

Communication & Marketing Strategies

Communication and Marketing are the key components on finding success with any employer benefit. A thoughtful and well created plan helps plan admin as well as team members understand ways that they can engage with our services. This will layout the starting point for our communication plan throughout each contract year.



Email



Flyers and Posters



Videos



Digital Ads & Signs



Copies & Guides



Calls & Texts

1 Standard Communication Packets

Launch Packet & Plan	
Open Enrollment	
New Hires/Off-boarding	
Medicare Open Enrollment	

Reporting & Processes:

Utilization Reports:
We share them live with all parties

- Includes:
- Contacts
 - Consults
 - Engagement
 - Decisions
 - Projections

Twice a year is standard

2 Throughout the Year

Quarterly Newsletters	
Educational Invites	
Pro-Active Outreach	

Standard Materials will be available for editing through PowerPoint. This includes changes to logo, color, and basic design changes.

All messaging changes that are not approved by Transitions, will be the responsibility of the client to confirm compliance through CMS.

Customization of materials does require 7-14 days for creation.

During touchpoint meetings, account integration and response will be discussed, planned for, and results will be shared.

Proactive Campaign Options:

- | | | |
|------------------------------------------------------|----------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Turning 62- Social Security | <input type="checkbox"/> Turning 66- Medicare & SS | <input type="checkbox"/> Annual Open Enrollment- ER |
| <input type="checkbox"/> Turning 64- Medicare | <input type="checkbox"/> Turning 70- Medicare & SS | <input type="checkbox"/> Other: |

3 As Needed:

Compliance Alerts- Plan Admin FOCUS	
Medicare Updates	

