

## Program Spotlight

### Following a Prescribed Treatment Regimen (Part C) Exceeded Projection by 25%

#### Company Overview

A Midwestern Health Care Company sets itself apart from the competition by focusing on helping people achieve and maintain long-lasting health and wellness. They provide more than original Medicare, by combining hospital (Part A), medical (Part B) and prescription drug (Part D) coverage into one simple and affordable plan.

#### Marketing Objectives

The goal for this healthcare provider was to increase engagement with their members over the previous year. They wanted their program to help them add to the size of their Medicare Advantage audience and improve Star Ratings. By encouraging members to adhere to their prescribed regime for conditions such as diabetes, cholesterol and high blood pressure, they wished to positively impact Star Ratings and promote active participation toward the overall good health of their members.

#### Our Solution

Entertainment® Rewards & Incentives developed a program that used 3 touchpoints to communicate the details of the program and motivate members to take action by incenting them with premium discounts on dining, shopping, travel and more.

- 1 **Launch Book** – a 24-page booklet was mailed to each qualifying member at the start of the program. This booklet communicated the medication adherence program details, the importance of following their prescriptions, and a sample of high-value offers.
- 2 **Reminder Newsletter** - after a three-month participation period, members were mailed reminder newsletter with 8 healthy-living offers.
- 3 **Reward Book** – at the end of the program a 32-page reward book, offering premium discounts, was sent to members who had completed the program successfully.

**Results:** This program ran for 2 years. The results **exceeded their initial goal by an average of 20% each year.** This program was one of the key components in this plan **achieving a 5-Star Rating.**

#### 1 Launch Piece



#### 2 Reminder



#### 3 Reward Book

