



CREATIVE BRIEF

PROJECT	Make the Most of Your Plan Campaign
PROJ NUMBER	TBD
DATE	11/18/16
PROJECT LEADS	Sabrina Black

THE ASSIGNMENT

What have we been asked to do?

Campaign to educate individual exchange members on how to use their health plan effectively.

THE OBJECTIVES

What are we trying to achieve specifically?

- Give members information in bite-size pieces to aid comprehension and increase satisfaction with their PacificSource health plan.
- Increase the number of “paperless” members via InTouch registration.
- Help to reduce the number of complaint/confusion calls.

THE WAY TO WIN

How do we get to success?

We clearly communicate health insurance plan information for individual Exchange members, resulting in:

1. Individual Exchange members who are happier with their coverage, resulting in fewer complaint calls and better retention
2. Individual Exchange members who use their health plan effectively, helping to close gaps in care and increase usage preventive care services

THE AUDIENCE

Who are we trying to reach?

For this pilot campaign:

Individual and families who signed up on the Exchange. This group has the highest level of dissatisfaction, which we believe is due to the relative lack of support because they receive the least amount of initial support.

Future campaigns (should the pilot be successful):

All commercial members.

THE INSIGHT

What do we know about the audience, the purchase experience, and/or the decision points they weigh before engaging/re-engaging?

We know from customer satisfaction surveys, complaint data, and quality scores that one of the main reasons people may be dissatisfied with their health plan is because they don’t understand health insurance and/or their plan benefits.

Currently, a majority of the information that our members get about their plan is the Member Handbook or their policy. For some, these documents can seem overwhelming and overly complicated. As a result, members have a great deal of information at their fingertips, but may not realize it, understand it, or be ready for it.

THE MESSAGE

What is the primary message that we must convey? (Include secondary when appropriate)

Understanding your plan benefits and how they work will help you save money and get the healthcare you need.

1. Understanding how insurance works will help you use your plan so that you’re getting the best care for your benefits.
2. Understanding how your health plan works will reduce frustration when trying to get healthcare.
3. When you have questions about health insurance or your health plan, you’ll know where to go and who to call to get the information and support you need.

THE SHIFT

What do we want our consumer to think or feel about our offering?

“Health insurance used to be confusing. Thanks to PacificSource, I now have a better understanding for how to use my plan, and where I can find more information when I need it.”

THE MANDATORIES

What are the required deliverables? What must be included in the deliverables?

The following are the initial messages. The first would go out in late December/early January. The campaign emails would then kick off two weeks after postcards are dropped at a frequency of one email every two weeks.

1. Kickoff postcard to members without email addresses, inviting them to sign up for InTouch
2. Email: Starter’s Guide to InTouch—What information is available; how to use it
3. Email: Deductibles 101—Understanding deductibles and how they work with your plan
4. Email: Networks 101—What a network means and how it helps you get quality care at the best price to you
5. Email: Pharmacy Benefits—Generic vs. brand name, drug lists, formularies, and more

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Each email would include a brief message about what we’re trying to educate people about. Instead of then directing people to a website web page, we would include a slide deck/digitally published resource that would be designed for easy content consumption, and can be saved to a mobile device or computer for reference. Here is an example of what the side deck could look like: <http://www.slideshare.net/creativelodgingsolutions/2015-travel-trends>. In formatting it this way, we could work with IT to find a way to make it available through members’ InTouch accounts, as well as make these (maybe more generic) decks available through social media platforms. While the information would be specific to members, it would be a great way to represent to potential members and employers what we do to help our members understand and make the most of their plan.

[Here’s more info about SlideShare and opportunities we can explore with it >](#)

Member Complaint Data

- Benefits not understood—compare 2016 and 2017
- Pharmacy—compare 2016 and 2017
- Our services—compare 2016 and 2017
- Consider specific statements made relating to campaign topics

[Up-to-date data can be found here >](#)

Email Open and Click-through Rates, per Email

All goals are to meet or surpass averages

- Unique open rate average (US): 21.3%
- Unique open rate average (Insurance industry): 27.5%
- Unique click-through rate average (US): 3.2%
- Unique click-through rate average (Insurance industry): 3.6%
- Click-to-open rate average (US): 12.7%
- Click-to-open rate average (Insurance industry): 11.4%

*Percentage data based on IBM Marketing Cloud research study—2016 Email Marketing Metrics Benchmark Study

Slide Deck Access, Downloads, and Time Viewed

We don’t have a baseline for what average results look like, but these are the things we can track for each slide deck, using the results to create our own baseline and goals for improvement.

- Views
- Slide clips
- Likes
- Shares
- Comments
- Downloads

Other Potential Metrics

- Social media engagement, as applicable
- Member satisfaction rates
- New member satisfaction rates

THE SUCCESS METRICS

What needs to be measured?

THE TIMING & BUDGET

What are key dates & dollars?

TBD if project is approved.



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THE MATERIALS

Where are brand/project reference documents? TBD