

Humana®

HUMANA
**Annual Enrollment
Omnichannel Campaign**
CASE STUDY



 **OBJECTIVE**  **TARGET AUDIENCE**  **MARKETING & CREATIVE STRATEGY**  **RESULTS**

Objective

Medicare can be confusing — especially when the Annual Enrollment Period (AEP) rolls around. There are so many options out there... and if you qualify, it's hard to know which plan is right for you.

So, to promote Humana's Medicare Advantage plans, we needed to educate the audience. We wanted to create an omnichannel campaign that included direct mail and email touchpoints for Medicare-eligible prospects that would:

- 1.) Educate them on their plan options
- 2.) Encourage them to call Humana for more information
- 3.) Get them to choose Humana as their Medicare provider



Target Audience

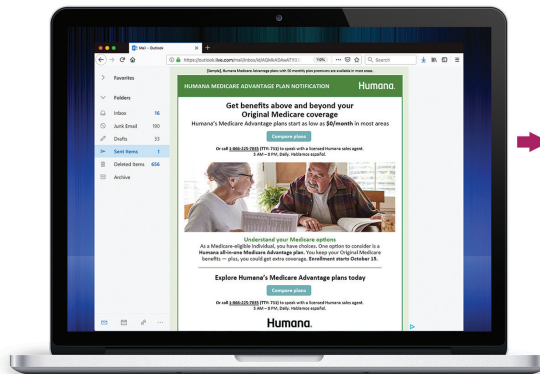


Medicare eligible seniors ages 65-74 who don't already have a Humana plan

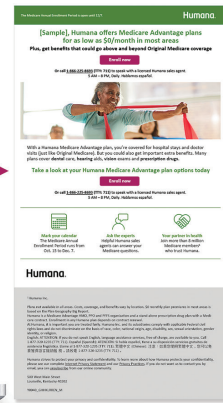


Entire Omnichannel Campaign

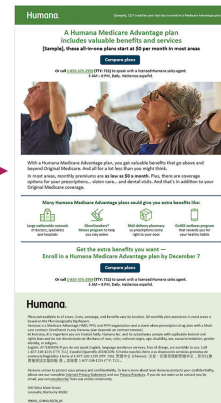
Email 1 • Pre-Enrollment Notification



Email 2 • Enrollment Announcement

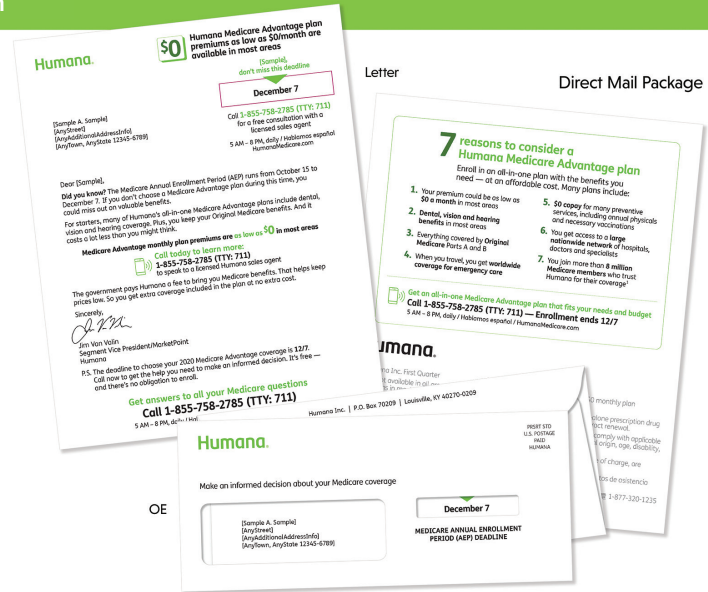


Email 3 • Additional Benefits

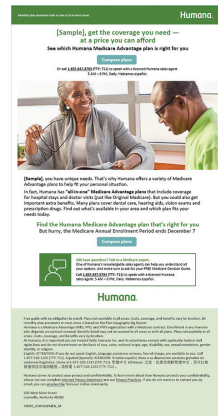


Letter

Direct Mail Package



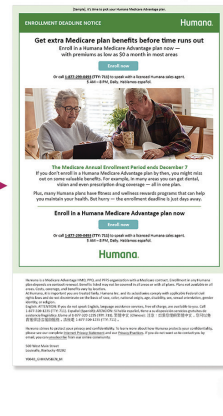
Email 4 • Compare Plans



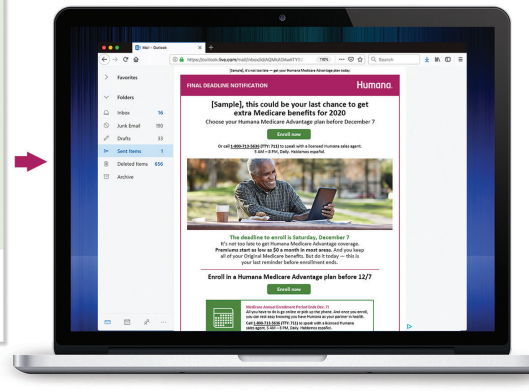
Email 5 • FAQ



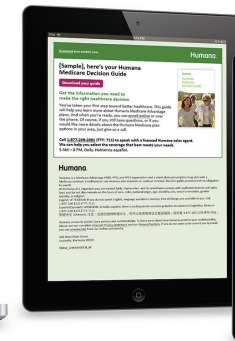
Email 6 • Enrollment Ending Soon



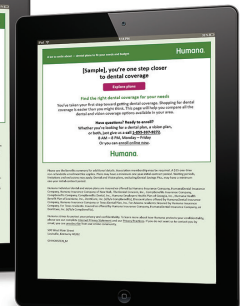
Email 7 • Last Chance to Enroll



Email 8
Medicare eFulfillment



Email 9
Dental eFulfillment



Marketing and Creative Strategy

For this project, it was all about making the right decision about your Medicare coverage. The goal was to give seniors all the information they needed... while leaving the final decision up to them.

The direct mail piece had an official-looking outer envelope featuring a double-window design that revealed the enrollment deadline. The teaser copy ("Make an informed decision about your Medicare coverage") encouraged the reader to open the letter to learn more.

Since we wanted to educate, the letter included phrases like:

- "Did you know?" followed by the Annual Enrollment Period dates
- "Get answers to all your Medicare questions" as a call-to-action
- "Call now to get the help you need to make an informed decision" in the P.S. (People always read the P.S.)

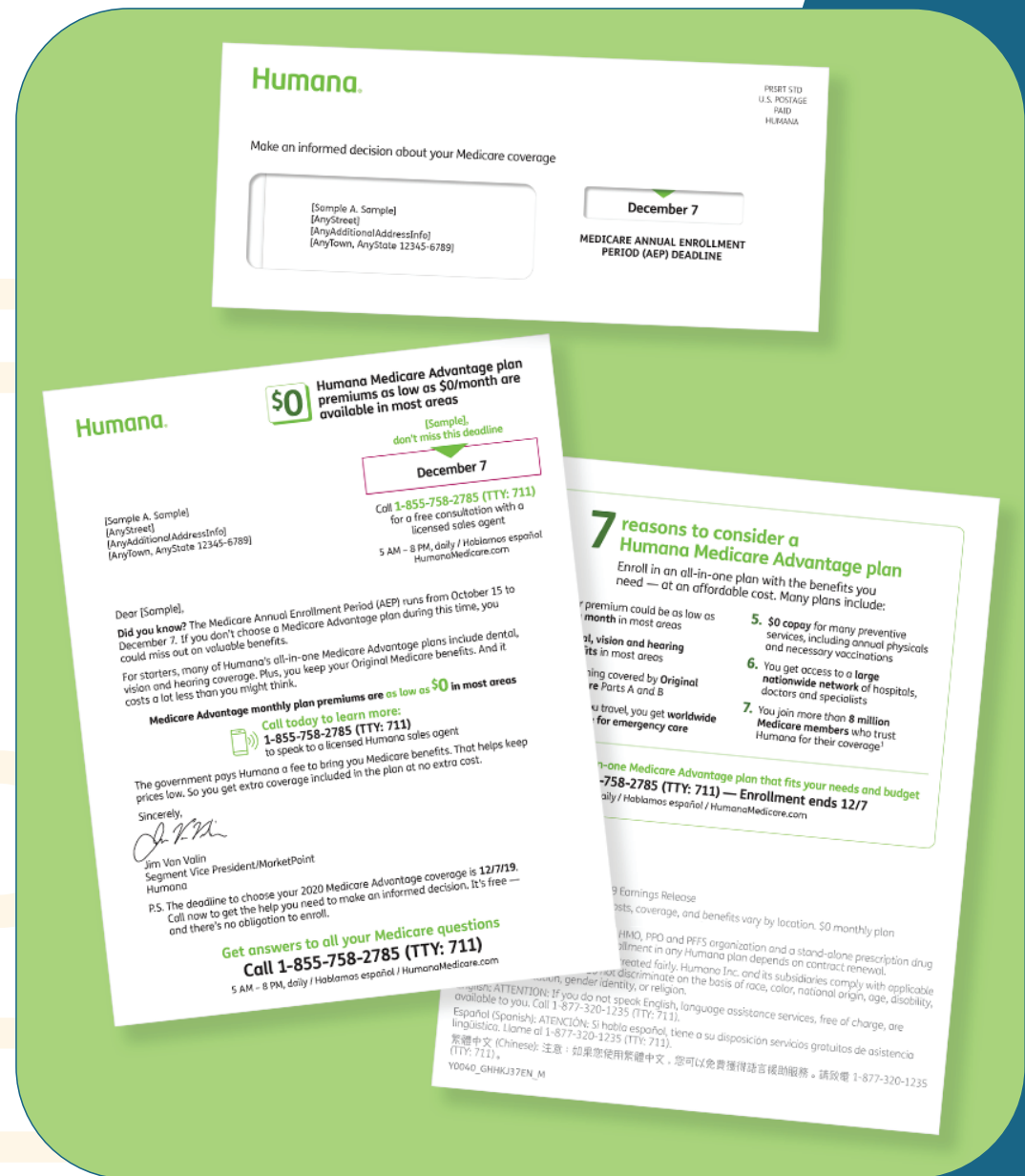
The goal was to get the reader to pick up the phone and talk through their options with a Humana sales agent. The agent could help give them even more information — and if the caller was ready, get them enrolled in a plan.

All this information was presented in a clean, official-looking design. The letter had bold \$0 premium callouts, multiple mentions of the phone number and an easy-to-follow hierarchy of information.

On the back of the letter, there was a list of "7 reasons to consider a Humana Medicare Advantage Plan." That's because people tend to read odd-numbered lists. The bullets were scannable, with bold details, color and a deadline-driven call-to-action.

(continued)

Direct Mail Package

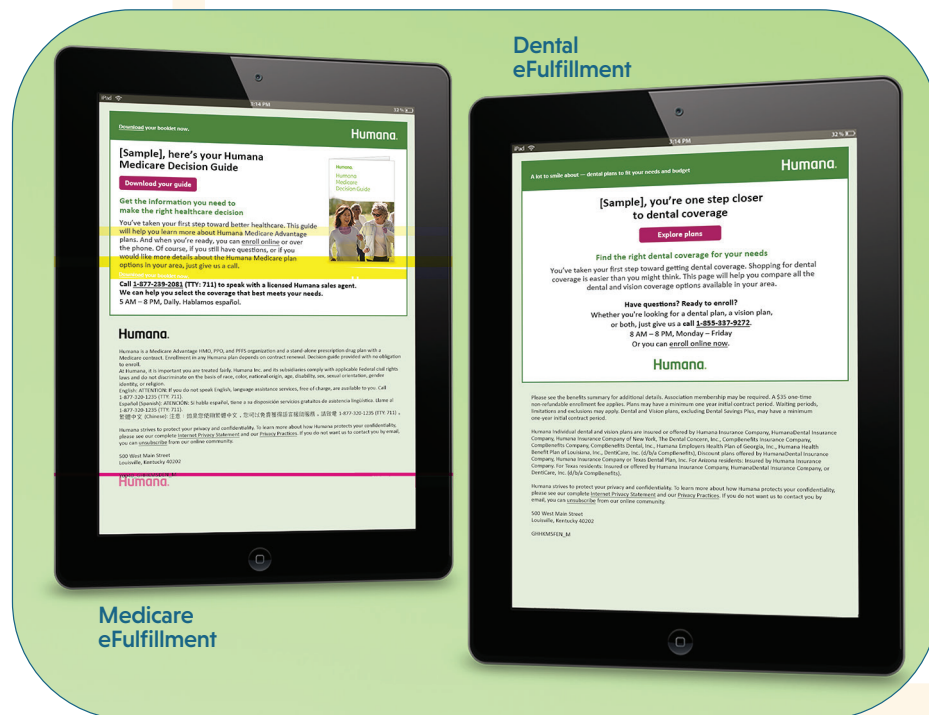


Marketing and Creative Strategy (continued)

This direct mail piece was followed by a stream of seven emails. The emails were deployed at strategic dates throughout the enrollment period. The stream ranged deadline got closer.

Every email provided a little more information. One answered FAQs, one talked about Humana's member benefit sand another talked about dental and vision coverage. Since enrollment was time- sensitive, each email leveraged the deadline in the call- to- action. Our client does extensive testing, so we used the research they gave us. Because \$0 callouts tested well, we incorporated "premiums as low as \$0" in subject lines and headlines.

As a final touchpoint, we created eFulfillment emails. These went to prospects who asked for a Medicare Decision Guide or a Dental Plan Decision Guide. These emails had a PDF of the eBooks – plenty of information to make an educated choice. All of this presented Humana as a trusted advisor and partner in health.



Detail of Email #1

[Sample], Humana Medicare Advantage plans with \$0 monthly plan premiums are available in most areas.

HUMANA MEDICARE ADVANTAGE PLAN NOTIFICATION

Humana.

Get benefits above and beyond your Original Medicare coverage

Humana's Medicare Advantage plans start as low as **\$0/month** in most areas

[Compare plans](#)

Or call **1-866-225-7035** (TTY: 711) to speak with a licensed Humana sales agent.
5 AM – 8 PM, Daily. Hablamos español.



Understand your Medicare options

As a Medicare-eligible individual, you have choices. One option to consider is a **Humana all-in-one Medicare Advantage plan**. You keep your Original Medicare benefits — plus, you could get extra coverage. **Enrollment starts October 15.**

Explore Humana's Medicare Advantage plans today

[Compare plans](#)

Or call **1-866-225-7035** (TTY: 711) to speak with a licensed Humana sales agent.
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Humana.

Plans not available in all areas. Costs, coverage, and benefits vary by location. \$0 monthly plan premiums in most areas is based on the Plan Geography Big Report.

Humana is a Medicare Advantage HMO, PPO and PFFS organization and a stand-alone prescription drug plan with a Medicare contract. Enrollment in any Humana plan depends on contract renewal.

At Humana, it is important you are treated fairly. Humana Inc. and its subsidiaries comply with applicable Federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation, gender identity, or religion.

English: ATTENTION: If you do not speak English, language assistance services, free of charge, are available to you. Call 1-877-320-1235 (TTY: 711). Español (Spanish): ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-877-320-1235 (TTY: 711). 繁體中文 (Chinese): 注意：如果您使用繁體中文，您可以免費獲得語言援助服務。請致電 1-877-320-1235 (TTY: 711)。

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500 West Main Street
Louisville, Kentucky 40202

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Results

The old AEP emails generated an average open rate of 12.4% and a click rate of 0.6%.

The *brand new* AEP emails **more than DOUBLED** those numbers, coming in with an average open rate of 26.38% and a click rate of 1.07%.

Plus, the best performing email was #3 and came in at a unique open rate of 66.34%. This email generated the most dental and vision applications of the entire stream.

The “Last Chance” email effectively leveraged the urgency of the upcoming deadline, resulting in a 44.55% open rate and the highest number of applications processed across all plans. Altogether, the series resulted in 1,168 calls to Humana sales agents.

This email series beat out the previous year’s series by a HUGE margin... and helped Humana meet their goals for this year.

