

What Health Plans Should Know About Marketing Costs



Cost-per-acquisition for direct mail stands at **\$19** per new customer¹

Spend wisely – make sure you optimize targeting and communication strategies so the right message gets to the right individual at the right time



4 Key Rules for Member Engagement²



Make it a conversation



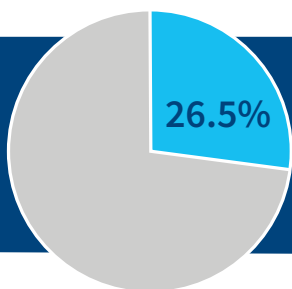
Make it relevant



Make it consistent



Continue the conversation



Sales and Marketing 2015 Median Per Member Per Month Expenses: **\$8.22** (26.5% of total PMPM expenses) for Blue Cross Blue Shield³

Target Marketing Helps Plan to Answer Questions Like⁴

- **When** should members be contacted?
- **What language** do members speak at home?
- **How frequent** is the engagement?
- What is the segment's **"health literacy"**?
- **Who** is the healthcare decision-maker (the "healthcare CEO") of the household?



Target Marketing Tools⁴

- **Segmentation** - break down populations into groups that need different approaches
- **Location Intelligence** - Relate data to geographic areas
- **Differentiated Messaging** - Create customized templates tailored to specific audiences
- **Differentiated Multi-Channel Delivery** - direct mail, email, texting, etc
- **Address and Data Hygiene**

To learn how LexisNexis can help you optimize your member outreach and marketing campaigns call 866.396.7703

Sources:

- 1) 2015 Direct Marketing Association (DMA) Response Rate Report
- 2) White Paper: Straight talk on member engagement: Pitney Bowes, 2016. <http://www.pitneybowes.com/content/dam/pitneybowes/us/en/customer-engagement/engageone-video/whitepaper-healthcare-engagement-straight-talk-on-member-engagement.pdf>
- 3) Plan Management Navigator: Analytics for Health Plan Administration. Sherlock Company. June 2016. <http://www.sherlockco.com/docs/navigator/Blue%20June%20Navigator%202016.pdf>
- 4) White Paper: Using targeted marketing strategies to optimize healthcare plans. Pitney Bowes. 2010.



Health Care

For more information, call 866.396.7703