



Leveraging retail tactics for health plans

Engaging hard-to-reach seniors



How are you standing out?

43

plan options

In 2023, a typical beneficiary has 43 MA plans to choose from in their local market¹.

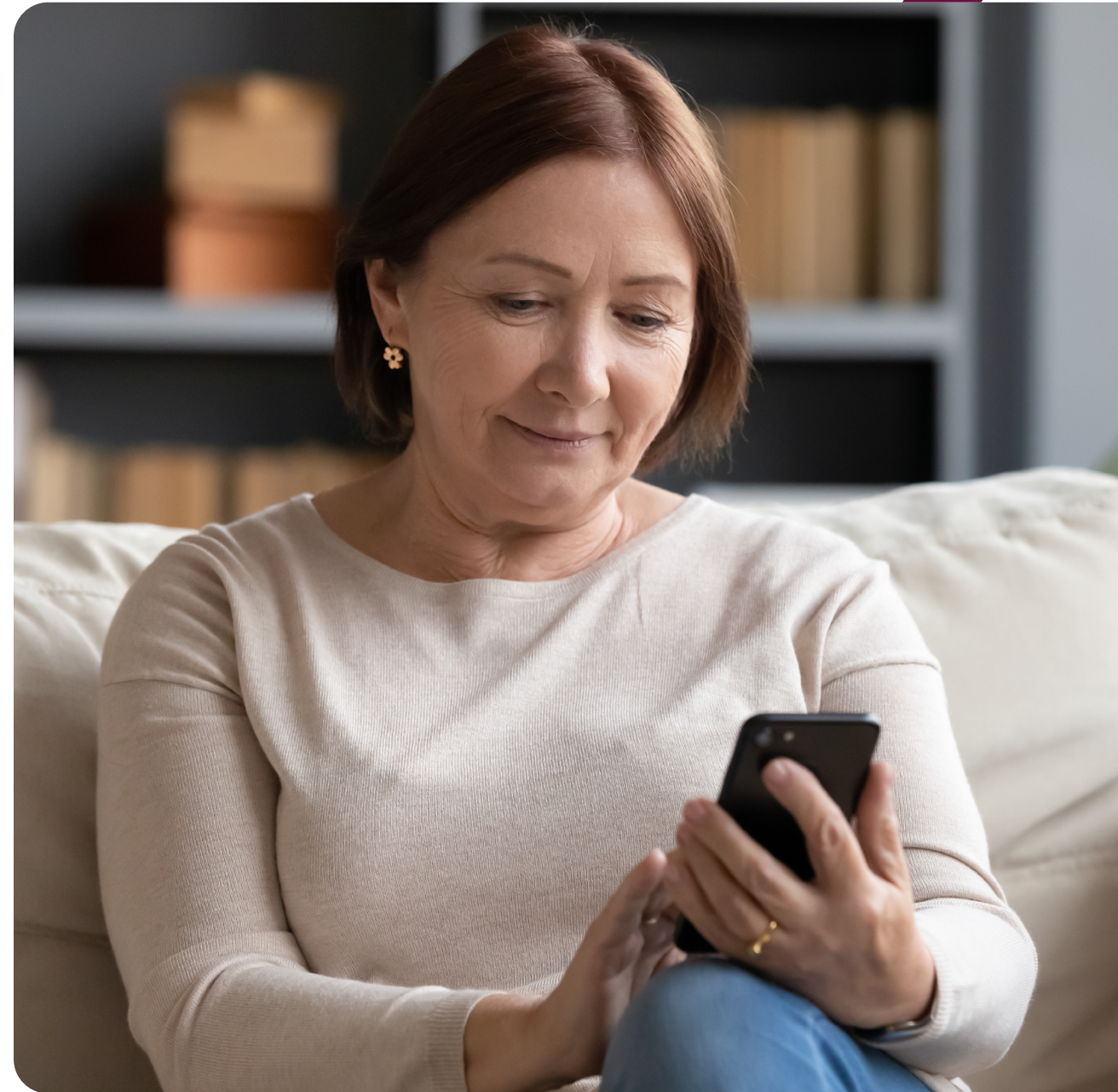


Build the experience with seniors in mind

40% of older Americans use smartphones for health activities like telehealth visits, ordering prescriptions, or making appointments².

Retail Example

Instacart's Senior Support service that helps onboard, choose, and fill up virtual cart – effectively bridging online with dedicated support.



2

Start building trust

“Never has there been a time in the history of health plans where consumers are looking to you more as a trusted partner or advisor,” shares Salem Shunnarah, EVP & GM Health Plans & Systems at Virgin Pulse. “There’s also never been a time when health plans have been better positioned to establish and nurture that trust. Whether it’s by encouraging a preventive screening or helping members find the most relevant benefits, giving members tools to help them live their everyday lives is everything. The more personalized and engaging you can make those communications, the more powerful they become.”

Retail Example

Retail brands deliver relevant, targeted experiences through videos and blogs to help older audiences feel heard and valued and motivated to share that experience and repeat it.



3

Meet members where they are

If you deliver your 'Welcome to Medicare' preventive visit engagement via one interactive voice response (IVR), you are missing out on engaging hard-to-reach populations.

Consumer brands use multiple channel options, including email, interactive voice response (IVR), direct mail, social media, text messaging, and landing page content delivered.

Retail Example

Grocery stores and budget retailers leverage income-related social determinants of health (SDOH) data to engage consumers with targeted coupons and senior discounts via multiple channel options and factor transportation or isolation into their communication plan.



4

Incentivize actions to create loyalty

In the past decade, multiple brands have done an exceptional job engaging hard-to-reach audiences by re-evaluating their incentives and offering no-hassle experiences that include multiple touchpoints to reach customer service or help those struggling to complete a transaction.

Top Gift Cards Among MA Members



Retail Example

RV dealerships have utilized virtual tours, simplified buying experiences, and created partnerships to restore travel plans and promote adventurous – but safe – activities and visits to friends and family.





Recognizing retirees of today aren't your grandparents of yesterday

In the past, retirees were traditionally treated like a homogenous population. But these individuals are living longer and more meaningful lives. They have exciting hobbies and diverse quirks.

Consumer brands use multiple channel options, including email, interactive voice response (IVR), direct mail, social media, text messaging, and landing page content and incentive actions through loyalty cards, clubs, and perks.

Retail Example

Bass Pro Shops and Harley Davidson effectively cater to retirees' free time while fulfilling their thirst for adventure.



How Virgin Pulse Helps MA Health Plans

We help health plans precisely target the right people with data you don't have with a clear line of sight into ROI. Move from wanting to deliver a seamless customer experience like retailers to deliver it for your members. Increase loyalty, impact gap closures, and increase plan satisfaction.

Learn more about what health plans can learn from retailers and how to make it happen for your plan by downloading Virgin Pulse and Fierce Healthcare's Consumer Brands' Winning Hand – How AI-powered tech is changing the game for Medicare member engagement.

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