

# Seniors and Health Care

## Engagement tips for a changing Senior population

More than 19 million Medicare beneficiaries (33%) are enrolled in Medicare Advantage plans in 2017. And only 5% dis-enroll once they commit to a Plan.<sup>1</sup>





## The Opportunities

10K

1

10,000 people per day turn 65. By 2030, all baby boomers will be older than age 65.<sup>2</sup>

***Clear growth in new potential members***

2

Starting in 2019, during the first three months of the calendar year, Medicare Advantage enrollees can switch to a different Advantage plan or choose original Medicare.

(This is a change from prior years, when Advantage enrollees could switch plans only between January 1 and February 14.)<sup>3</sup>

***Show them they are special and that you care about their health.***

# Acquire and Retain

A few tips to help you better acquire and retain Senior members:

**TIP**

Send a 'How to' guide comparing plans and benefits long before the initial enrollment period. Using rewards as a "Thank You" for attending MA informational meetings during AEP can help motivate switchers and age in's to request your information and attend seminars.

**TIP**

Create compelling reasons to open your communication. Provide clear information about your Medicare Advantage plan, including ways to improve their health. Adding value, like relevant discounts, will go a long way towards helping improve member satisfaction right from the start.





## Focus on Total Health

Seniors are interested in maintaining their health. Encourage them to take advantage of their benefits.

### TIP

Show them that you care about their health by rewarding them for getting wellness checkups, screenings and immunizations. Rewards and incentives will motivate them to use their preventative care benefits.

Note--In 2019, CMS proposes to include the completion of an HRA as a permitted health oriented activity in an RI program.

### TIP

Members will notice when your plan helps them make better health decisions. Provide value-added benefits that help differentiate your plan from other options. We have found that Seniors respond well to relevant discounts, coupons and gift cards. An ongoing engagement program will keep your brand top of mind and promote an active, healthy lifestyle.

## Seniors and Tech

82% of adults age 50+ who use the Internet research health and wellness information online.<sup>4</sup>

More than three-quarters of American adults (77 percent) now own a smartphone, the fastest growing demographic is people over 50, 74 percent of whom now own a device.<sup>5</sup>



**TIP**

Integrate both digital and mobile marketing into your marketing mix to reach these tech savvy seniors. Baby Boomers spend 27 hours per week online, which is two hours more per week than those 16 to 34.<sup>6</sup>

Offering a mobile rewards and incentives program is a great way to get their attention and motivate them to learn more about maintaining their health. Consider adding healthy coupons to your mobile app for savings on the go.





## Spending and Saving

Savings motivate seniors.

96% of Americans use coupons. Households with someone age 65-74 are 14% more likely to use coupons compared to US households overall.



**TIP**

Help members get more from your plan with a savings platform that helps them save on everyday purchases and activities they love. Helping them stretch their budget will enhance their financial health.



# HEALTHY LIVING Rewards



[cms.entertainment.com/healthcare](https://cms.entertainment.com/healthcare)

Healthy Living Rewards programs from Entertainment® are proven effective at reaching and motivating health care members. Add value and impact to your member communications with Entertainment® discounts.

**Request a Healthy Living Reward Kit at**

**| [mktgsolutions@entertainment.com](mailto:mktgsolutions@entertainment.com) |**



**CORPORATE MARKETING  
SOLUTIONS**

**800-450-8114**

Sources: <sup>1</sup> Medicare Advantage Plan Switching: Exception or Norm? Henry J. Kaiser Foundation | <sup>2</sup> United States Census Bureau--Release Number: CB18-41 | <sup>3</sup> Centers for Medicare and Medicaid Services  
<sup>4</sup> Pew & American Life Project | <sup>5</sup> January 2017, the Pew Research Center | <sup>6</sup> Colorado University