



## OPEN ENROLLMENT

# 10 Ways to Tackle Medicare OEP 2019

The reinstatement of Open Enrollment Period (OEP) means Medicare Advantage providers must optimize their member experience for retention while increasing brand awareness among prospect markets. To help guide your strategies, we've outlined ten tactics.

### 1. Continue Age-In Marketing

While brokers cannot intentionally target or market to Medicare Advantage or Part D enrollees during OEP, they can fulfill requests for information, marketing materials and one-one-one meetings. They can also continue marketing to other potential enrollment candidates, such as new to Medicare Age-Ins. While Age-Ins have Initial Enrollment Periods based on their 65th birthday, it's a good idea to give your marketing an additional push the beginning of next year, when many plans will be running brand campaigns that will raise their profile among this market.

### 2. Invest in Sales Enablement Tools

Plans must ensure their sales teams are not only trained on the policies of OEP, but equipped with the tools needed to respond to direct inquiries. One of the tools our clients' broker teams utilize to quickly fulfill requests for marketing materials, such as pre-sale kits, is an online ordering portal that allows you to digitally kit, personalize and order materials for print-on-demand or eDelivery output. To support retention, plans can also use this tool to efficiently place print-on-demand orders for provider directories, formularies, and EOCs.

### 3. Send Post-ANOC Communications

Marketing and sales should focus on improving their customer touchpoints and validating why members chose to do business with them. The ANOC, a static letter that explains the plan changes for the next year, should not be the last piece a member receives from a plan before OEP. Plans need to individually take the time to recognize and thank members for their business, creating personalized messages that grab attention and direct them to resources for help and support.

### 4. Offer Educational Events & Resources

Lack of education on benefits is one of the key causes of disenrollment. One confusing EOB that causes a member to think they owe more than they do can prompt plan reconsideration. Hosting local member education or community outreach events can be a great way to answer questions in a one-to-one environment that puts a human face to your brand. Events also lend themselves to TV, radio or social media promotion that broadcasts your commitment to service to non-members in your coverage areas.

### 5. Leverage Data & Analytics

Recognize the power of the data available to you, and utilize that data to develop targeted communications to new and existing enrollees. Data from appeals & grievances, customer service complaints, and rejected claims can be used as leading indicators of members at risk of disenrollment. Leveraging this data, risk segments can be created and used to prioritize and tailor outreach.

# About Us

Cierant is a Woman-Owned healthcare communications company that offers a suite of cross-media Medicare marketing and member engagement solutions. These solutions include:

- Personalized Composition
- Digital Print-On-Demand
- Cross-Channel Delivery
- Member Insight Dashboards
- Mobile Application Design



## 6. Train Across the Organization

Since the OEP allows members to switch to plans within the same contract, your member services and sales teams should be prepared to sell members on other options. It's not just member services or sales that need know about OEP though. All staff need to understand that members are not locked in so they can prepare to identify and escalate problems. Call center staff need to be trained to reinforce the tone and messaging of your current marketing, and both they and sales should be provided with scripts that provide situation-based talking points.

## 7. Organize Outbound ANOC Calls

Outbound call campaigns to current members regarding key points in the ANOC will pay huge dividends, particularly if there are significant differences with drug coverage, cost structures, or provider network. Whether the changes are good or bad, calling your most vulnerable members to see if they have any questions about the changes can go a long way in securing retention and spotting potential switchers. Providing transparency, explaining plan options, and reinforcing positive changes will fend off competitors and bolster retention.

## 8. Conduct Brand Advertising Programs

Utilize branding to put your business in the market during OEP. Develop a content-driven brand advertising campaign that can be deployed during this time, utilizing digital and traditional channels to ensure you stay top-of-mind for those that may be looking to make a switch. Google Adwords campaigns can work to capture the growing online shopping behaviors of seniors. Optimizing your website SEO and posting new, educational content can also help you own the online search space.

## 9. Assess Operational Performance

Operational efficiency is essential to delivering a superior member experience. Sales, call centers, and member services will quickly encounter new benefits and plan documents that are unclear to new members, so plans need mechanisms in place for sharing this information internally and rapidly addressing. IT should also ensure all member portals and apps, particularly provider finder tools and preference management centers, are in perfect running order for January 1st.

## 10. Optimize the Onboarding Process

Your onboarding experience is more important than ever, as there's no chance to rebound from a bad first impression. Ensure the experience is seamless by providing digital copies of ID cards immediately upon enrollment and making sure that both printed and online provider directory data is as accurate as possible. Personalized welcome kits and/or emails that provide members with a jargon-free guide to their benefits are also vital to a positive onboarding experience.

Come Out on the Winning Side of OEP

Call **203-731-3555** or email **[inquiries@cierant.com](mailto:inquiries@cierant.com)** to learn how you can foster loyalty with 1:1 marketing.