

Group to Individual Marketing (G2I): Maximizing the Value of Your Data

Presented By:

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THE RISE
ASSOCIATION

We are a network of health care professionals addressing the challenges posed by the emerging landscape of value-based care and government health care reform.

OUR MISSION

Our mission is to provide a community for like-minded professionals to come together for networking, education, and industry collaboration to stay ahead and advance their careers.

ONE ASSOCIATION
THREE COMMUNITIES



LEARN MORE AT THE [RISEHEALTH.ORG/MEMBERSHIP](https://risehealth.org/membership)

Discussion Board

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Select your community

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July 15, 2021 Meeting Notes: HCC Coding User Group #3
started by Tracy Anderson 10 days ago

22

Current Trends and Topics: What keeps you up at night?
started by Marina Adamsky 14 days ago

8

Strategies for RADV Audit Success with a Remote Team
started by Tim Hart 29 days ago

4

NEW POST

Quality & Stars

SEE ALL

Post

Replies

Breaking news: CMS finalizes telehealth, ESRD changes to Medicare Advantage
started by Ilene MacDonald 440 days ago

2

The impact of COVID-19 on Quality and Stars
started by Ilene MacDonald 489 days ago

12

ASK YOUR QUESTIONS IN OUR DISCUSSION BOARD

G2I— HOW MEMBER DATA CAN HELP ENHANCE YOUR TARGETING

In this presentation you'll learn:

- How to improve the value of your marketing campaigns
- Digital strategies for capturing market share, and valuable components to every digital strategy
- How merging data science with your marketing efforts can increase G2I conversions and provide better insights into your members

WHY ESTABLISH A G2I STRATEGY?

Familiarity

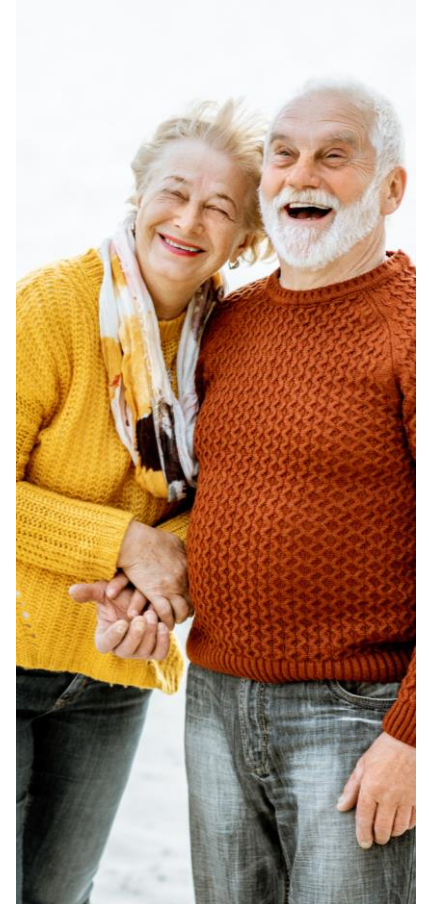
Members are already acquainted with the quality and reputation of the BCBS brand

History & Trust

Members have already entrusted your health plan with years of service and medical records data

Higher Engagement

Research shows that your current members are more likely to have a higher level of engagement



COMMON CHALLENGES FOR CONVENTIONAL MARKETING



One-Size-Fits- All Messaging

Our populations are more nuanced than people simply aging-in

Casting a wide net helps assuage fears of missing opportunities but if you try to talk to everyone the same way you dilute your message



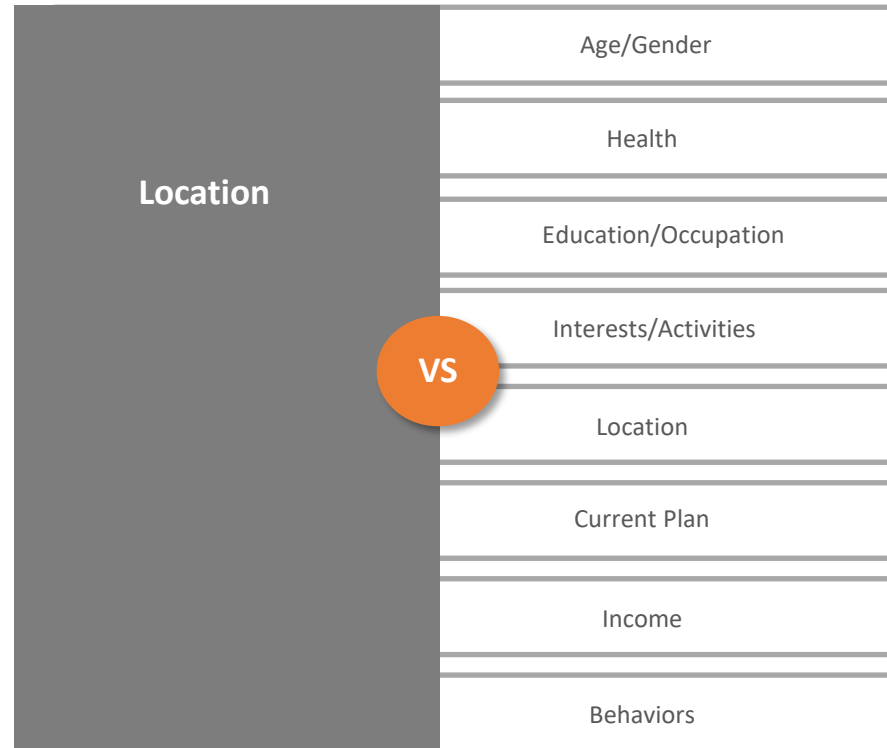
Spending on the Right Channels

I know 50% of my marketing budget works.

I just don't know which 50%.

UNDERSTAND YOUR POPULATION

Generic vs. Targeted



G2I STRATEGIES

Leverage Your Data

You already know so much about your members- health history, provider preferences, Rx history, and demographics

Early & Ongoing Outreach

People aren't retiring when the clock strikes 65. Talk to your members early and routinely to prepare them for the health transition to Medicare

Competitive Analysis

Gather intelligence on competitor outreach both traditional and digital to develop a picture of your competitors' strategy and tactics

The collage features several digital marketing elements:

- Priority Health Email:** A newsletter with a green header, a bar chart showing '#1 Medicare choice for individuals in Michigan', and a social media post from Priority Health. The social post includes a photo of a woman and text about a Medicare webinar.
- Humana Email:** A newsletter with a green header, a '\$0' offer, and a signature from Jim Van Vollen, Segment Vice President at Humana. It includes a call to action: 'Enrolling on Call to see 800-968-22'.
- IRS Website Screenshot:** A screenshot of the Internal Revenue Service website showing a search bar with '34,895 captures' and a date range from 2001 to 2003. The page content includes sections for 'Don't look now, but the tax laws just changed... again!', 'Relief for Victims of Terrorism', and 'Where's My Refund?'. A 'file' logo is also visible.

G2I SEGMENTATION EXAMPLE

Blue Cross Blue Shield of Michigan
November 10

It's more important than ever to keep seeing the doctors who know you best in retirement.

With a Medicare Advantage or Medicare Supplement plan from Blue Cross, you can have access to the legendary Blue Cross network of doctors and hospitals in Michigan – and more than 1.7 million doctors nationwide. With access to this extensive network, chances are you can keep seeing the doctors who know you best.

Stay with Blue Cross and breathe a little easier knowing your health care needs are covered.

Visit our website to enroll today! Want to speak to a live Medicare specialist? Call 1-866-303-9802 (TTY: 711), 8am-9pm, seven days a week.




BCBSM.COM
Want to keep seeing the doctors you know and trust in retirement? [Learn more](#)

Facebook AD

8 a.m. to 9 p.m. – Monday-Friday Questions? Call 1-866-303-9802 (TTY: 711)

Blue Cross Blue Shield Blue Care Network of Michigan [ENROLL NOW](#)



Find the Medicare Advantage plan that works best for you

Our Medicare plans earn CMS top ratings

★★★★★ For 2022, Blue Care Network HMO received Medicare's highest star rating.

★★★★★ For 2022, Blue Cross PPO received 4.5 out of 5 stars.


Keep seeing your doctor when you retire with Blue Cross
Call 1-866-303-9802 (TTY: 711) to learn more. Or go to bcbsm.com/Medicare to explore plan options and even enroll today. [Learn More](#)

Keeping your doctor may be your priority when choosing a health plan for retirement.

With a Medicare Advantage plan from Blue Cross, you can stay within your medical network and keep seeing the doctors and specialists who know you best. You can also avoid the hassle of transferring your medical history and data to a new network or hospital by staying within one of the largest networks in Michigan. Get the coverage you deserve from a trusted name in health care for over 80 years.

Designated Landing Page

Blue Cross Blue Shield Blue Care Network of Michigan [Enroll Today](#)



The importance of keeping your doctor when you're retired

Holly, want to keep seeing your doctor when you retire?

As a current Blue Cross member, the best way to keep seeing your doctor when you retire is by choosing a Medicare plan from Blue Cross. Our popular Medicare Advantage [and Medicare supplement] plans provide you with access to nearly every hospital and more than 80,000 providers in Michigan, and access to 95% of doctors and hospitals nationwide.* Staying with Blue Cross could increase the chances of you seeing the doctors you know best.

[Learn More](#)

Meet Sherrie

Last year, we received a call from Sherrie, a Blue Cross member with special health needs. She was preparing for retirement and wanted to make sure she picked a Medicare Advantage plan that allowed her to see the same doctors and specialists she was already trusting with her care.

Sherrie chose one of our most popular plans — a [Balanced Medicare Advantage plan](#), which was a great fit. By staying in the Blue Cross network, Sherrie continues to see the doctors she knows and trusts. This popular plan includes a \$0 medical deductible for doctor visits, a low copay for specialist visits and extra coverage, such as enhanced dental, vision and hearing services.

Choose one of our 5-star HMO** or 4.5-star PPO** Medicare Advantage plans for your 2022 coverage, and join one of the highest-rated plans in the state.

HMO ★★★★★ PPO ★★★★★

[Our Medicare Advantage plans](#)

Enroll online today or speak to a live health plan advisor at 1-866-303-9802 (TTY: 711) from 8 a.m. to 9 p.m. Monday through Friday.

Email

USING DATA SCIENCE TO SOLVE BUSINESS CHALLENGES

- What problem are you trying to solve?
- Context is key
- MedSupp Retention Example

AS A DATA SCIENTIST, WHAT AM I THINKING ABOUT?



Other Considerations

- Look-alike Models
- Pandemic Considerations
 - Check against pre-pandemic too

KEY TAKEAWAYS

- Don't overlook the potential of insights you can develop in your existing data. Using it thoughtfully can support improved engagement, acquisition and retention.
- Devote resources to G2I campaigns. Your current members are the most valuable targets for Medicare Advantage plan acquisition.
- Understand what consumers are seeing in market with competitive analysis
- Using Data Science in the context of a business problem can help identify patterns within populations that can help you shape your marketing efforts.

THANK YOU



RISE