

Community-Based Medicare Provider

Executing Hyper-Local Marketing to Optimize Acquisition and Loyalty

CHALLENGE

Affinity Health is a New York City-based health care system. For over 30 years, Affinity has specialized in helping underserved communities offering free or low-cost health coverage to New Yorkers on government-sponsored programs. As a community-based plan serving over 250,000 members, Affinity expanded their IFP and D-SNP plans to include new Medicare Advantage products.

Affinity had several major hurdles to overcome. First and foremost, Affinity's brand recognition in Medicare Advantage among mainstream consumers was zero. With limited budgets for marketing, competing in the most expensive U.S. media market to gain market share was a huge challenge. And as a nonprofit, Affinity had a small marketing team with little or no back-end systems and processes to support initiatives as they ramped up MA programs.

SOLUTION

Affinity had to get to market quickly and efficiently, so they hired us. Affinity couldn't tolerate failure with a misstep in the re-launch of their MA product. They needed to find and onboard an agency partner that could support a sweeping suite of deliverables:

End-to-end solution:

- Serum brought to the table a solution encompassing strategy, creative, media, lead capture, production execution, attribution, program optimization and technology support.

Success in building and growing health care brands:

- Built more brand awareness and brand clarity – e.g. mainstream MA vs. Medicaid provider.

Experts in Medicare Advantage:

- Serum demonstrated our ability to hit the ground running by getting in-market within two months.
- Built brand recognition of Affinity with insightful creative via hard working direct mail.
- Worked closely with their compliance teams on creative that adheres to CMS guidelines.
- Audience segmentation – targeted consumers with the highest propensity to respond and buy.

RESULTS

Why does Affinity continue working with us three years later? It's all about delivering results. We surpassed year 1 projections by 133% and have continually delivered results for both AEP and age-in programs YOY for the past three years.