

# 2023 Medicare Seminar Attendance Survey

2023



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Offering in-person seminars has historically been a go-to tactic for Medicare health insurance carriers to acquire new members. This practice, however, was completely disrupted by the 2019 pandemic when carriers were forced to shift their engagement strategies to online efforts to meet shoppers needs while personal contact was not viable.

With the pandemic declared over, Media Logic wondered if Medicare shoppers, like other online consumers, experienced a post-pandemic shift since being forced online for shopping for Medicare Insurance. To gain insight into their attitudes and behaviors relating to attending informational events about Medicare plans today, Media Logic surveyed 300 adults aged 64-72 across the U.S. who were in the process of first-time enrollment or had completed their initial Medicare enrollment within the past 12 months.

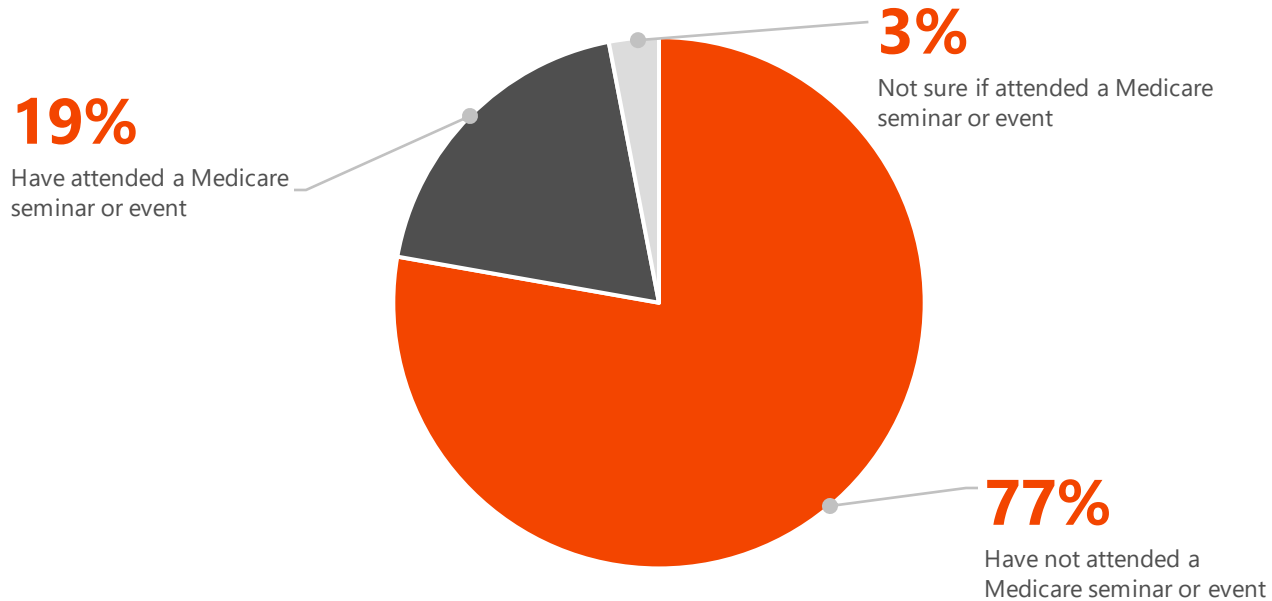


Consumer In Sight (CIS) is an investigative research series conducted by Media Logic with the aim of gaining new insights into consumer preferences and behaviors in the healthcare and financial services industries. Using an industry-leading software platform, we survey geo-targeted and national panels to track the changing marketing landscape and support clients in connecting with consumers through creative execution and multichannel media.

Here's what we learned...

## MEDICARE SEMINAR: EXPERIENCE

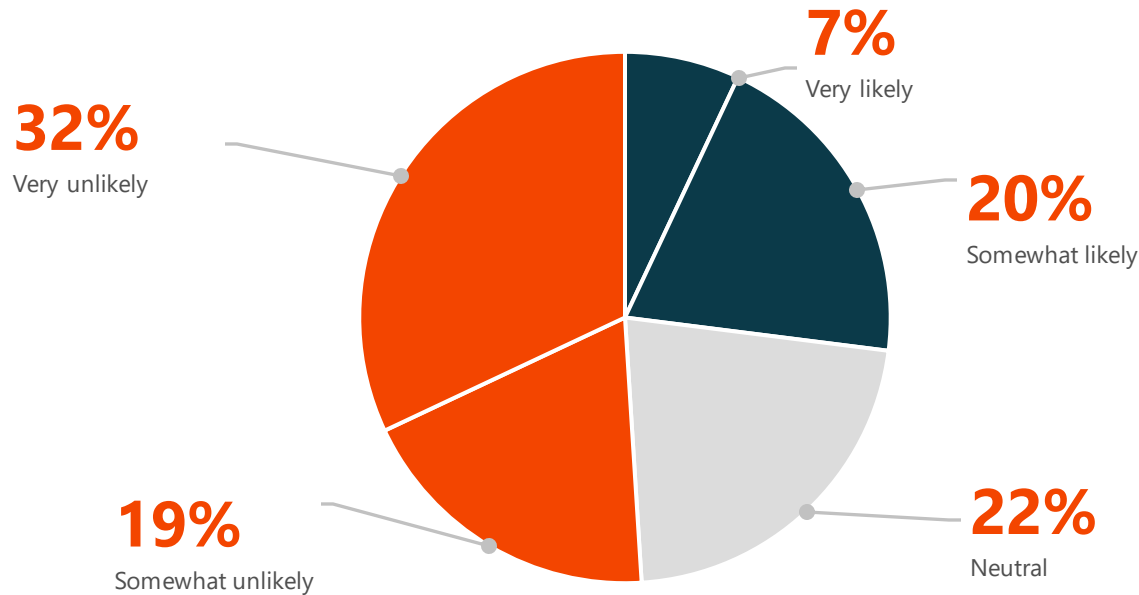
Q: *Have you ever attended any Medicare seminars or events?*



\*Results are rounded to the nearest whole percent, and therefore cumulative sum may vary slightly from 100%.

## MEDICARE SEMINAR: ATTENDANCE INTEREST

Q: *What is the likelihood that you will attend any Medicare seminars or events?*

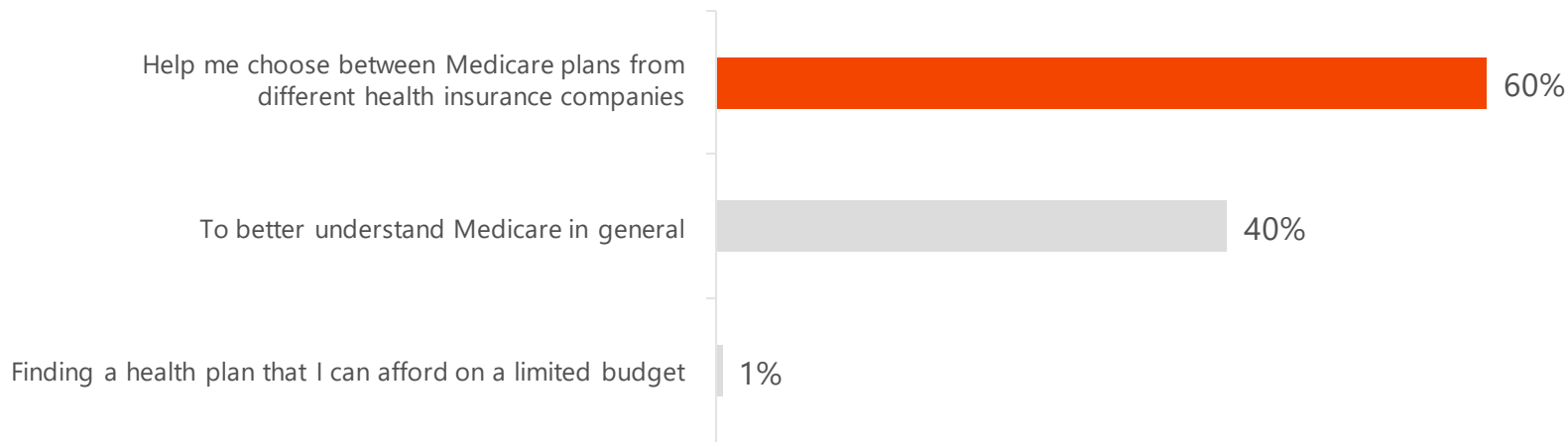


**Only 27%**  
of respondents  
indicated that they  
are somewhat or  
very likely to  
attend a Medicare  
seminar or event.

\*Results are rounded to the nearest whole percent; therefore, the cumulative sum may vary slightly from 100%.

## MEDICARE SEMINAR: REASONS TO ATTEND

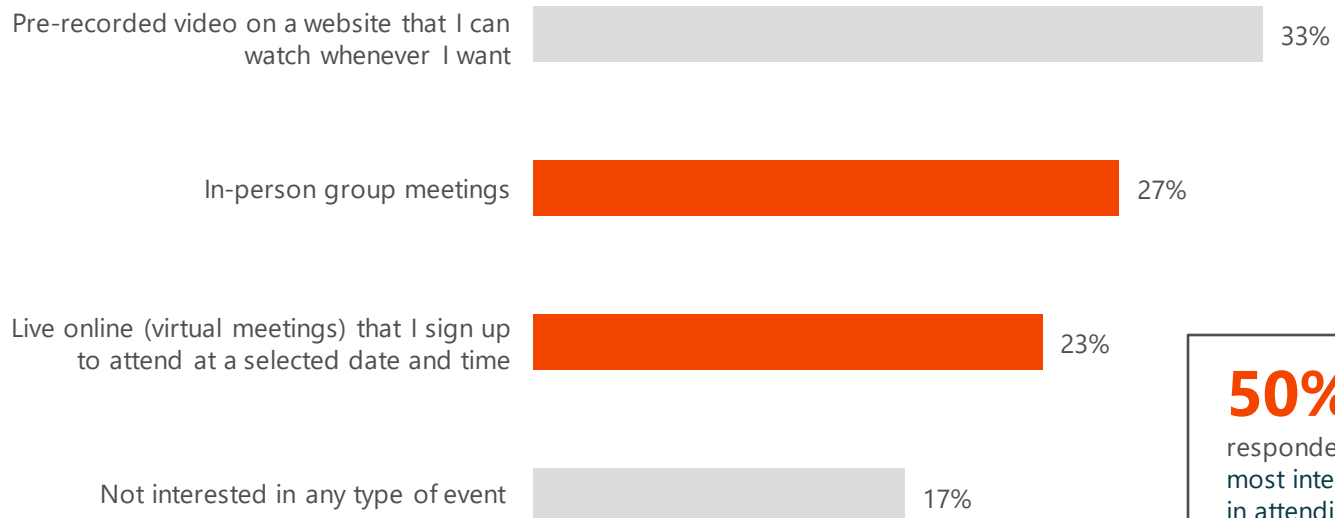
*Q: Which of the following best describes the reason you would be most likely to attend a Medicare seminar or event?*



\*Results are rounded to the nearest whole percent; therefore, the cumulative sum may vary slightly from 100%.

## MEDICARE SEMINAR: PREFERENCE FOR EVENT FORMAT

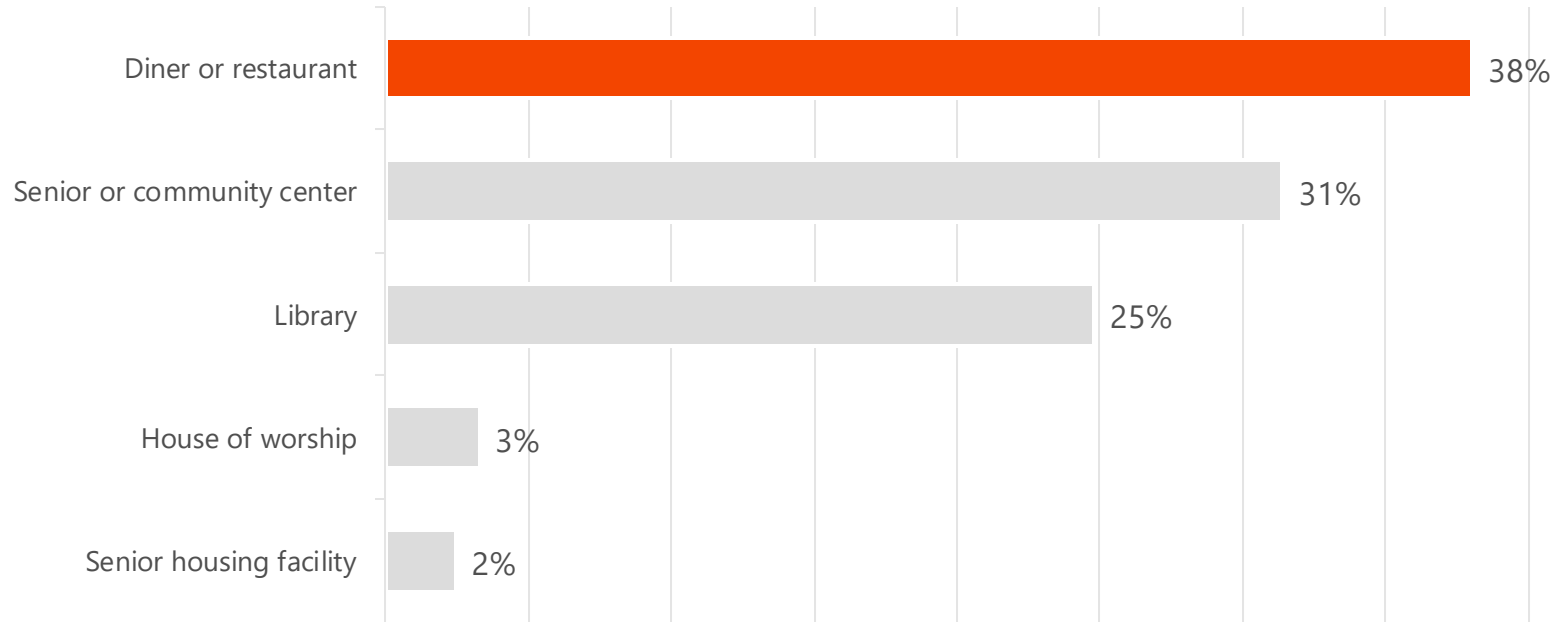
*Q: If you were to consider attending any Medicare event, which of the following types would interest you most?*



**50%** of respondents are most interested in attending a live event.

## MEDICARE SEMINAR: IN-PERSON VENUE PREFERENCE

*Q: What venue for an in-person group meeting on Medicare would most appeal to you?*

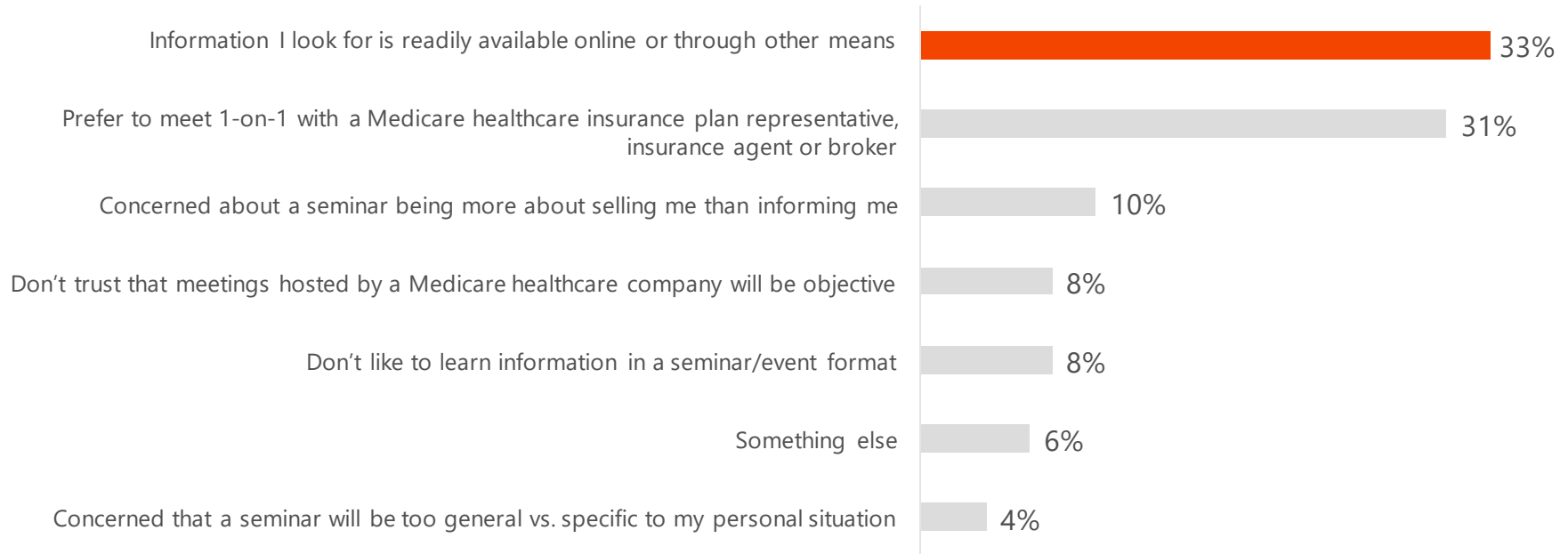


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## MEDICARE SEMINARS: WHY NOT ATTEND?

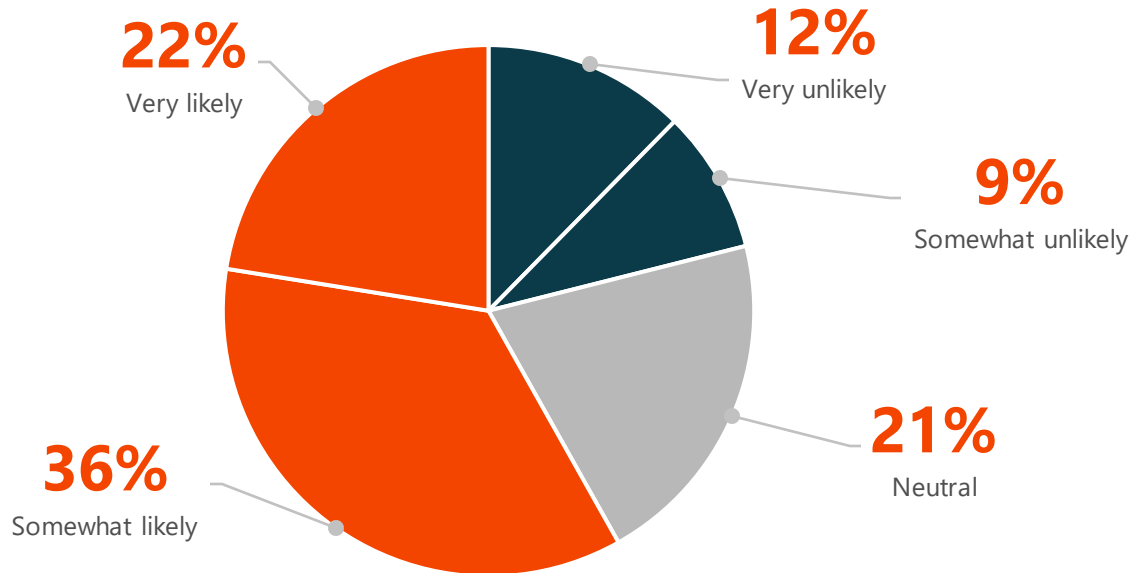
Q: *What is the main reason why you would not be interested in attending a Medicare seminar/event?*



\*Results are rounded to the nearest whole percent; therefore, the cumulative sum may vary slightly from 100%.

## MEDICARE SEMINARS: INFLUENCE OF INCENTIVES

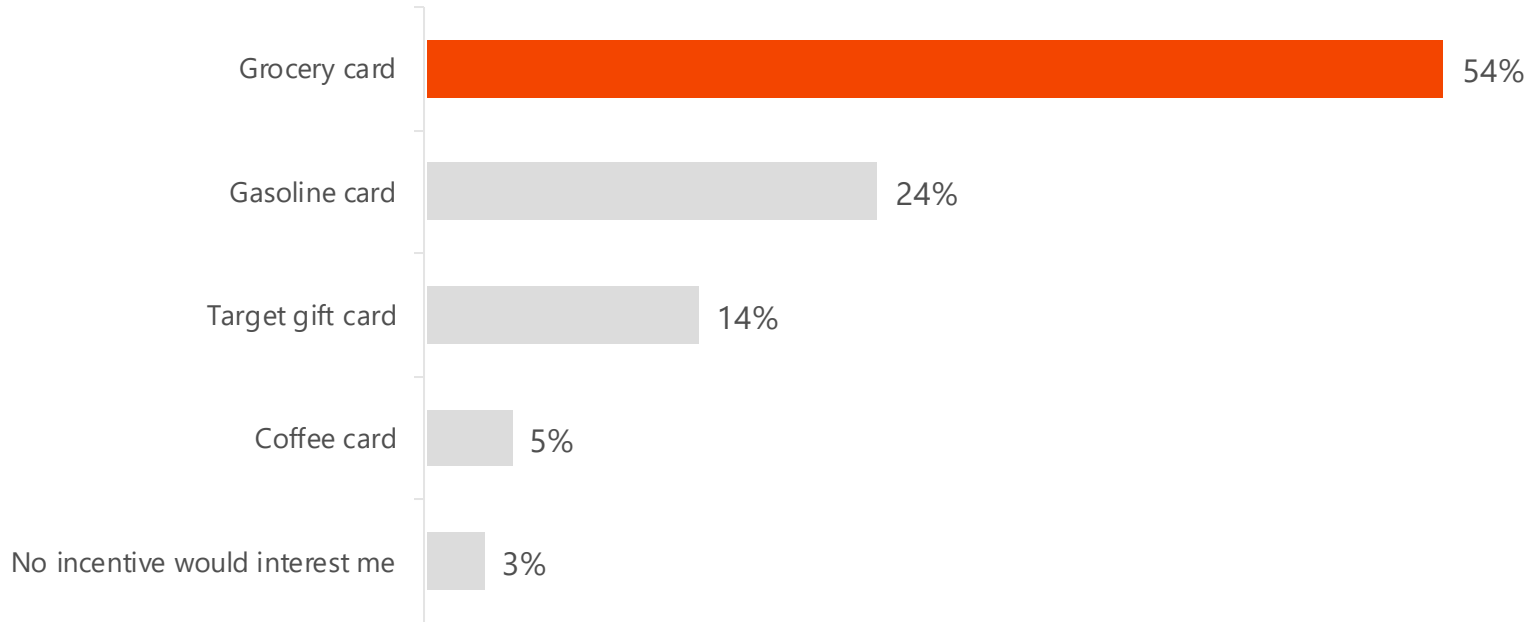
Q: How likely would you be to attend a Medicare seminar/event if an incentive (such as a \$15 gift card) were offered?



**58%** of respondents would be likely or very likely to attend a seminar with an incentive offer.

## MEDICARE SEMINARS: BEST INCENTIVES

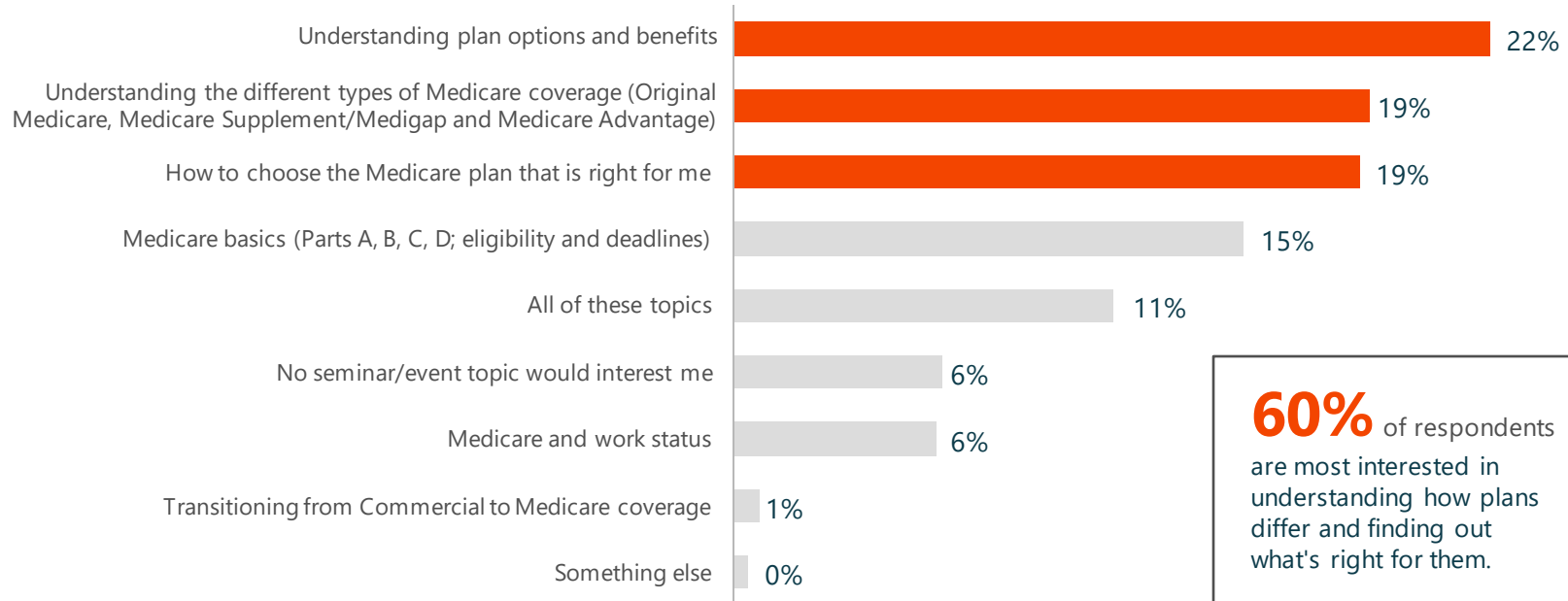
Q: *What kind of gift card would you find most appealing?*



\*Results are rounded to the nearest whole percent; therefore, the cumulative sum may vary slightly from 100%.

## MEDICARE SEMINARS: MOST INTERESTING TOPICS

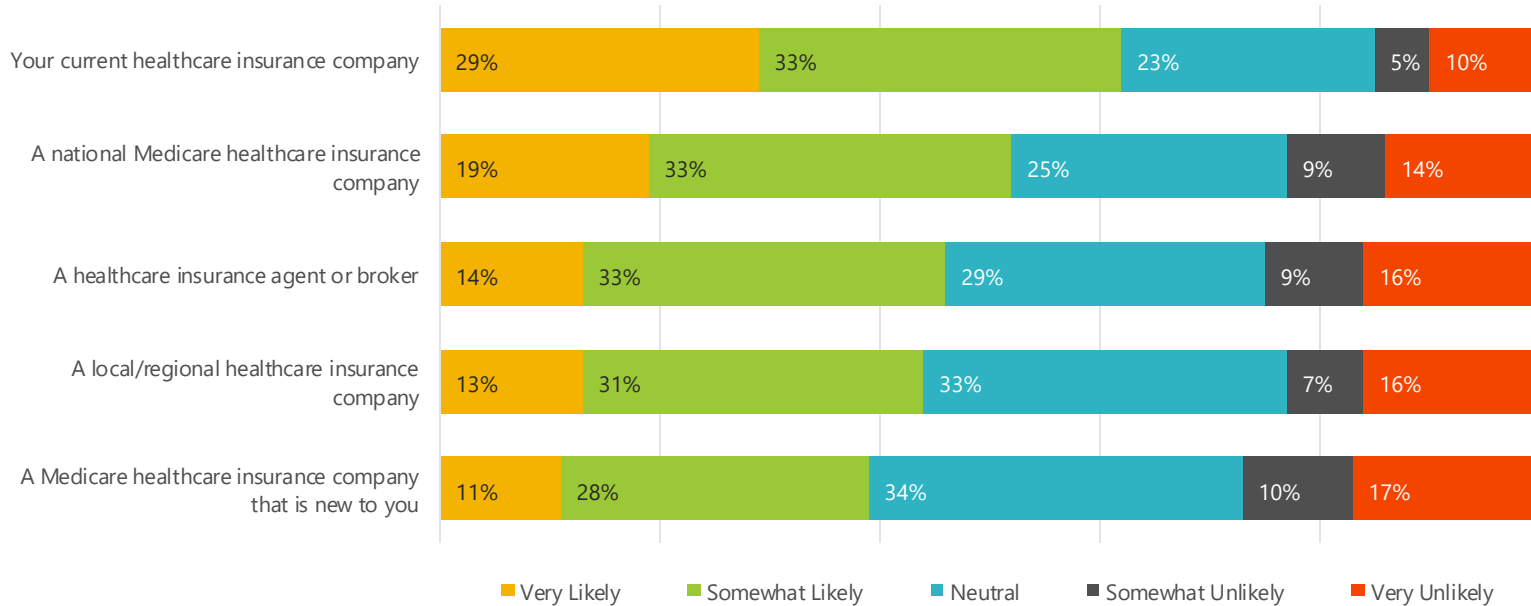
Q: *What topics for a Medicare seminar/event would most interest you?*



\*Results are rounded to the nearest whole percent; therefore, the cumulative sum may vary slightly from 100%.

## MEDICARE SEMINARS: DOES THE HOST MATTER?

*Q: Of the following who may host these types of events, how likely would you be to attend a Medicare seminar/event from each of them?*



\*Results are rounded to the nearest whole percent; therefore, the cumulative sum may vary slightly from 100%.

## Takeaways

- Medicare shoppers like to take their enrollment journey on their own terms, as shown by their preferences for gathering information online or by other readily available means, watching pre-recorded webinars in their own time, and meeting one-on-one with healthcare insurance representatives.
- Considering the preferred format for webinars and events, the convenience of watching them as pre-recorded videos received slightly more interest over each of the other options, but attending a live event — either in the form of an in-person, group or live virtual meeting — was the overall preference for 50% of the respondents.
- Content and access are important for ensuring Medicare event attendance, but incentives can be an even greater motivator. While only 27% of respondents said they would be likely to attend a seminar, 58% indicated they would likely attend for an incentive.

## Takeaways (cont.)

- Medicare event attendees would rather hear what differentiates an insurer's plan from the competition than receive basic Medicare education.
- Carriers looking to encourage attendance to live events should consider offering incentives that meet essential home-based needs (such as grocery cards) and choose venues at community-based hangouts, such as diners, senior centers and libraries.
- Medicare shoppers are more apt to engage in a session with their existing healthcare insurer or a national healthcare insurance company — indicating a possible preference for known carriers.

# Methodology

In March 2023, Media Logic planned to meet its research objectives through an online survey of an aggregated panel of adults aged 64-72 years old from across the U.S.

**N=300**  
**U.S.A. Recruitment**

**Age: 64-72**

## **Gender Distribution:**

Male/female  
distribution 37/63%

## **Screening Requirements:**

Respondents must be shopping for first-time enrollment or be currently enrolled in Medicare.

**Confidence level: 90%**

**Margin of error: +/- 4.76**





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