



BACKGROUND
 McLaren Health Plan currently enrolls 11.5% of all Michigan Medicaid participants. Most enrollments are auto-assigned to MHP, with traditional Medicaid and Healthy Michigan accounting for the overwhelming majority.



BUSINESS GOALS

- Increase voluntary enrollments by 1-3 percentage points in select regions
- Decrease monthly disenrollments by 1-3 percentage points in select regions*



COMMUNICATION GOALS


- Recruit new members to MHP Medicaid
- Retain current MHP Medicaid members

MEDICAID PROGRAM (DEC. 2020)	STATEWIDE	MCLAREN
Total Medicaid	2,042,895	235,803 (11.5% market share)
Regular Medicaid	1,234,646	137,755 (11%)
Healthy Michigan Medicaid (ages 19-64, not eligible for Medicaid, family incomes at or below 133% of FPL)	688,468	85,280 (12%)
Other (Medicare, MiChild, CSHCS)	107,460	12,768 (12%)

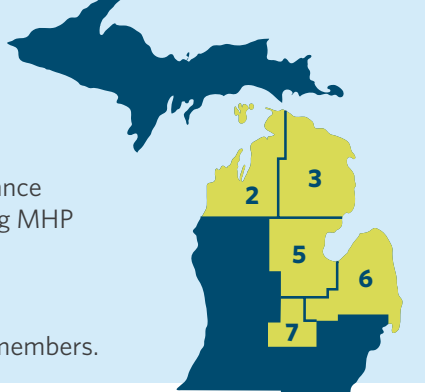



MHP MAIN MESSAGE:
The Right Plan for Right Now.

MHP MEDICAID MAIN MESSAGE:
MHP offers special programs to support you (and your family).




AUDIENCES
 Regions 2, 3, 5, 6 and 7
Recruitment
 Target Medicaid-eligible Temporary Assistance for Needy Families households with a strong MHP footprint.
Retention
 Current MHP Healthy Michigan Medicaid members.





MEASURES OF SUCCESS

- Number of voluntary enrollments
- Number of monthly disenrollments
- Volume of engagement (digital and social)
- Percentage of target population reached
- Value of earned media
- Total campaign impressions



STRATEGIES
Recruitment

- Increase brand awareness among Medicaid-eligible individuals
- Communicate key benefits of choosing MHP Medicaid

Retention

- Regular engagement with current MHP Medicaid members to stay top of mind and build loyalty
- Update members on coverage, services and opportunities to demonstrate value of the relationship



RECRUITMENT - CREATE AWARENESS



Promote Awareness

Build awareness of MHP among Medicaid-eligible adult populations including Healthy Michigan and those receiving Temporary Assistance for Needy Families assistance.

Key Benefits Promotion



Deliver key advantages of choosing MHP Medicaid to target audience. Use behavioral and contextual digital targeting such as online searches for Medicaid doctors, health insurance information, etc., along with geofencing of physical locations catering to Medicaid-eligible populations.

 **Paid Search**
 **Digital Retargeting and Display**

 **Social Media**
 **Digital Content Marketing**

Showcase Expertise




Outreach to local media outlets to position MHP as a thought leader on health-related topics, particularly related to Medicaid. Use media relationships to promote community engagement events such as a food drive and health education programs.



 **Thought Leadership**
 **Earned Event Promotion**

Owned Opportunities

Bolster and refine brand tools to showcase benefits of enrolling in MHP by meeting the audience where it is, including:

- Updating the MHP Medicaid webpage to better showcase key benefits and ease the customer journey for information
 - » Share stories of MHP helping people successfully navigate health care challenges
 - » Highlight health management tools for pregnancy, diabetes, smoking cessation, etc., as well as available preventive services
- Developing help-related content on MHP social media channels
- Pairing in-person collateral with geofencing around specified locations to extend outreach with digital messaging
- Leveraging health system/community events to make MHP top of mind

 **Website Landing Page**
 **Signage**
 **Vanity URL**

 **Help-Related Content**
 **Storytelling**

- Aunt Bertha
- “How-to” information
- COVID-19

RETENTION - BUILD TRUST

Inform Opportunities (Research)

Disenrollment Survey
 Implement text survey with members immediately post-disenrollment to uncover reasons for leaving MHP.

Auto-Assigned Member Interviews
 Conduct one-to-one phone (or Zoom) interviews with auto-assigned enrollees to identify opportunities to meet potential enrollees earlier in the decision-making journey.

 **1-1 Interviews**

Deepen Relationship

Partner with community organizations to orchestrate giveaways to McLaren Moms for items like food, diapers, car seats, etc., to increase loyalty and connection with MHP.

 **Events**
 **Newsletter***
 **Texting***
 **Monthly New Member Orientation***
 **Website Blog and/or News Page**

\$195,000 MEDICAID INVESTMENT




\$150,000 Paid Media

\$40,000 Campaign Asset Development

- Digital Content Marketing
 - » 3 written content articles
 - » 3 content videos
 - » 3 digital display ad sets directing to content (300x250, 320x50, 728x90, 300x600)
- Social Media Posts
 - » 2 GIFs
 - » 4 sets of copy
- Digital Display Ads
 - » 2 sets (300x250, 320x50, 728x90, 160x600)
- Medicaid Video (cut from brand video)
- Website Content Recommendations

\$100,000 BRAND INVESTMENT Recommended

Maintain brand awareness campaign through offline tactics to support targeted Medicaid communications.

 **TV**
 **Radio**
 **Outdoor**

*MHP provided and/or supported