



A Strategic Approach for New-to-Medicare Marketing

With only a small fraction of Medicare Advantage consumers switching during the Annual Enrollment Period 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 2025 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



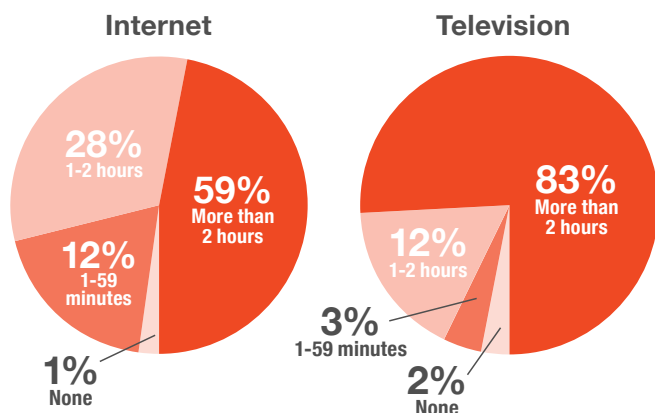
Previous Medicare Audience: Leading Boomers (1946-1955)

- 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.

Results from our latest *Media Preferences of Older Adults* survey show that among 648 men and women aged 63 to 75, the majority spent most of their daily media time using the Internet and watching TV (including streaming).

Time spent on a typical day:



Trending toward a more “traditional” retirement and initial Medicare enrollment.

Over

60%

of consumers in or approaching their Medicare Initial Enrollment Period either have retired or plan to do so at age 65.

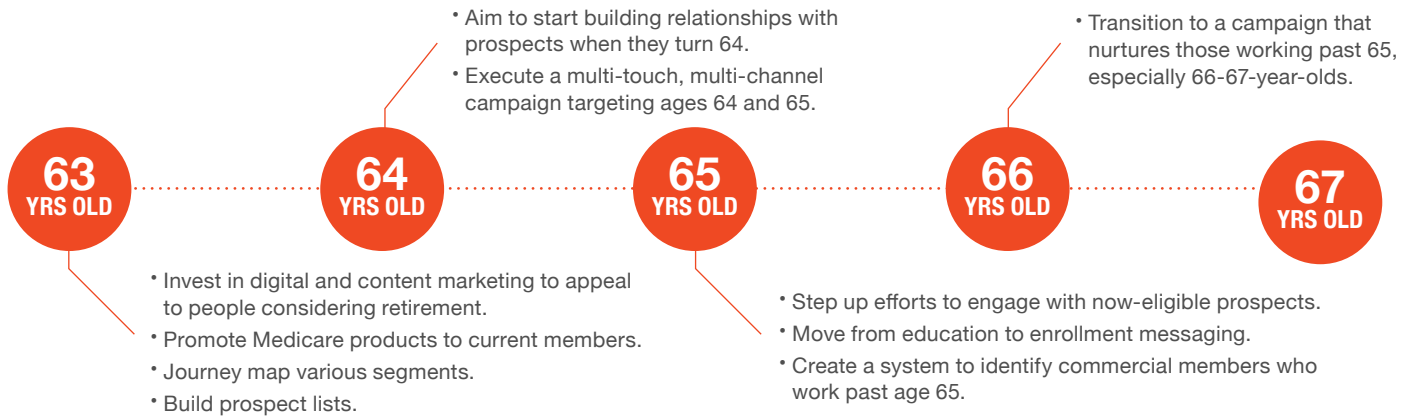
Source: Deft Research



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 and/or imagery that may not be as relatable 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.

An effective NTM strategy includes direct mail, paid search, paid social and a strong web presence to attract leads while making additional information easily accessible through various channels, such as phone, video, online chat and appointment.

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 and paid social to increase awareness.
- Develop an education and incentive program for your own employees.
- Enhance your library of educational materials.
- Build a content strategy that encompasses a wide range of retirement considerations to forge relationships well ahead of eligibility.

Are you looking for an agency that can optimize your New-to-Medicare marketing?

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