

# A New Approach for New-to-Medicare



With only a small fraction of Medicare Advantage (MA) consumers switching during AEP each year, the New-to-Medicare (NTM) market is more important than ever. But the NTM demographic is quickly changing, requiring new strategies to capture this important Medicare audience.

## The face of Medicare is changing.

Those turning 65 in 2020 are different from their predecessors.

### New Medicare Audience: Trailing Boomers

(1956-1964)

- Less financially prepared
- May be on 2nd marriage and caring for aging parents
- Retirement uncertain
- More pessimistic and skeptical
- Less healthy

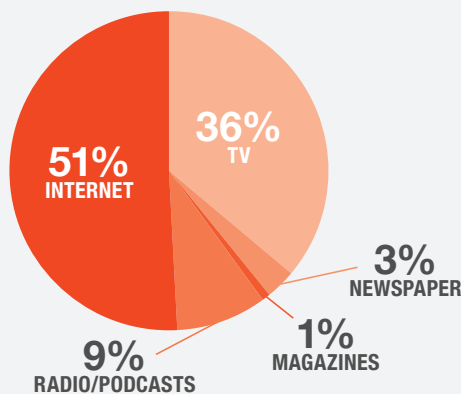


### Previous Medicare Audience: Leading Boomers

(1946-1955)

- More financially comfortable
- More likely “traditional” empty nesters/grandparents
- Many already retired
- More optimistic and trusting
- More healthy

## The media habits of seniors continue to shift.

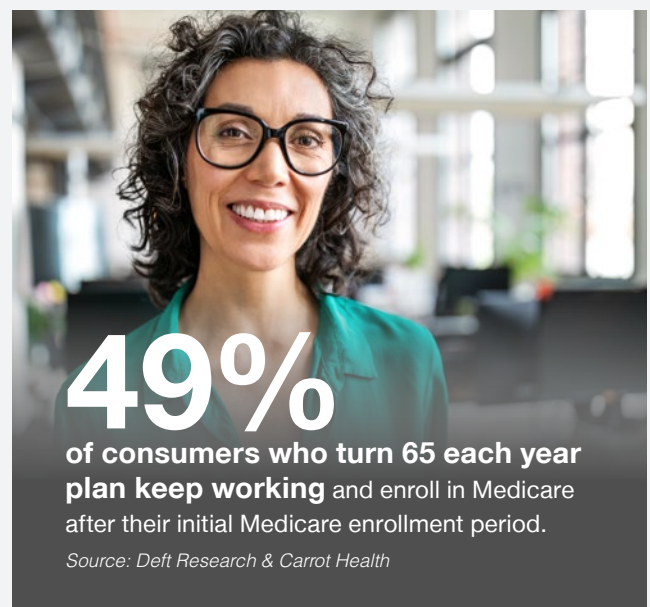


Among 400 men and women aged 63 and older, the majority still spent most of their daily media time using the Internet and watching TV.

### Want to learn more?

[Read our full Senior Media Habits Report.](#)

## Many people are delaying Medicare enrollment.



**49%**

of consumers who turn 65 each year plan keep working and enroll in Medicare after their initial Medicare enrollment period.

Source: Deft Research & Carrot Health

# Marketing strategies to increase your New-to-Medicare share.

## Expand your view of the sales cycle.

A modern NTM program needs to address both the Turning-65 and Working-Past-65 audiences.



## Think differently about your NTM marketing strategy.

- Nurture and guide. Be transparent – more telling, less selling.
- Show how Medicare fits into retirement planning.
- Be careful with cultural references that may not apply to the younger NTM audience.
- Due to increased health concerns, be mindful of potential interest in care management programs.
- Invest in digital **experiences**, not just digital tactics.
- Stress potential savings and overall value, including low premiums and out-of-pocket costs.



**TIP:** While reaching for the innovative and new, don't forget about the tried and true.

Any strategy should include direct mail, a hard-working website, landing pages and more.

## Use brokers and other influencers to your advantage.

- Make sure you are nurturing your Broker relationships and supporting them with the right tools and resources.
- Don't forget about other influencers: Providers, Health Plan Employees, Financial Planners, CPAs and Elder Lawyers.

## Consider other marketing channels to help build awareness and engagement with prospects.

- Host virtual workshops.
- Use year-round paid search to increase awareness.
- Develop an education and incentive program for your own employees.

## Want to learn more about how you can market to your New-to-Medicare audience?

Media Logic has the experience, talent and full-service capabilities to help you meet and exceed all of your Medicare goals.

866.353.3011 | [medialogic.com](http://medialogic.com)

