

# Health Care eCommerce Player



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

## CHALLENGE

eHealth hired Serum to launch a new innovative, digital Medicare shopping tool that allows consumers to review, compare and enroll in 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 new to most consumers, eHealth needed to clarify its value proposition and differentiate its offering.

## SOLUTION

We led all acquisition aspects of the customer experience and UX for medicare.com. Serum developed new positioning and holistic CRM programs, including direct mail acquisition, lead conversion, digital tool user experience consulting, content curation and email nurture streams.

Our solutions for eHealth encompassed three critical areas:

- **Brand positioning**

We identified the key brand attributes and positioning statement for the Medicare brand. From there, our creative team crafted the brand look and feel, as well as a variety of taglines that telegraph the brand's value proposition to a new audience.

- **Lead nurture/content strategy**

Our strategy team developed a content curation strategy built on a detailed customer journey, focusing on each critical moment that leads to a decision. Content and marketing initiatives included creating articles, images, videos and materials that can be dynamically optimized and deployed across any channel.

- **Holistic multichannel strategy**

Building on the brand positioning and content strategy work, we developed a full marketing plan, from awareness all the way through education, acquisition, engagement and conversion. Our plan looks at the customer's view (for both age-ins and switchers) and motivates them to engage with the brand across all channels.

## RESULTS

Thus far, SEP activities and testing are showing promising results with increases of ~20% in conversion. We are anxiously awaiting results of this year's AEP activities just reaching market.