

# It's Time to Optimize your D-SNP Marketing

Enrollment in Medicare Advantage (MA) plans is outpacing traditional Medicare and Medigap options. **By 2029, MA enrollment is predicted to reach 50 percent.**<sup>1</sup> But there's a fact that may be even more significant – Medicare Dual Special Needs Plan (D-SNP) enrollment is growing even faster. Between January 2020 and March 2021 alone, D-SNP enrollment grew nearly 20%.<sup>2</sup>

## More than 12 million Americans are dually eligible for Medicare and Medicaid<sup>3</sup>

The rapid growth in the dually eligible population represents a huge opportunity – for both managed care organizations currently participating in Medicare-Medicaid programs and those with MA experience that are looking to get into the space.

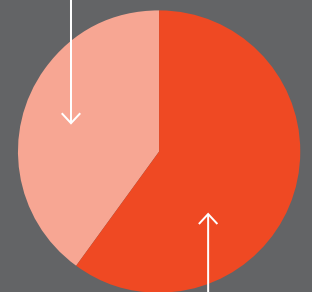
## To reach this important segment of the Medicare population, start with Medicare Advantage best practices:

- **New-to-Medicare programs** can be tapped to reach low-income prospects that are often unaware of D-SNP plan options. Sub-segment your age-in marketing to target and address those likely to be in the D-SNP population.
- Leverage **AEP marketing campaigns** by modeling prospect lists using data-rich criteria to design an outreach strategy rooted in awareness and education.
- Partner with state Medicaid agencies to provide **annual retention outreach** support for key enrollment periods, default enrollment or recertification process.



**12.6 million**  
dual-eligibles

**5.4 million**  
enrolled in a D-SNP plan



**7.2 million**  
eligible but not enrolled  
in a D-SNP plan

## Make the Most of Key Relationship-Building Touchpoints

Your marketing and communication programs need to be aligned and support additional outreach such as care coordination, Star and other quality performance metrics. Consider a holistic approach to optimize touchpoints across the prospect-member life cycle.



### ACQUISITION

Maximize all aspects of existing Medicare Advantage acquisition efforts

- Version current creative as necessary to address dual targets
- Segment marketing lists by applying additional data, modeling and considering SDOH to refine D-SNP targeting
- Customize messaging or add D-SNP mention to existing marketing assets



### ONBOARDING

Prioritize proactive and timely outreach programs to new members, particularly in the first 100 days

- Develop situational messaging for:
- New-to-Medicare enrollees
  - Switchers or transitioned members



### ENGAGEMENT

Continuous touchpoints are important to building awareness and participation in key programs

- Provide tools and materials for the personal care coordination team
- Proactively plan educational reminders about special programs and services
- Take advantage of existing member communications, such as an educational newsletter



### RETENTION

Annual outreach is key to ensuring retention of dual members

- Develop resources to support annual Medicaid recertification
- Leverage Pre-ANOC messaging
- Help members understand needs/what to expect during AEP
- Emphasize importance of continuity with current care team

## Building Awareness with Little (or No) Budget

Many Medicare beneficiaries are simply not aware of dual-eligibility, or not aware of health plans that offer these coverage options. Don't have extra budget dollars? Tap into and strengthen existing Medicare marketing efforts to reach your D-SNP audience.



Tuck messaging about D-SNP plan options into your existing Medicare advertising, or add a buck slip to direct mail programs.



Use established relationships with key media partners to provide public service education and awareness during AEP or other enrollment periods.



Develop a content marketing strategy combined with social media segmentation to reach dually eligible individuals and their families. Amplify efforts during enrollment periods, but aim for year-round awareness and education.



Optimize your website, newsletters and other owned media assets to address the needs and mindsets of the D-SNP population.



**QUICK TIP:** Low-income seniors tend to prefer printed and mailed materials.

## Need help building an effective D-SNP marketing strategy?

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



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