

# Healthcare eCommerce Player



Positioning and Launching New Product Proposition  
to Drive Enrollments with Lower Cost of Acquisition

## CHALLENGE

We partnered with a healthcare technology innovator that is reinventing how consumers choose Medicare plans. Their innovative tool allows consumers to review, compare and enroll into different plans based on personal preferences, needs and locality. Their goal is to motivate consumers to be more educated about their options and select the plans that are best for their situation. As the brand is still new to consumers, our partner needed to clarify its value proposition and differentiate its offering.

## SOLUTION

Serum is currently working with this partner across three critical areas:

- 1) Developing a new positioning and messaging platform that will be deployed across marketing efforts
- 2) Creating a direct mail strategy to nurture prospects and drive conversion along the entire customer journey, and
- 3) Partnering on a content curation strategy to enhance marketing initiatives, creating images, messages, and materials that can be dynamically optimized and deployed across multiple channels.

## RESULTS

Materials have recently been deployed and results will be updated as available.