

Increase Member Participation in Medication Adherence

Company Overview

A Midwestern Health Care Company sets itself apart from the competition by focusing on helping people achieve and maintain long-lasting health and wellness. They provide more than original Medicare, they combine hospital (Part A), medical (Part B) and prescription drug (Part D) coverage into one simple and affordable plan.

Marketing Objectives

This health care provider was focused on increasing their Medicare Advantage audience and Star ratings. **They wanted to increase engagement in medication adherence and conditions related to HEDIS measures - diabetes, cholesterol and high blood pressure.** Their goal was to improve engagement with their members over the previous year.

Our Solution and Results

Entertainment® Corporate Marketing Solutions developed a 3-step approach utilizing the Entertainment® merchant database of hundreds of thousands of premium discounts on dining, shopping, travel and more to reward qualifying members.

- **Launch Book** – a 24-page booklet was mailed to each qualifying member at the start of the program. This booklet communicated the medication adherence program details, the importance of following their prescriptions, and a sample of high-value offers.
- **Reminder Newsletter** - after a three-month participation period, members were mailed an 11x17 “reminder newsletter” with 8 healthy-living offers.
- **Reward Book** – at the end of the program a 32-page “reward book”, offering premium discounts, was sent to members who had completed the program successfully.

Results: This program ran in 2014 and 2015. The results exceeded their initial goal on average by 20% each year. This program was one of the key components in this plan achieving a 5-Star Rating in 2015.

1 Launch Piece



2 Reminder



3 Reward Book

