



L.A. Care
Medicare Plus[™]
(HMO D-SNP)

L.A. Care D-SNP Go-To-Market Plan

Round 2 - Messaging and Creative Direction



RECOGNIZED FOR IMPACT:

Congratulations to Marketing & Creative!

Gold Winner – 2025 Southern California's Finest in
Health Care Marketing & Advertising Awards

Category: Advertising: Ad Campaign – L.A. Care D-SNP AEP



Our 2024 D-SNP campaign, developed in partnership with Ntooitive, was honored with Gold at the **Southern California's Finest in Health Care Marketing & Advertising Awards**, presented by the **Health Care Communicators of Southern California (HCCSC)**.

This peer-judged recognition reflects how thoughtful strategy, inclusive creative, and clear messaging came together to connect with our audience in meaningful ways. As a respected regional program, the award highlights the strength of our work within the health care marketing community.

It's a proud moment — and a reminder of the impact we can make when we meet people where they are.

Recap Round 1 - Strategy

We're building on the strong foundation set in Round 1, where we aligned on key strategic shifts:



Member Education

Developing member-friendly messaging for **complex changes** including SSBCI and Part D benefits



Strategizing Toward Retention

Clarifying definition of "**simplicity**"



Cadence of Monthly Spotlights

Re-examining the cadence of monthly spotlights



Deeper Broker & Sales Support

Elevating **broker and sales alignment** to ensure consistent messaging and support

Refinements Based on Feedback have strengthened our approach across all strategic areas.

STRATEGIC MULTI-CHANNEL APPROACH

Aligning Sales and Marketing Activities

Goal: To align Sales, Marketing, Communications, and Provider partners on coordinated outreach that drives DSNP awareness, engagement, get alignment on messaging and drive enrollment, especially during key periods like AEP and SEP through a multi-channel strategy.



Direct Mail

Primary awareness driver with clear calls to action



Email

Supporting role for tech-savvy seniors and caregivers.



Community Events

Trust-building through in-person engagement.



Brand Activation Events

Branded interactive pop-ups to drive leads and increase brand awareness



Provider Outreach

Leveraging trusted healthcare relationships



Broker Tool Kit

Tools, training and support to help brokers guide their members with confidence.

Focus of Round 2

This round focuses on **messaging strategy and creative direction** to effectively communicate our D-SNP offering. Our messaging will prioritize accessibility and cultural relevance for our diverse LA membership.

Our primary objectives:

- **Communicate benefit changes** clearly, ensuring members understand changes for FY'26
- **Reinforce member value** through messaging that highlights our plan's unique advantages compared to competitors
- **Engage segmented audiences** across paid, owned, and earned channels with content that resonates with their specific needs

Deliverables will include **messaging frameworks, creative concepts,** and **channel-specific content** recommendations supporting both acquisition and retention goals.





MESSAGING FRAMEWORK:

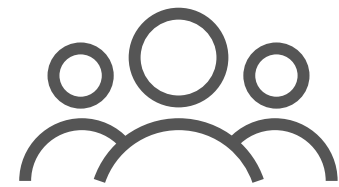
From Awareness to Advocacy

This messaging framework redefines how L.A. Care engages D-SNP members — positioning our plan as more than insurance, with clear, consistent communication that drives retention and loyalty.

CLARITY, CONSISTENCY, COMPASSION:

Evolving Member Communications

This framework defines a clear messaging hierarchy by channel, elevating the member experience through consistency, cultural relevance, and clear value. As benefits grow more complex and expectations rise, L.A. Care is leading with clarity, compassion, and a fresh, market-aware approach.



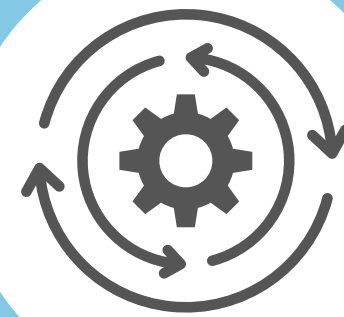
Member-Centered

Optimizing audience relevance while driving long-term loyalty through retention-focused communication.



Whole-Person Support

Delivering more than insurance — a full support system for dual eligible members' health, home, and daily life.



Message Consistency

Creating a unified voice across all touchpoints to build trust and clarity through retention-focused communication.



Market Innovation

Embracing relatable, engaging messaging and creative direction to stand out amid evolving competitor trends.



FRAMEWORK GOALS:

Aligning Intent with Impact



Create Familiarity

Spark interest at top funnel creating in-market presence via high-reach tactics

Build Trust

Foster confidence mid-funnel through content creation and targeted messaging

Support Retention

Improve loyalty & brand advocacy with organic content via low funnel channels

MESSAGING PLAYBOOK:

Strategy, Structure, Impact

This framework serves as a foundation for message deployment across both retention and acquisition efforts. It ensures consistency while allowing for evolution as benefits are finalized and new member insights emerge.

Brand-Product Alignment

Creating balance and clear connection between brand-level messaging, product-specific language and highly targeted communications for key segments.

Scalable Messaging

Moving from disconnected materials to an integrated message strategy across audiences, products, and funnel stages.

Content Strategy

Using effective long-form and organic content and channels to enhance understanding and retention without over-reliance on paid tactics.

By creating a unified, confident voice in-market and throughout the member journey, L.A. Care can better support members in navigating the complexities of dual eligibility.

STONE FRAMEWORK:

Consistency That Connects

Empowering
Encourages action and confidence



Straightforward
Clear, simple, informational



Reassuring
Calm, warm, and trust-building



Relatable
Friendly, down-to-earth,
and conversational



Respectful
Values-aligned, culturally attuned



Each message in this framework is paired with a tone label to help ensure creative consistency. Our tone flexes based on audience and funnel stage, but always reflects clarity, care, and confidence.



Simplicity with Purpose

Where Simplicity Works Well

- Describing how Medicare and Medi-Cal benefits are combined under one plan
- Communicating the ease of managing coverage through a single source

Aligned Examples:

- "The All-in-One Medicare Plan" – Communicates consolidation
- "Celebrate 65 with Medicare Plus" – Signals streamlined experience at milestone age

Where to Avoid Simplicity

While "simplicity" performs well in prospective marketing, it can feel disconnected from reality for current members navigating a fragmented healthcare landscape.

Avoid messaging that implies:

- "Effortless" experiences
- "Hassle-free" navigation
- "Fully coordinated" touchpoints

These overpromise the member experience and can undermine trust.



A Foundation for Clear, Consistent Communication

Our messaging framework ensures clear, relevant communication throughout the member journey. It balances engaging, informative, culturally sensitive, and supportive tones to connect meaningfully and build lasting trust.

Message Type	Funnel Stage	Purpose	Example
Benefit Taglines	Top	Catch attention with benefit-driven headlines	"Cruise to care — with free rides to your doctor." (Relatable)
Product Taglines	Top + Mid	Position product simply and memorably	"Better Together: Medicare & Medi-Cal" (Straightforward)
Key Value Proposition	Mid + Low	Education through simple, benefit-driven messaging	"Care close to home: 3,900 doctors, 60 hospitals, 180 urgent care centers." (Straightforward)
Supplemental Taglines	Mid + Low	Emphasize community to build confidence and trust	"More than a Medicare plan — it's a support system." (Reassuring)
Contingency Messaging	Low	Communicate changes and support clearly to ease benefit disruption	"Many Medicare plans are changing in 2026. We'll help you stay covered." (Straightforward)

Converting Consideration into Confidence



Value Proposition

Mid and low funnel messaging that provides deeper understanding of services and differentiators through themes of support, personalized care, affordability, and local access.

Example: *"One plan, more benefits: Get your Medicare and Medi-Cal in one plan — with extra services and support included." (Straightforward)*



Audience-Specific

Targeted messaging for caregivers, at-risk members, and competitor audiences through emotional storytelling focused on belonging, confidence, and community support.

Example: *"Caring takes a team — we're part of yours." (Reassuring)*



Contingency Messaging

Prepared communications for benefit changes that maintain trust while clearly explaining impacts.

Example: *"Some benefits are changing in 2026 — but your support system stays the same." (Reassuring)*

Content That Connects & Builds a Community

Drive engagement and build trust with Medicare Plus members by pairing educational content with authentic voices and targeted channels — all grounded in community relevance.



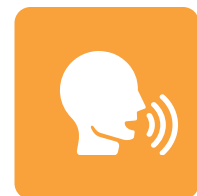
Educational Topics

Simplify Medicare and spotlight real member benefits.



Strategic Channels

Reach members through digital, social, and organic touchpoints.



Trusted Voices

Feature physicians, care teams, and caregivers to build credibility.



Community Focus

Reflect local needs and cultures to deepen connection.





MESSAGING IN MOTION:

Aligning Strategy with Audience and Intent

Rooted in community and driven by member insight, our messaging supports and guides every phase of the healthcare experience.



FROM FIRST GLANCE TO FIRST CHOICE:

Messaging that Makes an Impact

Category	Message	Funnel Stage
Benefit / Vision	From street signs to smiles — vision care helps you see it all.	Top
Benefit / OTC	Don't sweat the small stuff — your monthly allowance has the goods.	Top
Benefit / Acupuncture	Feel the thrill, not the aches — with acupuncture and chiropractic care.	Top
Benefit / Transportation	Cruise to care — with free rides to your doctor.	Top
Benefit / Affordability	Live well, age well — with \$0 copays.	Top
Product / Dual Eligible	Better Together: Medicare & Medi-Cal	Top + Mid
Product / Age-In	Celebrate 65 with Medicare Plus	Top + Mid
Product / General Market	The All-in-One Medicare Plan	Top + Mid



Bold, Benefit-Driven Headlines

Eye-catching and relevant — designed to instantly convey value to Duals, Age-Ins, and Medicare audiences.



Rooted in Real Life

Conversational and down-to-earth language that makes complex benefits feel clear, approachable, and real.



Strategic Visibility Across Channels

Built for scale and impact across high-reach platforms — OOH, TV, digital display, and social media.

FROM CULTURE TO CARE:

Messaging that Connects and Converts

Key Value Prop	Message	Funnel Stage
Combined Plan	One plan, more benefits: Get your Medicare and Medi-Cal in one plan — with extra services and support included.	Mid + Low
Benefit Excellence	More benefits, every month: Get money for health items, plus free rides to your doctor, vision, acupuncture, and chiropractic services.	Mid + Low
Provider Network	Care close to home: Choose from over 3,900 doctors, 60 hospitals, and 180 urgent care centers across L.A. County.	Mid + Low
Cultural competence	Support in your language: We speak 18 languages and offer help that's clear, respectful, and easy to understand.	Mid + Low



Integrated Dual Coverage

Confident messaging that shows how Medicare and Medi-Cal work together — with more support and one source for care.



Benefit-First Clarity

Simple, compelling value propositions that build trust with members, caregivers, and disenrolled audiences.



Precision in Placement

Delivered through high-impact, language-appropriate channels: multilingual OOH, local radio, digital, and direct mail.

WHEN IT MATTERS MOST:

Messaging That Supports and Reassures

Segment	Message	Funnel Stage	Category
Caregivers, Families	Caring takes a team — we're part of yours.	Mid + Low	Supplemental
At-risk, Win-back, Competitor Audience	More than a health plan — it's a support system.	Mid + Low	Supplemental
Multilingual Populations	Care in your language. Health on your side.	Mid + Low	Supplemental
Providers, Brokers, Community Partners	Together for life, for health — for all of L.A.	Mid + Low	Supplemental
Current Members	Some benefits are changing in 2026 — but your support system stays the same.	Mid + Low	Benefit Disruption (Mild Impact)
Current Members	Many Medicare plans are changing in 2026. We'll help you stay covered.	Mid + Low	Benefit Disruption (High Impact)



Grounded in Reassurance

Messaging brings calm and clarity during times of change — reminding members they're supported, not alone.



Empathy-Driven & Empowering

Builds confidence and connection, especially effective for win-back and caregiver audiences seeking trust and stability.



Guidance Through Change

Clear, guiding language helps members navigate 2026 benefit shifts with confidence and ease.



CONTINGENCY PLANNING:

Communicating Change with Care

Scenario 1: No Change to Benefits

Proceed with proposed messaging as outlined in framework. Maintain current value-forward language (OTC, transportation, dental, "all-in-one" messaging) across all funnel levels.

Scenario 2: Changes Finalized in Time

Use pre-planned contingency copy. Focus updates in organic channels (website, FAQ, member emails) to prevent confusion. Revise long-form content without changing market-wide or paid media copy unless necessary.

Scenario 3: Late-Breaking Changes

Prioritize updates in organic and targeted channels (segmented email, web, outbound calls). Address regulatory requirements clearly and timely.

Amid 2026 benefit changes like SSBCI eligibility, Part D cost sharing, and possible low-utility benefit cuts, these scenarios enable agile yet consistent messaging.



PREPARED TO PIVOT:

Contingency Messaging to Meet the Moment

This contingency messaging set is a flexible backup for benefit disruption scenarios. While our primary tone remains warm and personality-driven, this alternative offers a more respectful, reassuring approach when needed.



Keeps messaging aligned in sensitive moments



Builds trust with clear, caring language



Maintains our friendly voice while honoring real concerns

Category	Message	Tone
Continuity of Care	Your care continues — even when benefits change.	Reassuring + Straightforward
Access & Navigation	From questions to coverage, we're here to guide you	Reassuring + Empowering
Market-Wide Concerns	Supporting your health today, committed to your tomorrow.	Reassuring + Empowering
Benefit / Transportation	No car? No problem — your plan includes rides to the doctor.	Relatable + Straightforward
Benefit / OTC	Need the essentials? Your plan's got a budget for that.	Relatable + Reassuring
Benefit / Vision	From eye glasses to eye exams — vision care helps you see it all.	Empowering + Reassuring
Benefit / Acupuncture	Say goodbye to soreness — and hello to acupuncture and chiropractic care.	Relatable + Straightforward
Benefit / Affordability	Affordable support — for every stage of life.	Empowering + Reassuring



MAKING MOVEMENT:

Bringing Messaging to Life

1

Finalize Messaging Playbook & Resources

Create a comprehensive messaging guide and resources to ensure consistency across all communication.

2

Translate Strategy into Creative

Bring messaging to life visually by expressing tones and values through compelling, audience-resonant creative.

3

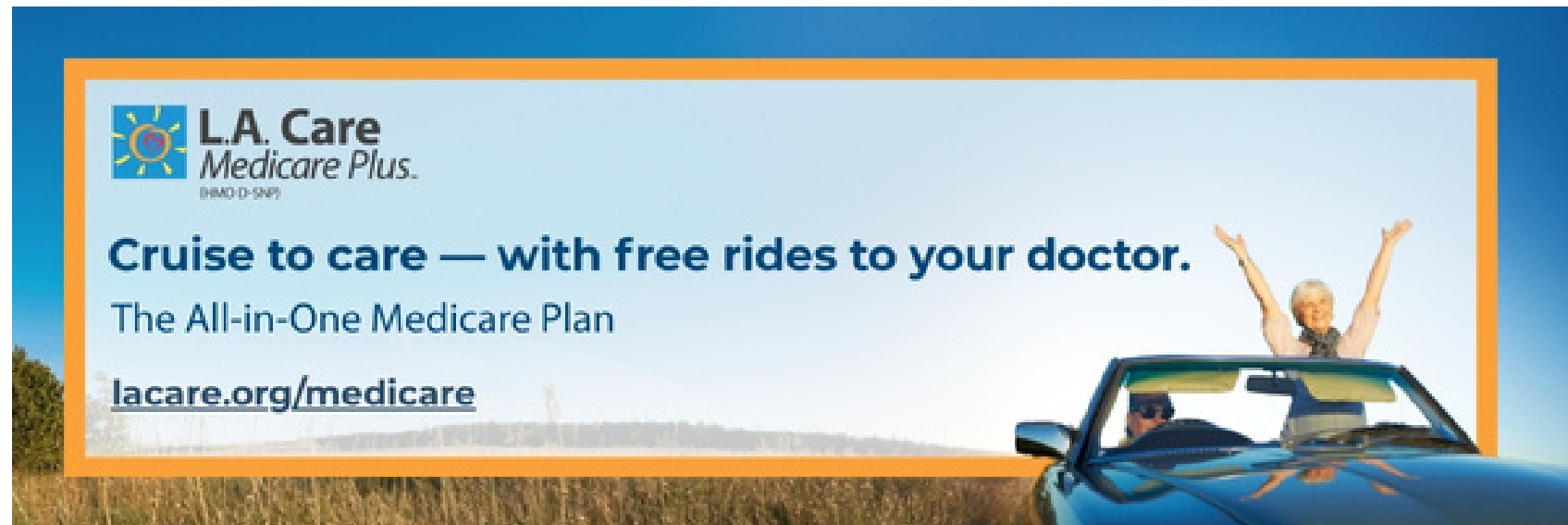
Implement Across the Funnel

Activate messaging in-market with an audience-first approach — then measure, learn, and refine for impact.

VISUALIZING THE MESSAGE:

A Creative Sneak Peek

In Round 3, our creative team will bring the strategy to life — sharing concepts that translate messaging into compelling, audience-driven campaigns. **Get ready to see how tone, voice, and value show up across the funnel.**



L.A. Care Medicare Plus.
(HMO D-SNP)

Cruise to care — with free rides to your doctor.

The All-in-One Medicare Plan

lacare.org/medicare



L.A. Care Medicare Plus.
(HMO D-SNP)

Caring takes a team — we're part of yours.

1200 W 7th St
Los Angeles, CA 90017
Hours of Operation: Monday – Friday: 8 a.m. – 5 p.m.

1.833.592.DSNP (3767) | TTY 711 | medicare.lacare.org

2025 | Enrollment Kit

Medicare + Medi-Cal, Plus More
A Medicare Advantage Prescription Drug plan for Dual Eligible beneficiaries designed to help you manage your Medicare and Medi-Cal benefits.



L.A. Care Medicare Plus.
(HMO D-SNP)

L.A. Care Medicare Plus (HMO D-SNP) is a health plan that contracts with both Medicare and Medi-Cal to provide benefits of both programs to enrollees. Enrollment in L.A. Care Medicare Plus depends on contract renewal.

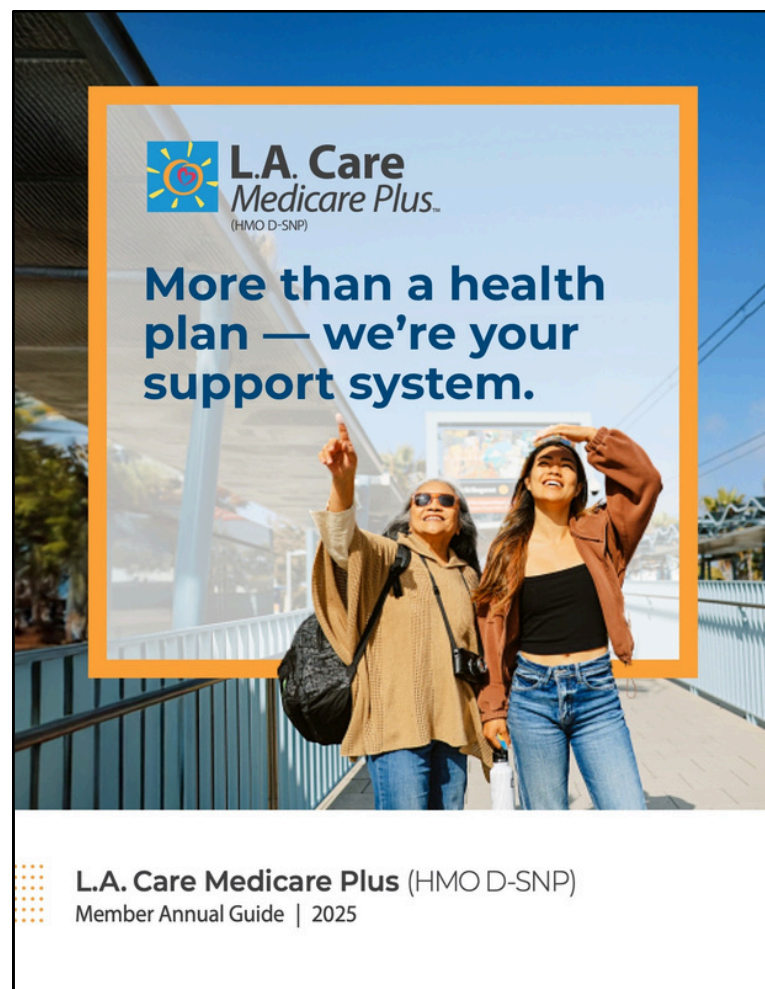
\$120 Monthly allowance on a Benefit MasterCard Prepaid Card to use for groceries, utility bills, gas at the pump, and over-the-counter.²

Sign up now, call <Phone Number> | TTY 711 medicare.lacare.org

VISUALIZING THE MESSAGE:

A Creative Sneak Peek

In Round 3, our creative team will bring the strategy to life — sharing concepts that translate messaging into compelling, audience-driven campaigns. **Get ready to see how tone, voice, and value show up across the funnel.**



L.A. Care Medicare Plus.
(HMO D-SNP)

More than a health plan — we're your support system.

L.A. Care Medicare Plus (HMO D-SNP)
Member Annual Guide | 2025



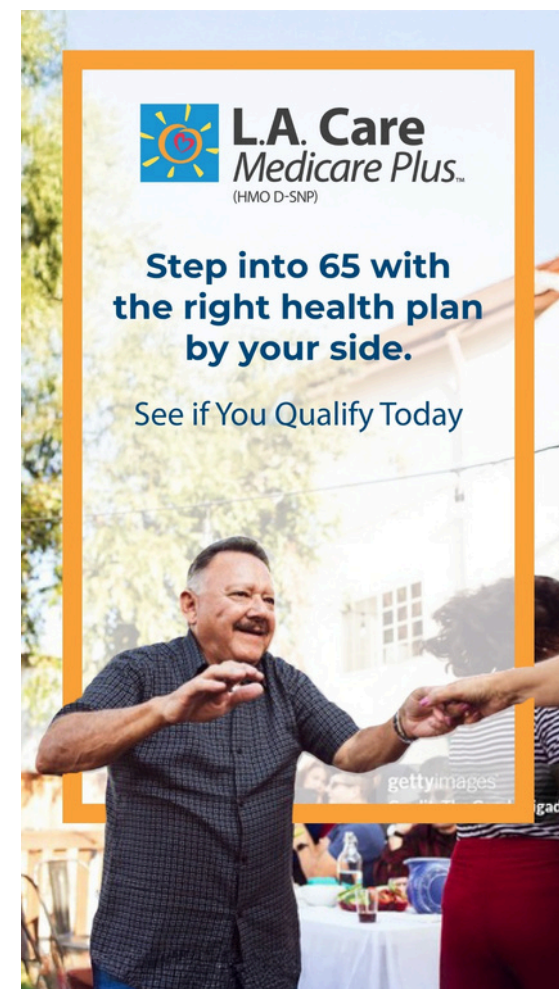
L.A. Care Medicare Plus.
(HMO D-SNP)

Feel the thrill, not the aches — with acupuncture and chiropractic care.

Better Together: Medicare & Medi-Cal

Check Your Eligibility Today
xxx-xxx-xxxx

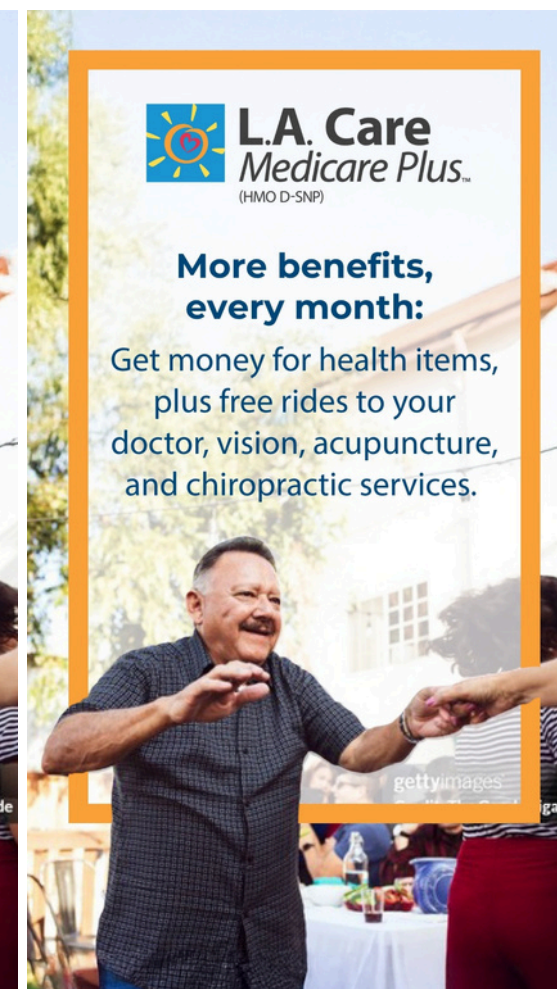
lacare.org/medicare



L.A. Care Medicare Plus.
(HMO D-SNP)

Step into 65 with the right health plan by your side.

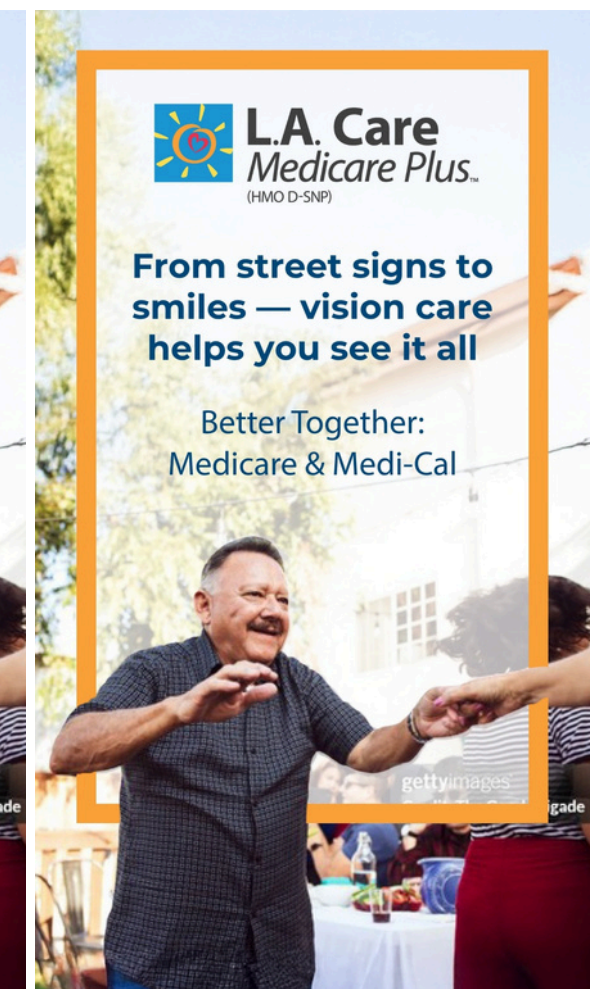
See if You Qualify Today



L.A. Care Medicare Plus.
(HMO D-SNP)

More benefits, every month:

Get money for health items, plus free rides to your doctor, vision, acupuncture, and chiropractic services.



L.A. Care Medicare Plus.
(HMO D-SNP)

From street signs to smiles — vision care helps you see it all

Better Together: Medicare & Medi-Cal

THANK YOU!

Questions?



Competitor Ads: SCAN

Get the most out of your Medicare and Medi-Cal benefits with an all-in-one plan



New Lower Cost Rx Benefits for 2024:

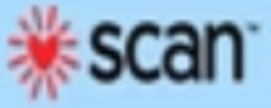
Better Rx costs for **Me**




Take advantage of SCAN's many popular, low-cost, Brand-name prescriptions.



[SHOP NOW](#)



HAVE MEDICARE & MEDI-CAL?



Total care & benefits in one Medicare Advantage plan

Competitor Ads: Alignment



Competitor Ads: Wellcare

wellcare Enroll Shop Plans 844-480-0750 (TTY: 711)

Wellcare D-SNP & more of the benefits you can use every day.
Find out if you qualify and enroll today

844-480-0750 (TTY: 711) Get Started

Mon-Fri, 9am-7pm, 7 days a week.

A Wellcare Dual Eligible Special Needs Plan (D-SNP) delivers extra benefits at no extra cost.

A Wellcare D-SNP gives you extra benefits at no extra cost. If you have Medicare & Medicaid, you may qualify for this special level of coverage. A Wellcare Dual Eligible Special Needs Plan can give you the benefits and everyday access to doctors and care you need to stay healthy.

Call to find out about your enrollment options.

844-480-0750 (TTY: 711)



More support for you & your daily needs.

Get more

CareMax 



More support for you & your daily needs.

Get more

CareMax 

Playbook Messaging

BENEFIT TAGLINES

Category	Message	Tone
Transportation	Cruise to care — with free rides to your doctor.	Relatable
OTC	Don't sweat the small stuff — your monthly allowance has the goods.	Relatable
Vision	From street signs to smiles — vision care helps you see it all.	Relatable
Acupuncture / Chiropractor	Feel the thrill, not the aches — with acupuncture and chiropractic care.	Relatable
Affordability	Live well, age well — with \$0 copays.	Empowering

PRODUCT TAGLINES

Category	Message	Tone
Dual Eligibles	Better Together: Medicare & Medi-Cal	Straightforward
Age-Ins	Celebrate 65 with Medicare Plus	Empowering
Gen Market	The All-in-One Medicare Plan	Straightforward

Playbook Messaging

KEY VALUE PROPOSITIONS

Category	Message	Tone
Combined Plan	One plan, more benefits: Get your Medicare and Medi-Cal in one simple plan — with extra services and support included.	Straightforward
Benefit Excellence	More benefits, every month: Get money for health items, plus free rides to your doctor, vision, acupuncture, and chiropractic services.	Straightforward
Provider Network	Care close to home: Choose from over 3,900 doctors, 60 hospitals, and 180 urgent care centers across L.A. County.	Straightforward
Cultural competence	Support in your language: We speak 18 languages and offer help that's clear, respectful, and easy to understand.	Respectful

Playbook Messaging

SUPPLEMENTAL MESSAGING

Category	Message	Tone
Current Member	Together in care — through every stage of life.	Reassuring
Caregiver & Loved Ones	Caring takes a team — we're part of yours.	Reassuring
Multilingual Populations	Care in your language. Health on your side.	Respectful
Disenrolled / Win-Backs / At-Risk / Competitor Audience	More than a health plan — we're your support system.	Empowering
Providers / Brokers / Community Partners	Together for life, for health — for all of L.A.	Empowering
Benefit Disruption (Low Impact)	Some benefits are changing in 2026 — but your support system stays the same.	Reassuring
Benefit Disruption (High Impact)	Many Medicare plans are changing in 2026. We're here to help you understand what it means — and how to stay covered.	Straightforward

Playbook Messaging

CONTINGENCY MESSAGING

Category	Message	Tone
Benefit / Transportation	No car? No problem — your plan includes rides to the doctor.	Relatable + Straightforward
Benefit / OTC	Need the essentials? Your plan's got a budget for that.	Relatable + Reassuring
Benefit / Vision	From eye glasses to eye exams — vision care helps you see it all.	Empowering + Reassuring
Benefit / Affordability	Affordable support — for every stage of life.	Empowering + Reassuring
Benefit / Acupuncture & Chiropractic Care	Say goodbye to soreness — and hello to acupuncture and chiropractic care.	Relatable + Straightforward
Contingency / Continuity of Care	Your care continues — even when benefits change.	Reassuring + Straightforward
Contingency / Access & Navigation	From questions to coverage, we're here to guide you	Reassuring + Empowering
Contingency / Market-Wide Concerns	Supporting your health today, committed to your tomorrow.	Reassuring + Empowering

Multichannel-Strategy to support Member Journey



Channel	Audience	Funnel Stage	Measurement / KPI
Activation Events	Members & prospects	Top	Sign-up sheets, QR scans
Community Events	Seniors, caregivers	Mid + Low	Attendance, follow-up sign-ups
Direct Mail	Current members	Mid + Low	Response rate, follow-up calls
Email (Members & Caregivers)	Members + support system	Mid + Low	Open/click rate, opt-ins
SEP Email Outreach	Vulnerable members	Mid + Low	Click-throughs, conversions
Broker Channel	Brokers	Low	Toolkit usage, feedback
Provider Channel	Clinical partners	Low	Referral rate, appointment conversion