

# Mastering New-to-Medicare Member Acquisition in 2017 and beyond

The Medicare business is experiencing a significant paradigm shift as the baby boomer generation continues to age into Medicare. Changes in when and how consumers enter the market have greatly impacted the strategies of today's effective health care marketers.

The New-To-Medicare (NTM) market is growing at an unprecedented rate. Over 10,000 people turn 65 every day in the United States. There are several challenges in targeting, acquiring, and converting those approaching Medicare.

Baby Boomers behave and view themselves differently than prior generations who aged into Medicare. The Internet now ranks as their top media source for learning about and shopping for Medicare plans, but most health plans continue to market to them primarily through direct mail and phone agents. Baby Boomers are also working longer. Although 57% of workers expect to retire after the age 65, most New-To-Medicare engagement strategies stop altogether at age 65, leaving out over half of the market.

Very few programs are capable of presenting information according to each individual's situation and retirement plans. We are here to change the approach!

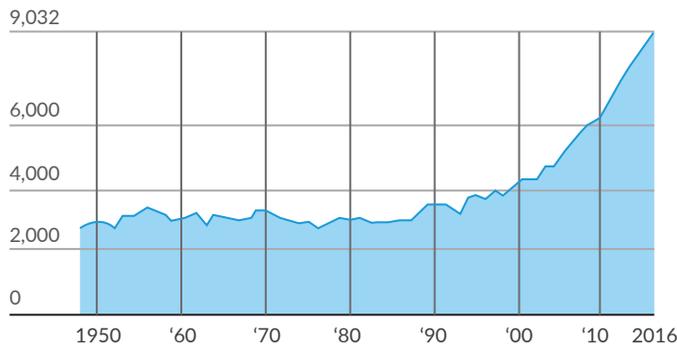
A modernized program can yield an additional **\$100** million in annual revenue for every **100,000** new eligibles in a service area.

## Targeting, Acquiring, & Converting the New-to-Medicare Segment

Our approach to NTM marketing is centered on two key strategic drivers:

1. The Late to Medicare segment, which consists of consumers who are delaying their retirement and in effect delaying the purchase of private Medicare plans, and
2. The new digital demand, which centers on baby boomers who overwhelmingly prefer digital channels for learning, shopping and comparing plans

### Number of U.S. Employees Age 65 and Over



Monthly data from April 1948 until April 2016

Source: Bureau of Labor Statistics

### LiquidHub's New-to-Medicare Strategy

- Determine if your target is **ready** or **not ready** to retire at age 65
- Engage those consumers beyond age 65
- Provide the digital tools and channels to compete in the marketplace
- Focus relentlessly on clarity
- Leverage data more effectively to optimize the program
- Test, learn, and constantly improve program performance with analytics

## The LiquidHub Difference

LiquidHub's innovative approach leverages private consumer research and insights to provide health plans with a completely revamped, rethought, and reinvigorated New-to-Medicare Program Strategy. Our strategy takes into account each health plan's market dynamics and each individual's Medicare readiness status driving results for Medicare plan sales.

We design, build, and operate a more relevant and profitable marketing program – or share those responsibilities with resources you already have.



## Let's start now.

With innovation at our core, we have the people, process and technology to transform your business. We've built a team of strategic thinkers, designers, architects, and technologists to create compelling experiences and transform your business to address your next-generation needs. With operations in North America, Asia, and Europe, our team of experts are one call away.



### North America

- Philadelphia
- Atlanta
- Boston
- Los Angeles
- New York City
- San Francisco
- Seattle
- Wilmington, DE



### Asia + Europe

- Amsterdam
- Bangalore
- Gurgaon
- Hyderabad
- London
- Shanghai
- Warsaw

## Award-Winning

LiquidHub has won Forbes' Most Promising Companies, Best Places to Work, Fortune's IAOP, Computerworld's Data+, Philadelphia Business Journal's Largest Consulting Companies, Inc. 500's Fast Company, Interactive Media Awards (IMAs), W3, and other awards.

These awards are a testament to the hard work and dedication of each and every one of our Associates around the globe.

## About LiquidHub

LiquidHub is a customer engagement company that partners with businesses to improve customer experience and drive growth. Headquartered in Philadelphia, with operations in North America, Asia, and Europe, we serve companies globally, helping them solve their most complex challenges through design expertise and technology innovation. Our customer successes are the result of a culture rooted in thought leadership and delivery excellence. For more information about LiquidHub, please visit [www.liquidhub.com](http://www.liquidhub.com) or follow us on Twitter or LinkedIn.

