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Cierant AXIOM: Seven New Age-In Insights | United's Digital Innovation Debut | Making an Impact

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Wed, Jan 31, 2018 at 8:00 PM

Age-Ins are working more and switching less. Here's how to counteract. [View this email in a browser](#)



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January 2018 NEWSLETTER

Welcome to AXIOM,

Cierant's monthly eNewsletter.

This issue explores seven insights Medicare marketers can apply today to optimize acquisition in AEP 2019, how UnitedHealthcare is digitally transforming the healthcare customer experience, and key payoffs insurers are experiencing from their digitization initiatives.

Strategy

Seven Factors to AEP 2019 Marketing Success



Connecture, a healthcare software solutions provider, hosted a webinar in partnership with Deft Research, the health insurance industry's most trusted source for relevant market and consumer information. Titled "AEP Deep Dive: Analytics to Action," the webinar reviewed Deft's latest research on the Age-In market and how the data findings can be translated into more effective AEP marketing programs this year.

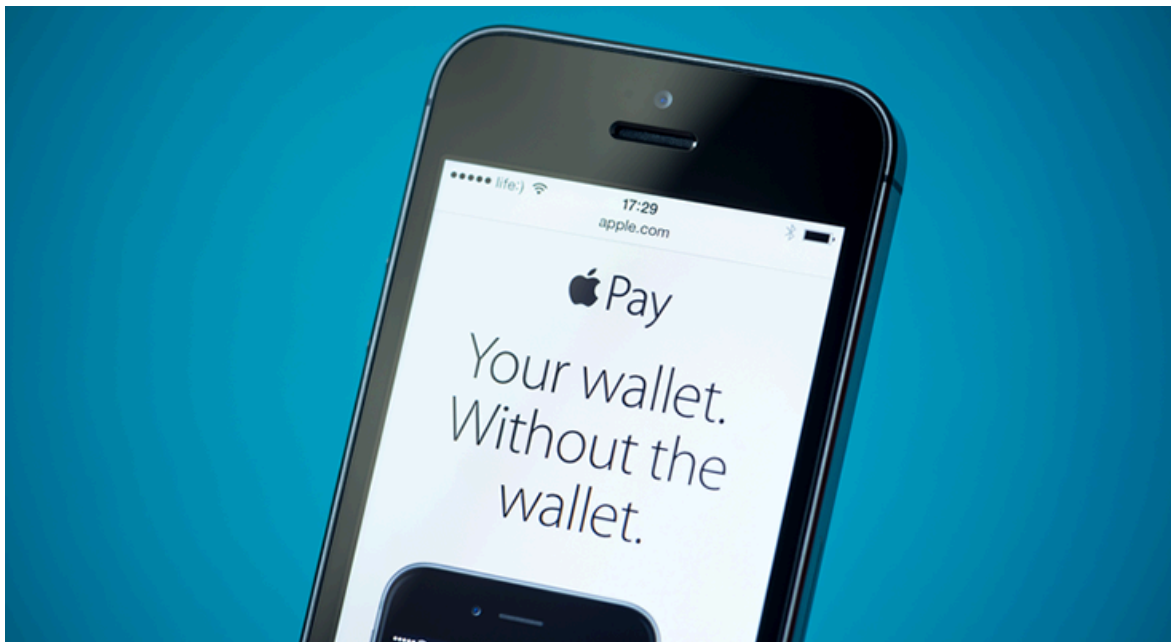
One of the most critical data points Deft Research brought to the fold is that Medicare Advantage plan/carrier switching is dramatically decreasing and is going to continue to do so, and so it is essential insurers not only understand why, but learn how to identify more viable prospects and the right messages and channels to reach them through.

Read on to learn how you can stop struggling to create switchers, and start creating campaigns for those who are already positioned to.

[Learn More →](#)

Management

UnitedHealthcare Unveils Digital Innovations



A streamlined enrollment process is imperative to consumers looking to participate in an employer-sponsored health plan. At CES 2018, UnitedHealthcare demonstrated "Digital Onboarding," a newly developed platform that provides personalized enrollment support tools and customizable wellness program options to employees, while delivering reduced administrative burden to employers. This was just one of the digital innovations United debuted.

Read on to discover what else comprises United's new digital customer experience playbook and how it's going to transform the way millions of their members select, enroll, and use their benefits.

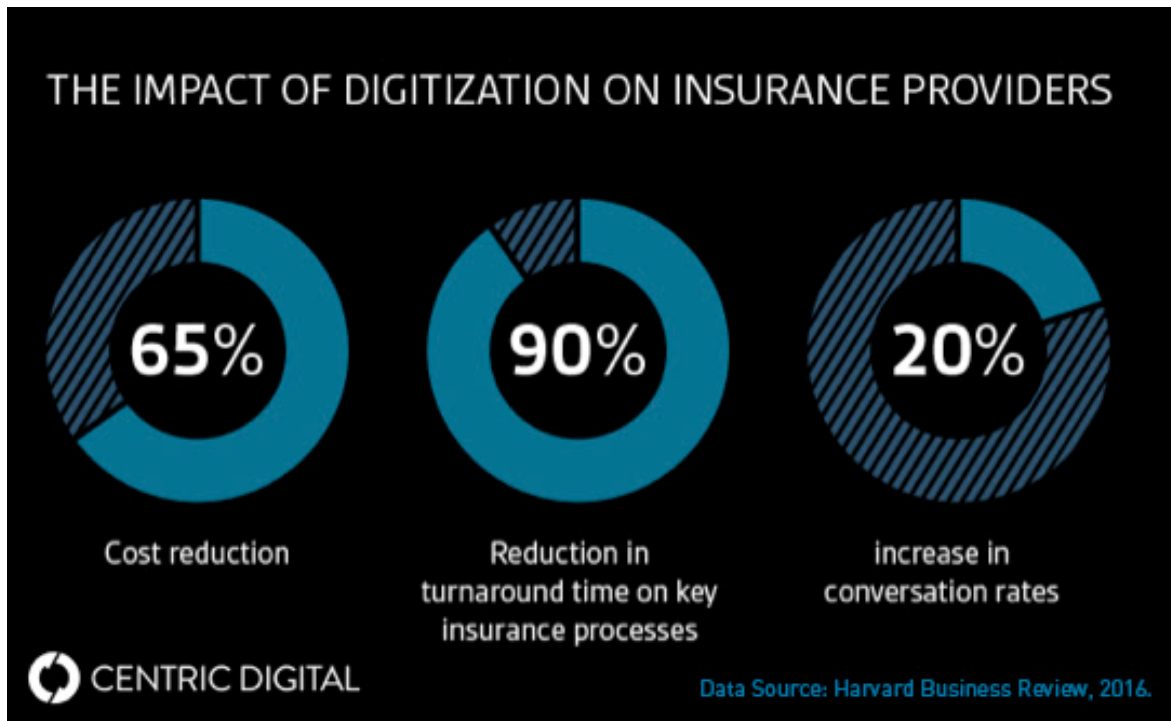
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Trends

Digital Transformation in Healthcare Lifts Off

While other companies have claimed their stakes in tomorrow's digital landscape, insurance providers have been slow to adopt digital tools and business models due to outdated organizational structures and legacy technology systems, but the infographic below from Centric Digital illustrates that this is changing and that as a result, major impact is being seen in both the speed and cost of operations, and in the rate of consumer conversion.

As consumer reports increasingly show a desire for more digital interactions from health plans and first-movers in the industry cite cost reduction, acceleration of operational processes, and increased conversation rates as key results of their digital transformation efforts, a growing number of insurers are ramping up the speed and scope of their digitization programs.



Resources

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