

# Innovating How We Communicate With Seniors

---

## Powering Digital Outreach Through Machine Learning

As the world continues to move online, many wonder if seniors can keep up in an increasingly digital world—and marketers wonder if traditional advertising efforts have more effective reach for this population. Research has a different story to tell. 73% of U.S. seniors use the internet and that number is projected to continue rising.<sup>1</sup>



# Retaining Group to Individual Members

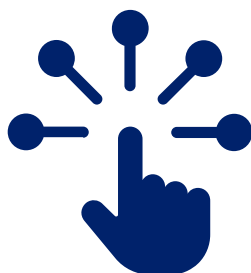
---

By 2030, the entire baby boomer generation will be older than 65.<sup>2</sup> An often overlooked member retention strategy for health plans is targeting members of employer group plans for conversion to individual plans upon reaching retirement age.

*“A lot of companies may shy away from introducing new technologies to seniors, but our data indicates that may be a mistake.”*

Advantasure’s digital persuasion platform, Smart Conductor, was designed to target seniors and aging-in seniors for health plan enrollment, member retention, and ongoing engagement. This cutting edge platform was built using a multidisciplinary approach—merging the fields of digital marketing, machine learning, and behavioral science to create intelligent, personalized, and interactive campaigns.

The digital campaigns deploy a series of nudges to engage with seniors through email and digital advertising platforms, such as Facebook and Taboola, to help prospects find the best Medicare Advantage plan for their specific health needs.



Using targeted email campaigns and machine learning, the Business Lab team helped move the conversion rate to 28% within the designated population.

Deeper historical data and repetition will help algorithms generate greater engagement to help members make decisions about Medicare.

This will result in expanding retention among groups and individuals.



**We have learned guiding members to an appropriate plan is the key to retention.**



# Right Person, Right Message, Right Time

---

Knowing your audience is a core principle of marketing. Smart Conductor takes this concept to the next level by integrating member demographics, health and claims data with digital interaction metrics and behavioral science to create micro-segmented audiences and deliver them the right message at the right time. "In our experience, the quality and timing of the content makes the campaigns thrive," said Wallace. "We personalize the content based on the member's situation—from lifestyle to health and demographics."

The application of the Smart Conductor technology is far reaching—from encouraging healthy behaviors and medication adherence to guiding prospects to the right Medicare Advantage plan. **This digital technology is truly member centric and aims to improve the health of the members you serve.**

If you're ready to leverage the full extent of your data to enroll more members visit **[advantasure.com](https://advantasure.com)**.

# References

---

<sup>1</sup> (2019, June 19). Internet/Broadband Fact Sheet.

<sup>2</sup> (2018, March 13. Revised 2019, Oct 8). Older people projected to outnumber children for first time in U.S. history.



## Notes

[illegible]



# LET'S TALK

---

4121 Cox Road, Suite 200  
Glen Allen, VA 23060  
[sales@advantasure.com](mailto:sales@advantasure.com)  
804 977 0500  
[advantasure.com](http://advantasure.com)