonprofit health maintenance organization that serves more than 600,000 members residing in a single state. The organization has a variety of insurance offerings including traditional indemnity, PPO, and POS plans, in addition to HMO plans and more.

Marketing Objective: The organization was looking to reward those enrolled in their Medicare Advantage Plans that completed four proactive health initiatives to:

- Provide an incentive for their members to live a healthier lifestyle through completion of health initiatives and discounts to promote active lifestyles
- Maximize the amount of dollars available to members by understanding their future health directives
- Solidify their brand & increase retention of members in their programs

CMS Solution: The organization worked with Entertainment CMS to develop a custom-branded, "healthy living" themed program. It centered around Entertainment's "best in class" discounts segmented geographically and by lifestyle - healthy living discounts for dining, attractions and more. The program was designed to reward and recognize members who make healthy lifestyle choices.

Program Components:

Launch piece:

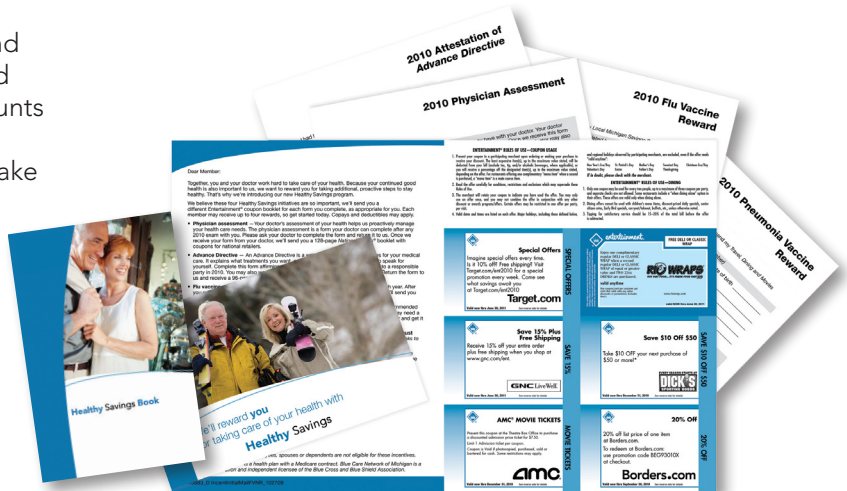
Fold out brochure introducing members to the program and rewards. This direct mailer included forms for members to complete with their doctor along with six Entertainment discounts.

Savings books:

Three savings books were created and each used as a reward after a health initiative was completed. The book themes included: 1) Regional savings, 2) Fine dining, movie & travel guide, 3) National Values featuring retail, travel and services from top national brands.

One-to-One Newsletter:

As a reward for completion of one of the health initiatives, a direct mail newsletter was sent to the member. The newsletter featured discounts in close proximity to their home and included savings on dining, attractions, sports, and leisure activities



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