



National Health Insurance Provider

Gaining market share in a time of unprecedented change

CHALLENGE

Highmark is a national, diversified health and wellness company based in Pittsburgh. It serves 50 million people across the United States through its businesses in health insurance, dental insurance, vision care, information technology and integrated health care delivery.

Highmark needed a partner who could do it all, working seamlessly with their internal teams and existing processes.

SOLUTION

We provided strategy, creative and seamless integration of sales and marketing, data management and analytics that drove both bottom-line and top-line results. By managing all aspects of the program, we dramatically improved operational efficiency and increased ROI. We helped Highmark become recognized by their peers as a trend-setting leader in the health care industry for their willingness to test emerging media, embrace consumerism and the retail sales channel. We developed best-in-class sales, marketing and operational solutions in support of member acquisition and retention initiatives for Medicare and Individual markets.

RESULTS

In our first year, we delivered **54% more response** than the prior year—51,400 vs. 33,300—and lowered marketing cost-per-member by 63%. We have continued this trend through ongoing testing and media optimization. Over a 7-year period, **we shifted Highmark's marketing cost per new member from 80% higher than industry standard to 37% lower than industry standard.**