



Multichannel Strategy

Connecting Health Plans with Consumers

Client: A \$50-billion health-care-insurance provider with 9.5 million members prepared for the health insurance industry's transition **by investing in user-friendly tools and messages.**

Among the many provisions of the Affordable Care Act (ACA), also known as health-care reform, was the formation of state and private exchange insurance marketplaces, which for the first time created certain opportunities for health insurers to attract new and existing customers and inform them about medical coverage options.

A \$50-billion health-care-insurance provider with 9.5 million members, the organization prepared for the health insurance industry's transition and invested in user-friendly tools and messages that would help consumers fully understand their benefits and financial responsibilities as a result of the ACA. The communication plan included a multichannel media strategy that would build brand awareness and favorability while educating consumers on health-care reform and insurance marketplaces. Digital media played an important role in this marketing program, and Theorem provided a multifaceted solution grounded in tight collaboration with the client's key stakeholders.

Think

- Construct a strategic framework that would align all digital media tactics and measurements for the entire consumer journey throughout the campaign.
- Maximize client budget and minimize waste through technological targeting against the addressable and in-market audience.
- Establish a regular routine of campaign evaluation and collaboration with major stakeholders to deliver actionable analysis.

Plan

- Support an information architecture that would drive traffic to an ACA-focused and -branded microsite so visitors could learn more about the ACA, affordable plans, and benefit offers.
- Engage consumers by providing access to a subsidy calculator that demonstrates the potential cost savings from the purchase of an insurance plan.
- Enable consumers to enroll through the federal and state exchanges, through the call center, or on the insurance company's Web site so as to maximize acquisitions.

Do

- Develop a geotargeted digital media campaign, with media placed in contextually relevant environments on desktops and mobile devices for top-of-mind consideration.
- Use programmatic channels and publisher direct digital media for cost-effective reach and scale.
- Optimize media performance and extract actionable insights from data.
- Revise media approach to support new messaging based on insights.
- Determine key findings around the impact of the overall media mix on the consumer journey.

Impact

This industry-leading health-care insurance provider successfully communicated its differentiation in the marketplace and educated consumers on health-care reform. The multichannel media strategy tested various media tactics to build awareness of the insurance provider's insurance plans and drive traffic to the ACA-focused microsite. With a full perspective on the integrated campaign, the analytics, and the actionable insights, the company's team and business needs were fully supported by Theorem's solutions.

- With ongoing campaign evaluation, the digital media campaign success track was altered positively.
- Awareness and traffic metrics exceeded expectations as follows.
 - 33% of all leads could be tracked directly back to a digital ad.
 - Synchronized-media and landing-page optimizations increased the lead conversion rate by 121%, strongly reducing the campaign's overall cost per lead.
- The client became able to focus on the details of the marketing program while Theorem adeptly managed all digital media activation initiatives.



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Theorem delivers a full range of flexible, tailored solutions to help organizations cost effectively and efficiently manage digital marketing initiatives across the entire digital landscape. We enable rapid activation of programs through a model that leverages domain specialists, digital best practices and a deep digital track record. Theorem optimizes digital programs by seeing the full picture—getting clients on the right path and overcoming all obstacles along the way. For more information, visit us at www.theoreminc.net