



New to Medicare

2024 Survey



Executive Summary

Despite yearly shifts in costs and benefits, most Medicare beneficiaries don't change plans – only about 14% reported switching during the 2024 Annual Enrollment Period.¹ Inertia is challenging to overcome. Payers looking for growth and long-term potential will need to focus on "New to Medicare" (NTM) enrollees in order to succeed.

Enrolling in Medicare is a significant milestone for older adults. However, for many, the shopping process can be daunting. According to AARP, Medicare education is crucial for consumers to make confident, informed decisions. This report, based on Media Logic's second annual survey of 300 adults aged 64-68, uncovers insights to help Medicare marketers align their communications with new-to-Medicare shoppers' needs and preferences.

¹[Medicare AEP Shopping Experience 2024 Survey, Consumer in Sight](#)

Executive Summary

Key Findings:

1. The importance of effective Medicare education is indicated by the finding that **72% of NTM respondents said that they have done a moderate to significant amount of self-education, which suggests their desire to make an informed decision.**
2. **NTM shoppers feel overwhelmed by the Medicare education process and generally view it slightly more negatively than positively.**
3. Despite the importance of brand awareness, **more NTM shoppers prioritize plan details over brand when selecting a plan.**
4. **The primary goal for new enrollees is to find coverage that meets their healthcare needs,** with controlling costs being a closely related secondary objective.
5. **Respondents top four valued types of information are as follows:** detailed breakdown of the parts of a Medicare plan (A,B,C,D), comparison of costs between different Medicare plans, information on what is not covered by Medicare and assistance with enrollment.
6. **The top five considerations in finding the “right plan” are: overall monthly premium cost, prescription drug coverage, provider network,** cost of copays for medical services, maximum out-of-pocket cost and medical supplemental benefits. The first three attributes are in rank order of the most important considerations.
7. **Direct interaction with health plan representatives, visiting health plan websites and consulting insurance agents or brokers are the top preferred resources for learning about Medicare options.**
8. **The role of health plan representatives** is critical throughout the NTM shoppers’ journey, as reflected by NTM shoppers’ preference for their help with learning about Medicare options to their assistance with final plan enrollment (if needed).
9. **In addition to health plan representatives, NTM shoppers see insurance agents and brokers as among their most helpful resources, most especially among 66- to 68-year-olds.**
10. **Local/regional plans have a notable perceived advantage over national plans** when it comes to choice of hospital, choice of doctor, customer service and having members’ best interests in mind.
11. **Medicare Advantage is identified by NTM adults as the best fit for their coverage needs compared to other plans,** and particularly among 66- 68-year-olds as compared to 64- to 65-year-olds.

Executive Summary

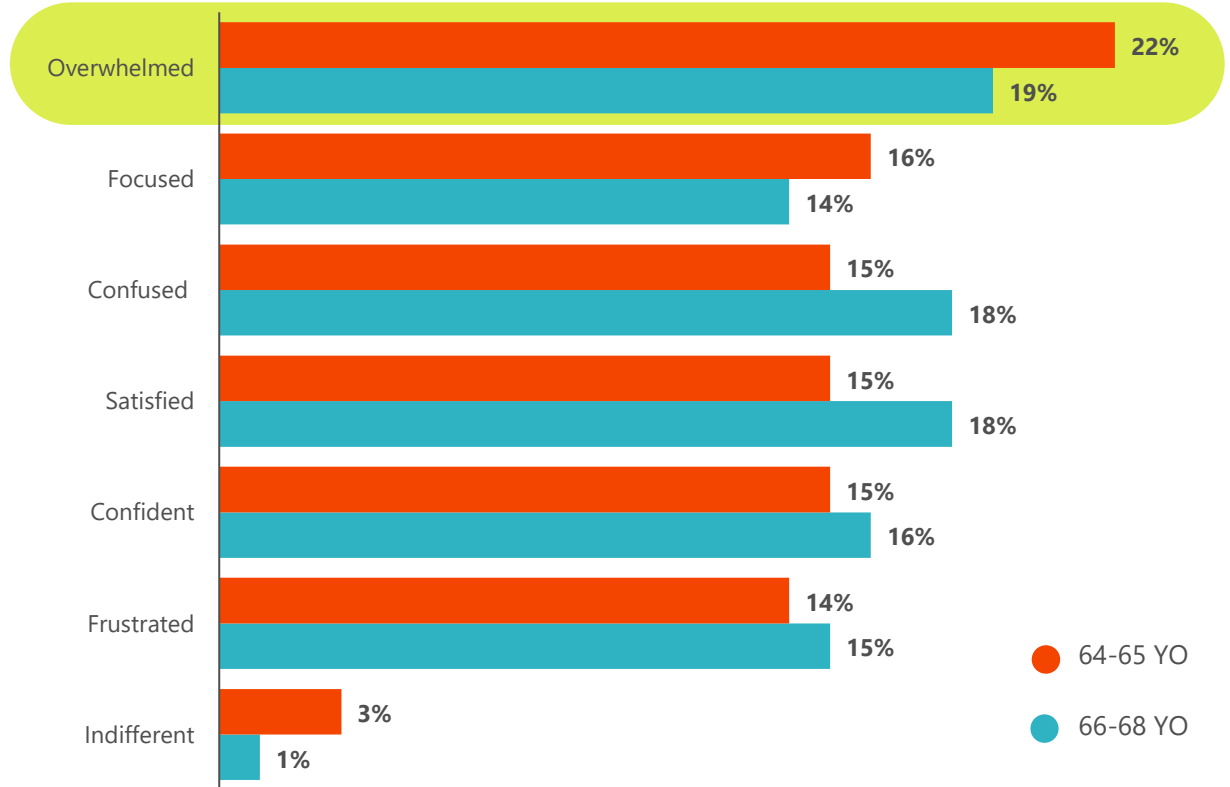
Action Items:

1. **Develop comprehensive (and digestible!) educational content that makes Medicare plans easier to understand.** Use various formats such as videos, infographics and webinars to meet different learning preferences.
2. **Build on the preference for speaking with plan representatives.** Offering personalized support can help build trust with new enrollees. Consider innovative outreach methods and meeting formats to increase accessibility.
3. **Emphasize the specific details and benefits of each plan.** Consider providing plan use cases or worksheets to help shoppers choose the right plan for their needs.
4. **Incorporate messaging that addresses emotional concerns.** Use testimonials and success stories to build confidence and promote direct contact with representatives.
5. **Leverage preferred channels: *Ensure easy journeys toward self-education and conversion*,** including user-friendly websites and multiple options for direct consultation.
6. **Segment audiences to reduce information overload and personalize messaging.** Provide more detailed plan comparisons for younger segments and emphasize personal assistance for older segments.

Findings

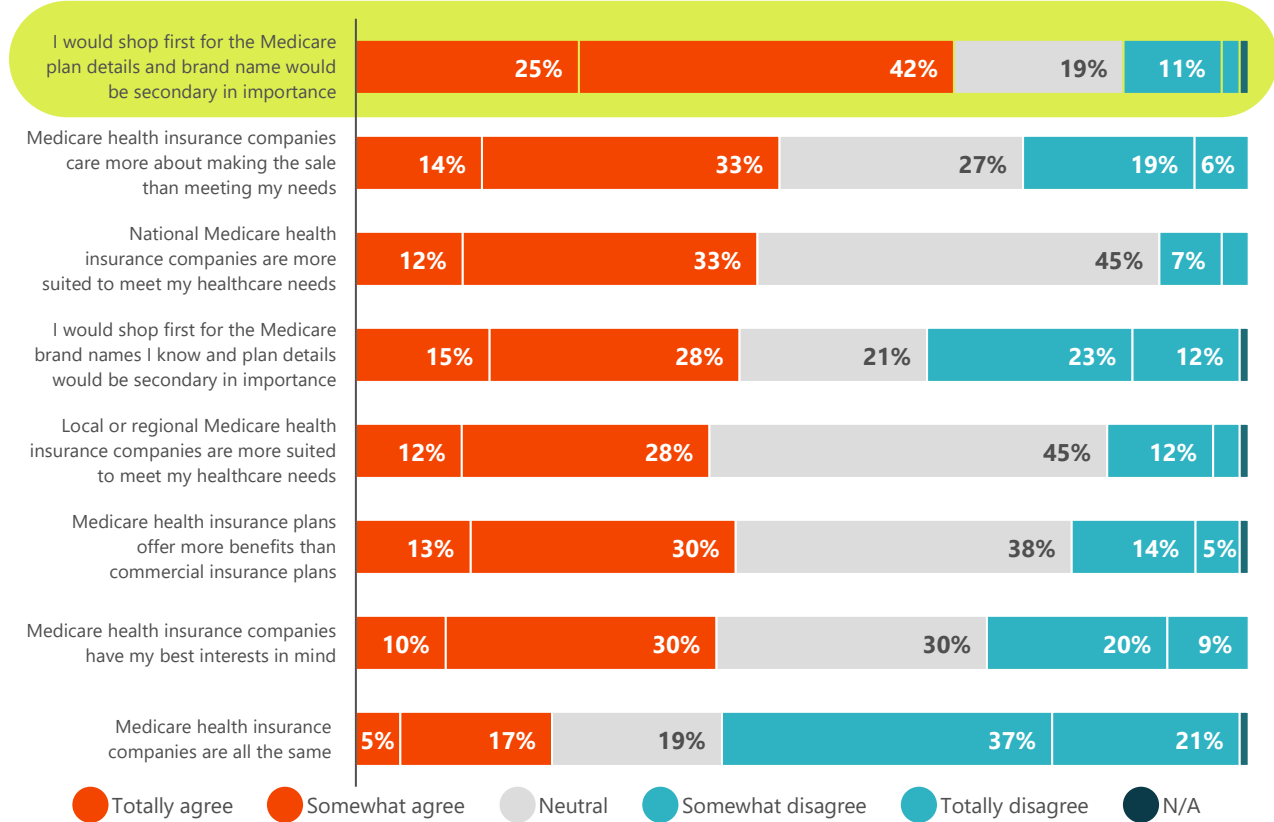
Overall, NTM consumers felt overwhelmed more often than any other emotions during the Medicare education process. In general, they felt slightly more negative feelings than positive.

Q. When it comes to educating yourself on coverage options, which emotions best describe how you feel/felt about the learning experience?



One of NTM shoppers' more notable attitudes was their inclination to **prioritize plan details over plan brand when shopping for Medicare.**

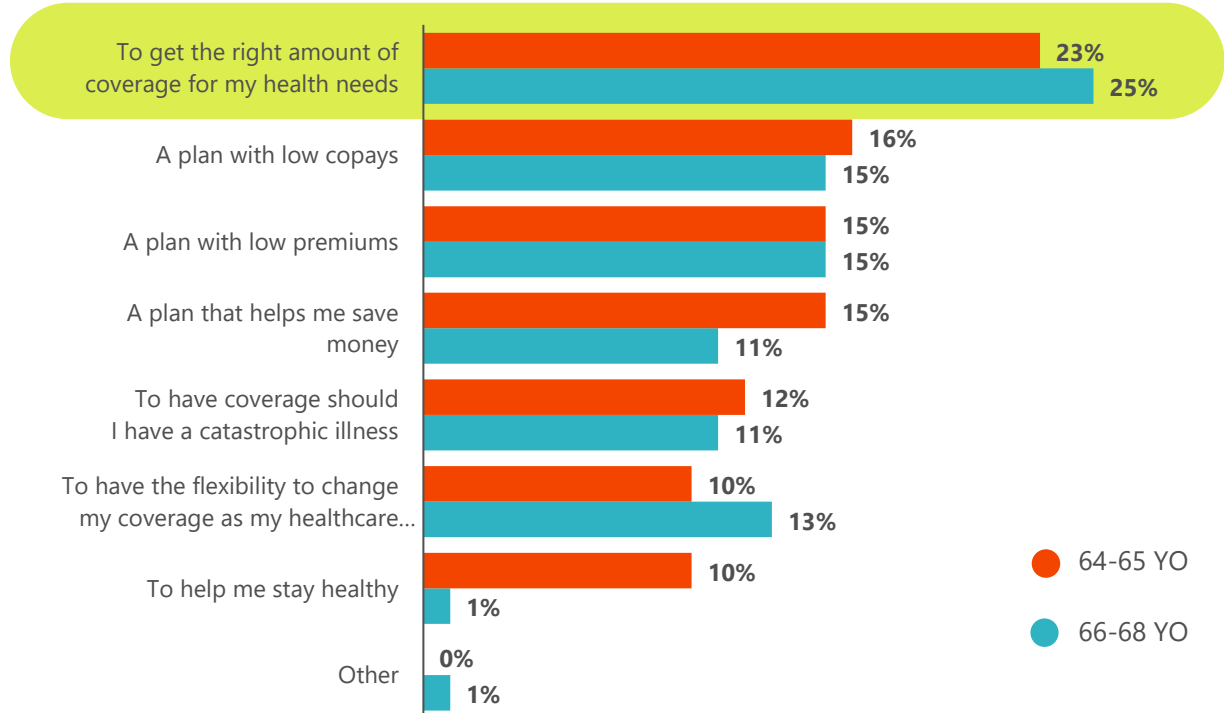
Q. When thinking about Medicare Health insurance which of the following statements best describes your attitudes?





For those new to Medicare, **finding the right coverage for health care needs takes precedence** over controlling costs.

Q. What are your top goals in finding the right Medicare coverage?

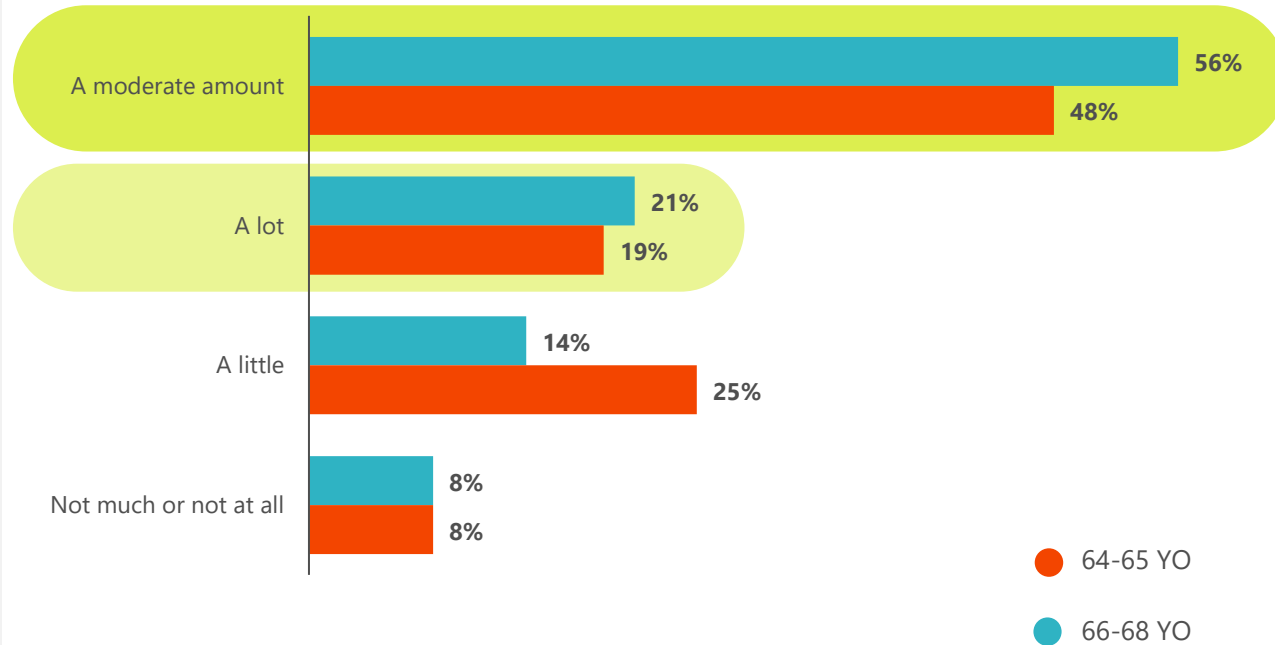




72% of the overall NTM group indicate self-educating a moderate amount or more on Medicare.

NOTE: Older respondents in particular appear more engaged.

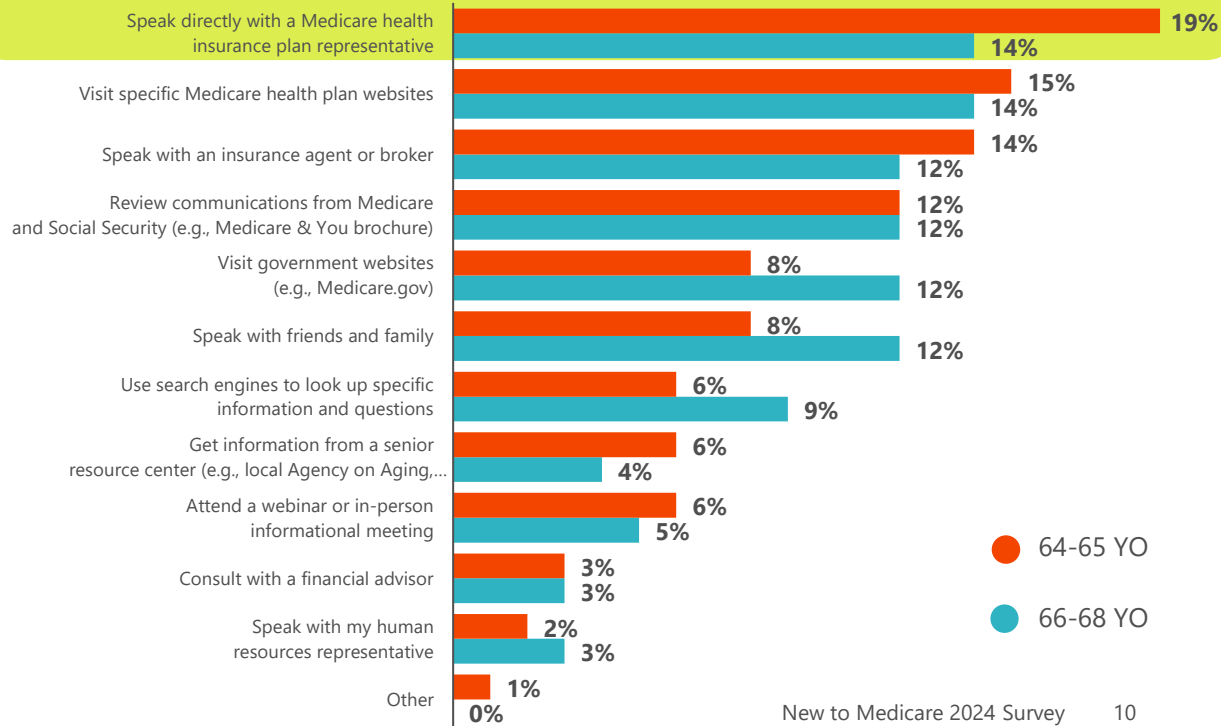
Q. How much have you educated yourself on Medicare coverage options?





When it comes to learning about Medicare options, shoppers prefer speaking directly with a health plan representative, visiting a health plan's website or talking to an insurance agent or broker.

Q. What are/were your preferred resources to learn about your Medicare options?

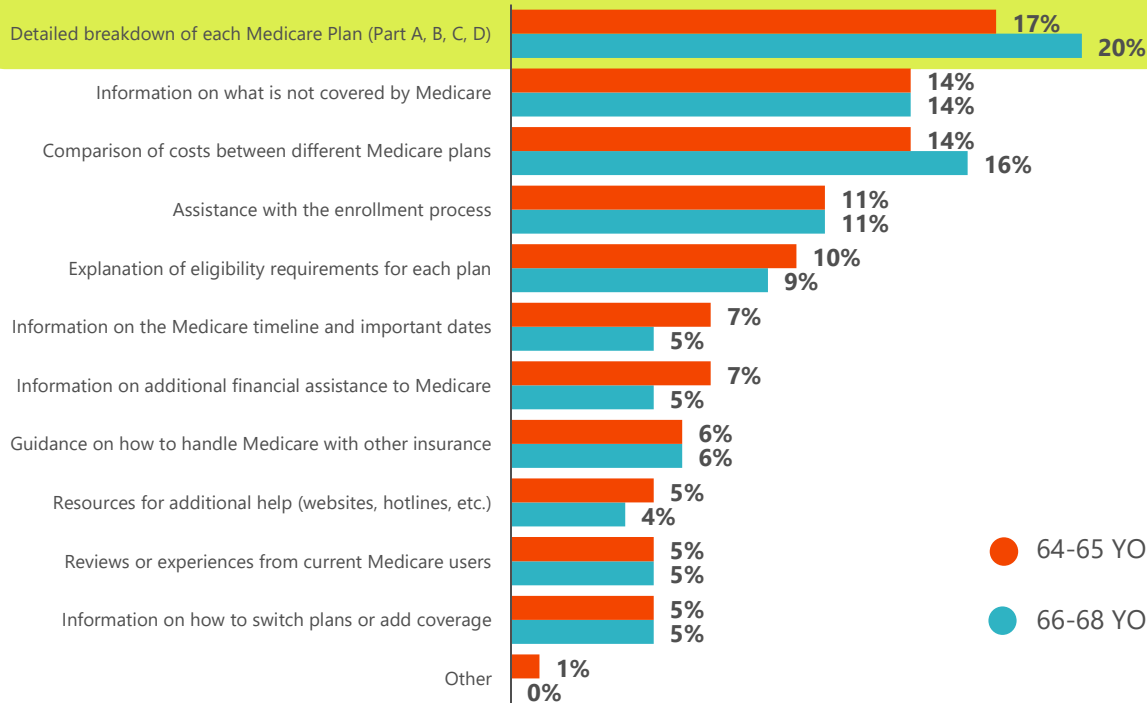




NTM shoppers value getting basic information on the Medicare A, B, C's ... and D.

Gaining clarity on what is and is not covered by Medicare would also be highly valued.

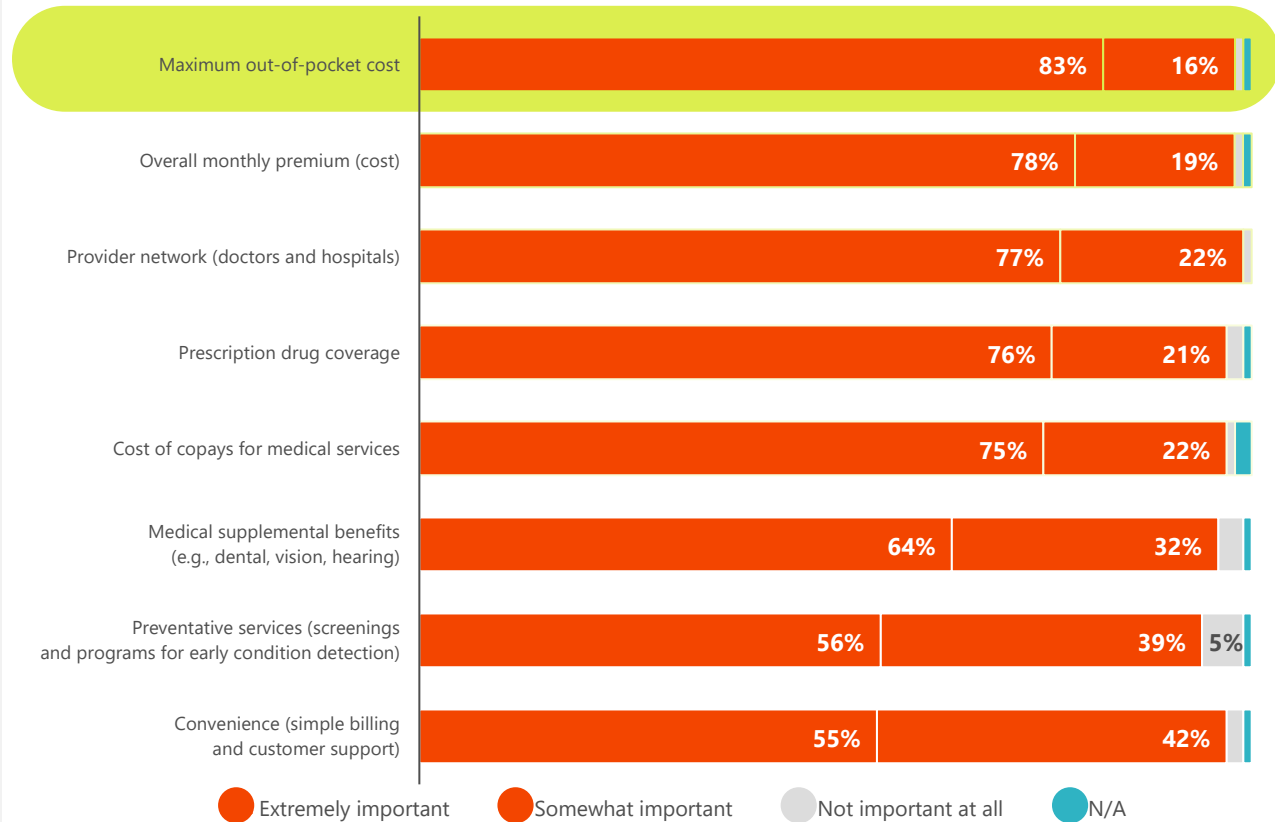
Q. What types of information would you/did you find most valuable?



Looking at the factors that NTM shoppers consider “extremely” or “somewhat important” to finding the right plan, several aspects weight almost equally, but the critical top five are:

1. **Maximum out-of-pocket cost**
2. Overall monthly premium cost
3. Provider network
4. Prescription drug coverage
5. Cost of copays for medical services

Q. How important are/were the following considerations in assessing the right Medicare health insurance plan options?

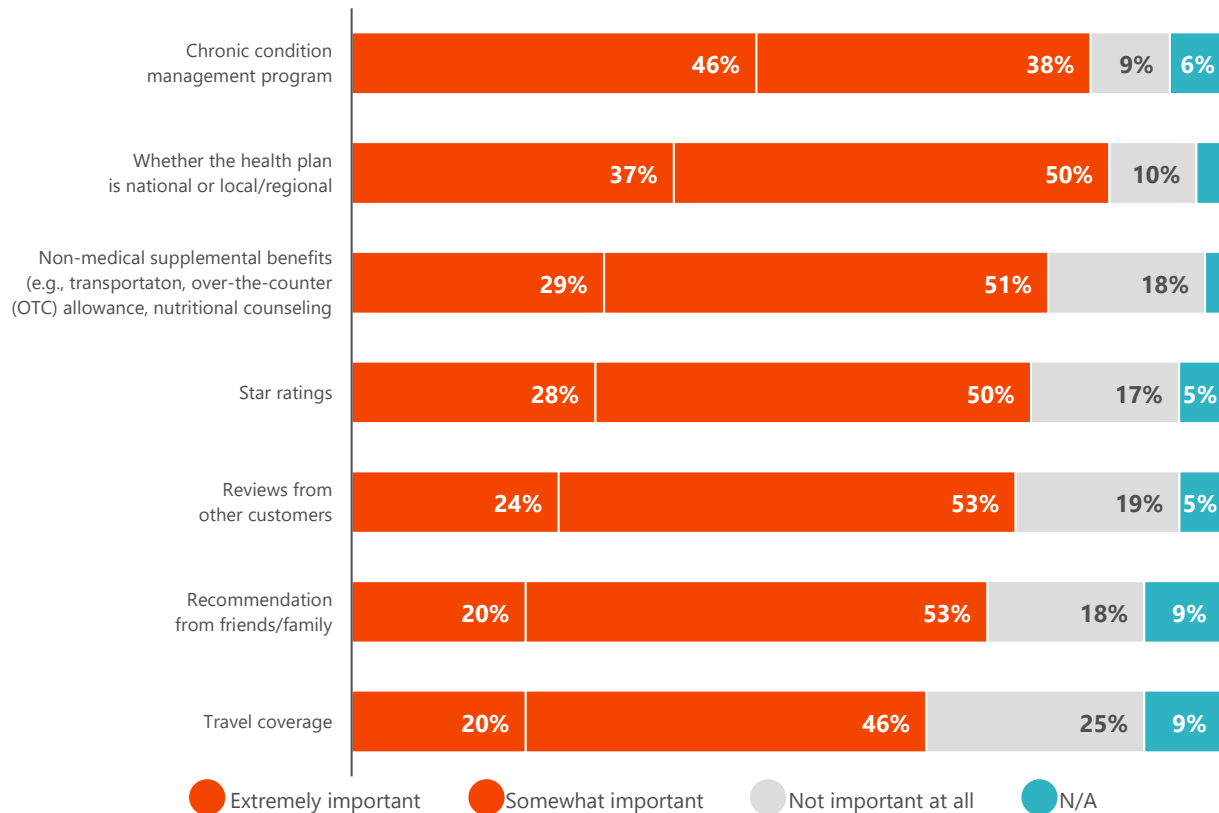


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Considerations carrying relatively less weight include:

- **Travel coverage**
- Recommendation from friends/family
- Reviews from other customers
- Star ratings
- Non-medical supplemental benefits

Q. How important are/were the following considerations in assessing the right Medicare health insurance plan options?





Even though maximum out-of-pocket cost ranked at the top of plan considerations, when NTM shoppers were asked to rank the MOST important, it did not appear in the top three.

Q. Of the considerations you found extremely important in choosing the right Medicare plan, please confirm which are the most important.

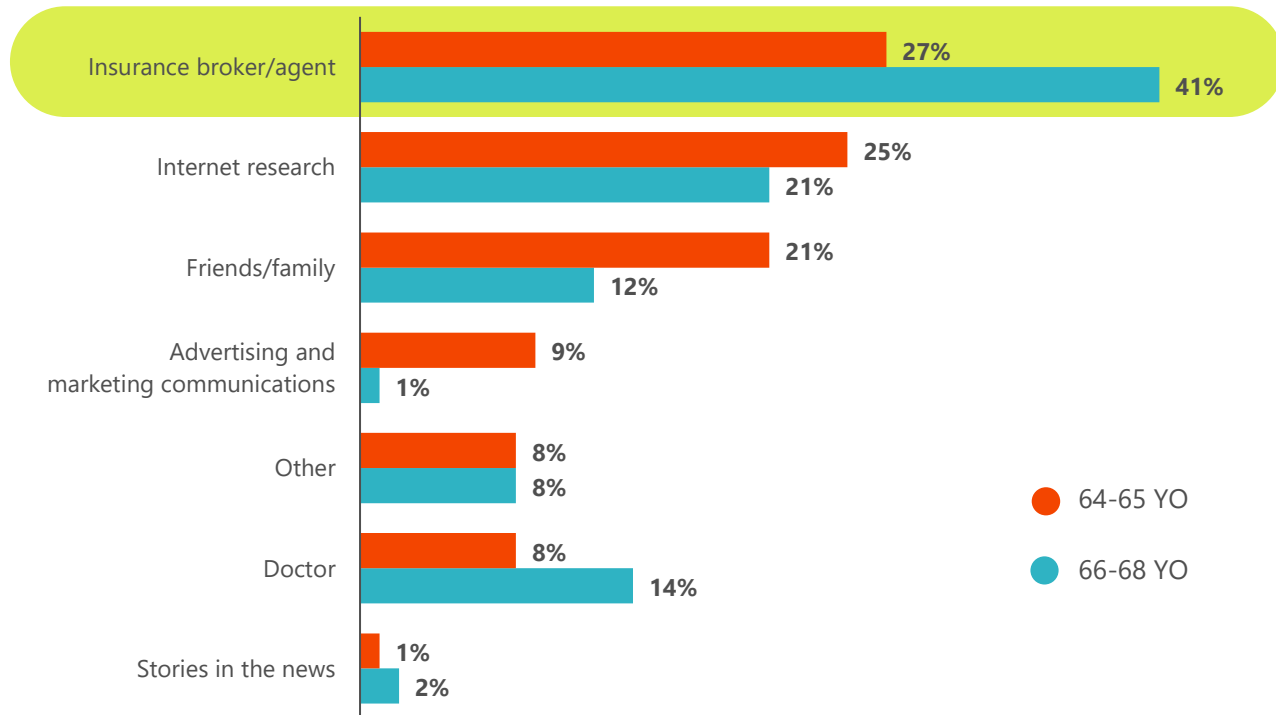
- 1** Overall monthly premium cost
- 2** Prescription drug coverage
- 3** Provider network



Brokers and agents have the most influence on NTM shopper' final selection of a Medicare plan.

- Younger shoppers are more swayed by friends/family and advertising/marketing
- Older shoppers rely more on brokers/agents and doctors

Q. What source of information has the most influence on your decision to enroll in a specific plan?

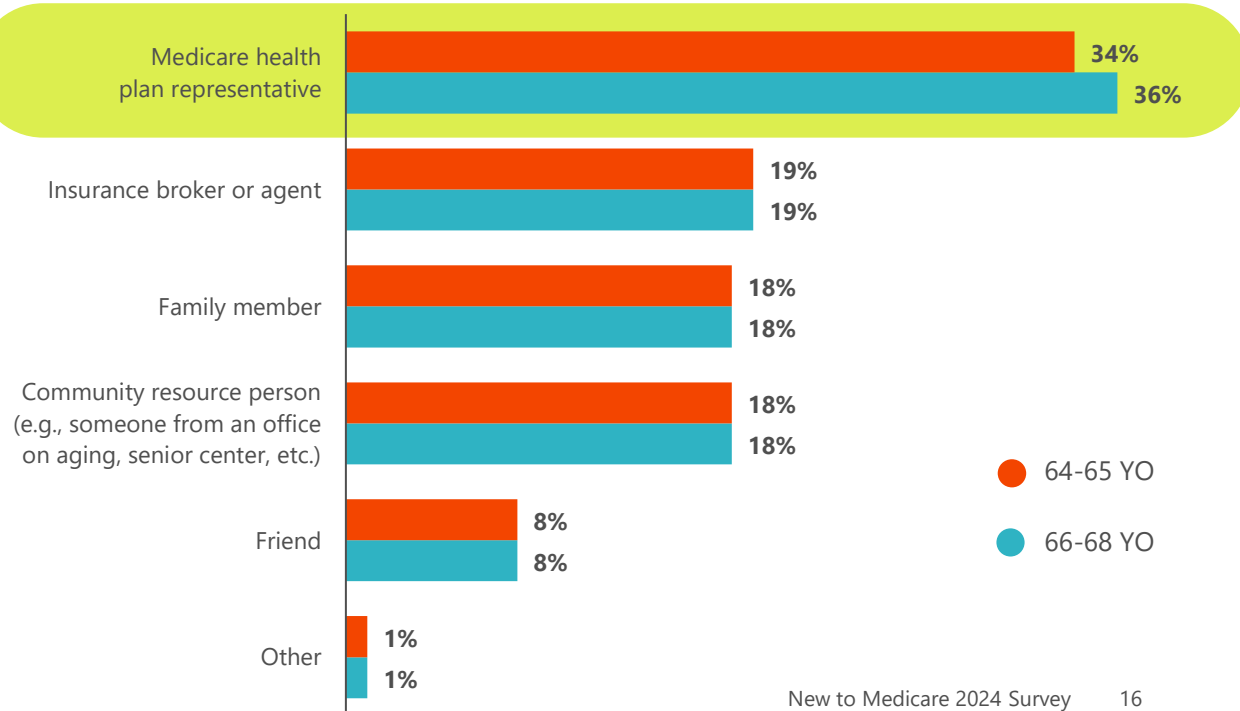




Based on NTM shopper response, help with final enrollment from a health plan representative would be a valuable customer service for those in need.



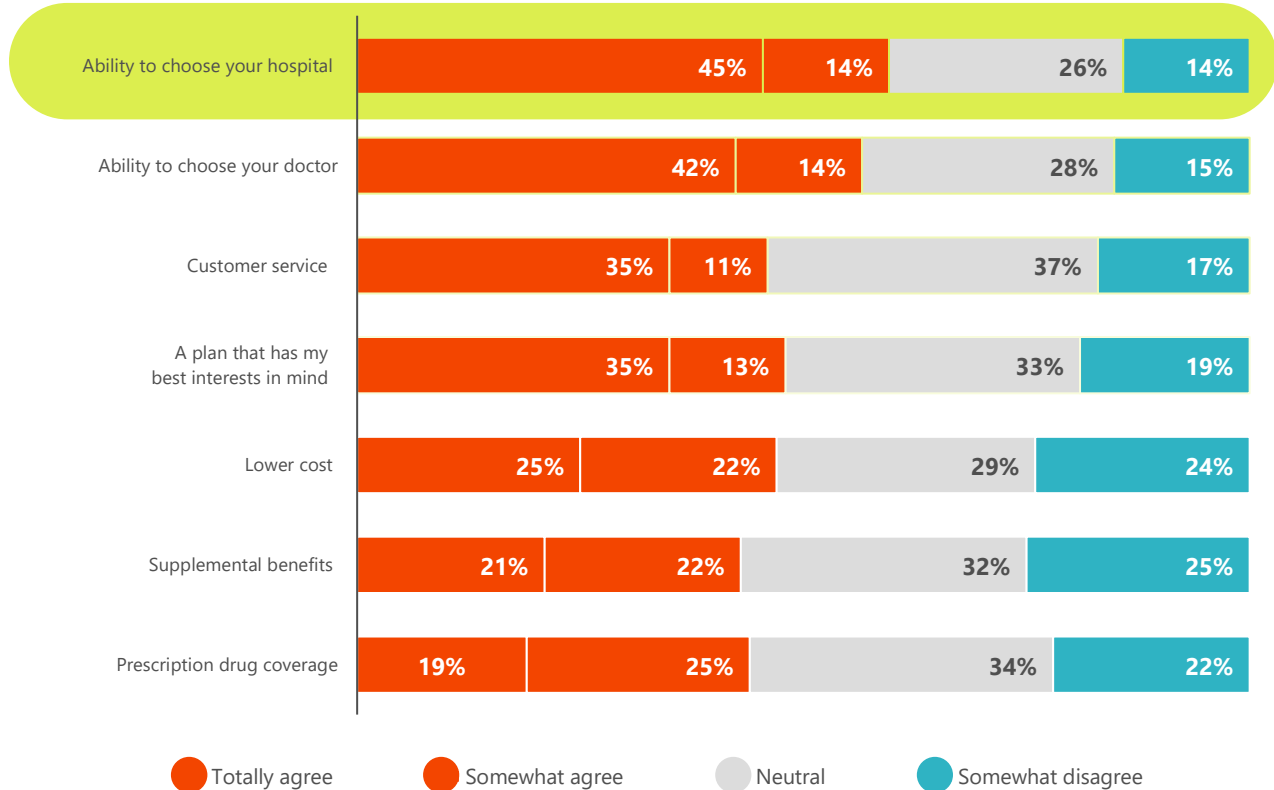
Q. If assistance were needed, which of the following would you be comfortable having help you to complete your enrollment in the Medicare plan of your choice?



NTM 64 – to 68-year-olds are aligned in their perception of how local/regional and national plans differ.

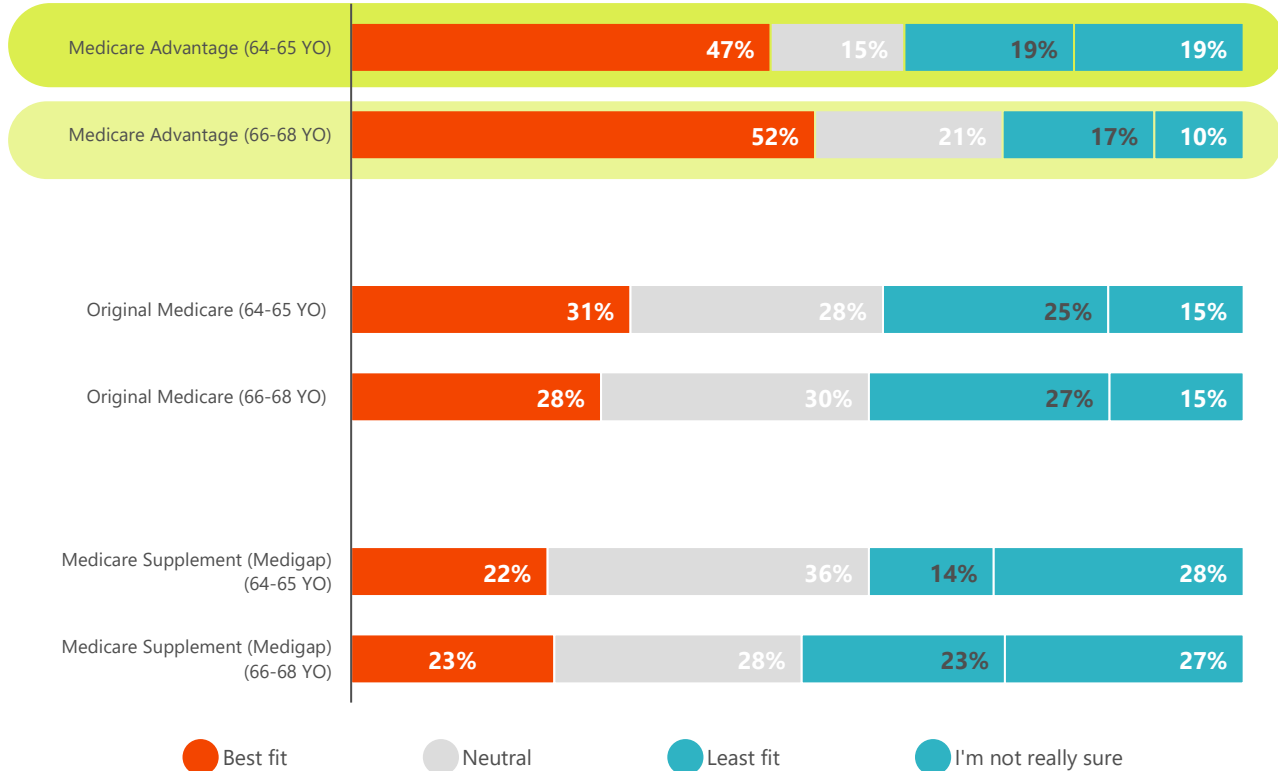
Local/regional plans are perceived to have advantages in choice of hospital, choice of doctor, customer service and having the member's best interests in mind.

Q. How do you think national and local/regional health insurance differs on the following attributes?



Both the NTM 64- to-65-year olds and the 66- to 68-year olds indicates preference for Medicare Advantage over other forms of Medicare.

Q. Considering the various Medicare options, rate them on a scale of “least fit” to “best fit” for my needs or indicate if you are unsure.

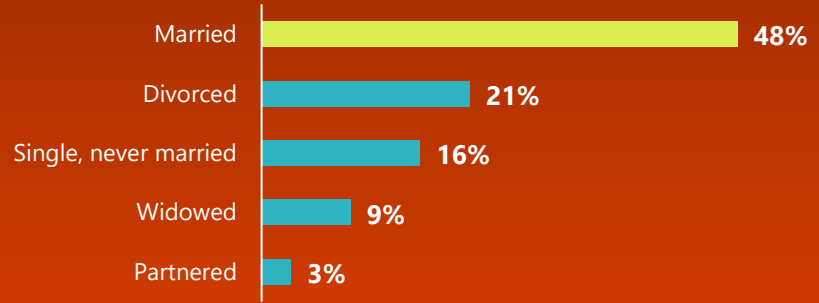


Appendix: Respondent demographics

Gender



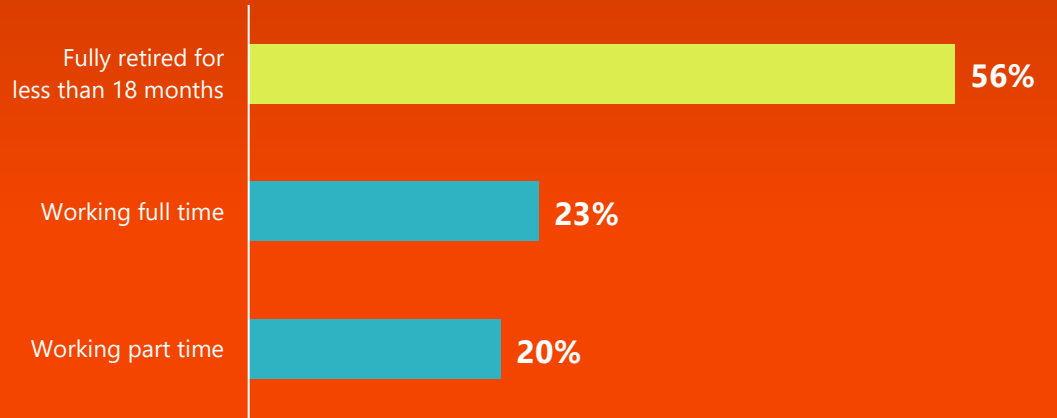
Which best describes your marital status?



Age



Which best describes your employment status?





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 executions and multichannel media.

About Media Logic

Media Logic is a national leader in healthcare marketing – providing strategic, breakthrough solutions that drive business. Media Logic offers deep experience in branding and lead generation and is an expert in turning research and segmentation data into actionable plans. Leveraging more than two decades of health plan marketing knowledge, Media Logic understands the nuances of Medicare, group and individual exchange prospects. From traditional ad campaigns to retention efforts to content marketing, everything Media Logic does is focused on generating results for clients, giving them an edge in a competitive, constantly changing environment.

Learn more about Media Logic at medialogic.com, and subscribe to our healthcare marketing newsletter at medialogic.com/newsletter



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