

DSNP GTM Strategy Plan.



MAY 2024



L.A. Care
Medicare Plus™
(HMO SNP)

Mission & Approach



- 1. Improve Awareness – the available healthcare options, benefits, and support services people are entitled to**
- 2. Access - Improve access to healthcare services and benefits by guiding individuals through the enrollment process and helping them understand their coverage options**
- 3. Increase Enrollment – Retain current members, attract new duals and age-ins**



Linda Jackson

“I want to manage my health and stay independent at home, but limited mobility and tight finances make it hard to feel connected and get the support I need.”

- Education: High School
- Age: 75
- Language: English
- Ethnicity: African American
- Occupation: Retired Part time Cafeteria Worker
- Income: \$12,000

GENERAL DESCRIPTION/BIO

Linda Jackson is a 75-year-old African American woman with a vibrant spirit residing in Long Beach. Despite managing multiple chronic conditions like diabetes, heart failure, and arthritis, Linda maintains a positive attitude and strives for independence in her daily activities. Limited mobility challenges her ability to get out and about, but Linda utilizes a cane or walker to navigate her surroundings. Though fiercely independent, Linda acknowledges the need for some assistance and welcomes support in managing her complex health needs.

OPPORTUNITIES

- **Improved Health Management:** DSNP plans often offer care coordination and disease management programs that can support Linda with her complex health needs.
- **Access to Resources:** LA Care can connect Linda with transportation assistance, educational materials, and community resources (OTC Benefits-healthy food vouchers, personal care items, utility assistance and home delivered meals).
- **Socialization:** DSNP plans may offer social activities or wellness programs that combat social isolation.

DESIRED OUTCOMES

- **Reduced Hospitalizations:** Wants to maintain good health to avoid hospital stays.
- **Increased Independence:** Aims to perform daily activities without needing constant assistance.
- **Improved Quality of Life:** Seeks a sense of community and connection to improve overall well-being.

BARRIERS

- **Mobility:** Limited mobility makes it difficult to access healthcare services and participate in community activities.
- **Health Literacy:** Understanding complex medical information and managing medications can be challenging.
- **Financial Constraints:** Worries about affording out-of-pocket costs and maintaining her daily living expenses.
- **Social Isolation:** Limited social interaction due to mobility issues leads to feelings of loneliness.

DECISION CRITERIA

- **Cost:** Focuses on plans with low out-of-pocket costs and access to affordable medication coverage.
- **Benefits:** Needs a plan that covers her specific medical needs, including specialists, medications, and potentially home healthcare services.
- **Transportation Assistance:** Values a plan that offers or facilitates access to reliable transportation for medical appointments.
- **Care Coordination:** Prefers a plan that emphasizes communication between all her healthcare providers.
- **Community Engagement:** Appreciates a plan that connects her with social programs and resources to combat social isolation.



David Lee

“I want to stay healthy in retirement with a Medicare plan that fits my budget and cultural background”.

- Education: Community College
- Age: 64 (soon to be 65)
- Language: Bilingual (English & Mandarin)
- Ethnicity: Asian (Chinese American)
- Occupation: Food Service Industry
- Income: \$33,700

GENERAL DESCRIPTION/BIO

David Lee is a 64-year-old, soon-to-be 65, Chinese American living in Monterey Park. He is currently a what and is transitioning from employer-sponsored health insurance/and or Medi-Cal to Medicare and is actively researching his options. David prioritizes healthy aging and maintaining his active lifestyle, which includes tai chi and regular walks. He has low health literacy, not comfortable with technology and requires support with his mild hypertension and prediabetes. **David lives with his family in a multigenerational household.**

OPPORTUNITIES

- **Improved Health Outcomes:** DSNP plans often offer care coordination and disease management programs that could benefit David's chronic conditions.
- **Preventative Care:** DSNP plans typically cover preventive care services like vaccinations and screenings, which align with David's focus on wellness.
- **Culturally Competent Care:** LA Care can connect David with resources and providers that understand his cultural background and language preferences.

DESIRED OUTCOMES

- **Healthy Aging:** Wants to maintain good health and continue enjoying an active lifestyle.
- **Reduced Healthcare Costs:** Seeks a plan with predictable and affordable out-of-pocket costs since he will be on a fixed income.
- **Seamless Care:** Values a plan that coordinates his care between his primary care physician and specialists.

BARRIERS

- **Complexity of Medicare:** Overwhelmed by the various Medicare options and finding the right plan for his needs.
- **Language Barrier:** Mandarin is his primary language, so clear communication in both English and Mandarin is crucial.

DECISION CRITERIA

- **Benefits:** Focuses on plans offering preventive care, medication coverage, and access to his current doctors.
- **Cost Transparency:** Needs clear information on premiums, deductibles, and out-of-pocket costs.
- **Care Coordination:** Values a plan that ensures smooth communication and coordination between different healthcare providers.
- **Cultural Sensitivity:** Prefers a plan that provides culturally competent care and language support services.

Brand Market Positioning



Mission-Driven

Your health journey has been at the heart of L.A. Care's mission for more than 25 years.

Accessible & Affordable

We offer multiple health plans to support you and your loved ones at every stage of life, starting at \$0.

Personalized Support

We're here to support your path to wellness — connect with us by phone, in person or online.

L.A. Care Medicare Plus

The All-in-One Medicare Plan:

Comprehensive health care coverage for seniors and those with special needs, no additional cost

Our Commitment to Wellness:

Guiding members to access specific benefits and services they need, ensuring peace of mind

Simplifying Medicare:

Our dedicated team provides support every step of the way — in-person, by phone or online

L.A. Care
Health Plan
*Your Guide this
Open Enrollment
Season*

L.A. Care Covered

L.A.'s Most Affordable Health Plan:

Discover the lowest-cost insurance plans in L.A. County — across all metal levels

Extensive Provider Network:

Largest HMO network in our region; partnering with leading providers for your wellness

Comprehensive Support:

Access to suite of benefits and services for a healthier mind and body, reflecting commitment to wellness

L.A. Care Medi-Cal

Open Enrollment Positioning

- Establish brand
- Define territory in L.A.
- Offer support

Product Offering + Opportunities

- Highlight affordability
- Leverage key propositions
- Emphasize support

Community Commitment

Advertising Strategy

Goals

1. Build **brand** and **product visibility**
2. Assert brand **trust and expertise**
3. Enhance **perception** of Medicare product
4. Deliver **benefit and service education**
5. Emphasize **brand value** for retention

Objectives

1. Craft a **rich product identity**
2. Develop a **targeted, hyper-local strategy**
3. Introduce **product offerings**
4. Reinforce **community commitment**
5. Dynamically **enhance live** campaign

Messaging Mix

PRIMARY MESSAGING

Dual Eligibles:

- Medicare + Medi-Cal = Medicare Plus
- The All-in-One Medicare Plan
- Your Guide to \$0 Medicare Coverage

Age-Ins:

- Celebrate 65 with Medicare Plus
- Over 65? Medicare + Medi-Cal is Better Together
- For Seniors, Medicare Coverage Starts at \$0

Awareness:

- Live Well With Medicare Plus
- Join Medicare Plus for \$0!
- Apply Now for \$0 Medicare Coverage

SECONDARY MESSAGING

- FREE Groceries + Gas + Rides to Doctor + Flex Card
- \$0 Doctor + Dental + Vision + Prescriptions
- \$0 Acupuncture + Podiatry + Hearing Aides
- \$0 Virtual + Urgent + Nationwide Emergency Care

CTA MESSAGING

- Sign Up Today: Call 855-522-8243
- Get Coverage Now: [medicare.lacare.org](https://www.medicare.lacare.org)
- Learn More: QR Code
- Connect with Us: In-Person + By Phone + Online
- Enroll Now: In-Person + By Phone + Online
- Here to Help: In-Person + By Phone + Online

TERTIARY MESSAGING

- **Combining Medicare + Medi-Cal, gives you access to MORE benefits and a dedicated care team who specialize in seniors like you under ONE plan!**
- See the path to wellness clearly with \$500 for eyeglasses or contacts every two years, plus FREE annual exams!
- Align your health with \$0 coverage for routine acupuncture, chiropractor or massage therapy visits, plus more!
- Take control of your health with \$0 doctor, dental and prescription drugs, plus hearing aide and equipment coverage!
- Get FREE help at home from trained caregivers for rides to your doctor, prescription management, household chores, plus more!
- Get care quickly with 24/7 Nurse Advice Line and virtual care, urgent and emergency room coverage nationwide, plus more!
- Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more!

Target Segment Messaging

	TARGET 1	TARGET 2	TARGET 3	TARGET 4	TARGET 5	TARGET 6	TARGET 7	TARGET 8
TOP 3 SEGMENT CHARACTERISTICS	Medicare Ready @65 Non-LAC member	Medicare not on radar Almost 65 Non-LAC member	Already know Medicare Advantage With other plans	Already know Medicare Advantage No plan Non-LAC member	Almost 65 MCLA member Already know L.A. Care	MCLA member with other MAPDs Already know L.A. Care	Existing DSNP member	Previous DSNP member LAC member
PRIMARY MESSAGE	<ul style="list-style-type: none"> Celebrate 65 with Medicare Plus 	<ul style="list-style-type: none"> Medicare + Medi-Cal = Medicare Plus 	<ul style="list-style-type: none"> Your Guide to \$0 Medicare Coverage 	<ul style="list-style-type: none"> Meet the All-in-One Medicare Plan 	<ul style="list-style-type: none"> Celebrate 65 with Medicare Plus 	<ul style="list-style-type: none"> Celebrate 65 with Medicare Plus 	<ul style="list-style-type: none"> Live Well With Medicare Plus 	<ul style="list-style-type: none"> Live Well With Medicare Plus
SECONDARY MESSAGE	<ul style="list-style-type: none"> FREE Groceries + Gas + Rides to Doctor + Flex Card 	<ul style="list-style-type: none"> FREE Groceries + Gas + Rides to Doctor + Flex Card 	<ul style="list-style-type: none"> FREE Groceries + Gas + Rides to Doctor + Flex Card 	<ul style="list-style-type: none"> FREE Groceries + Gas + Rides to Doctor + Flex Card 	<ul style="list-style-type: none"> \$0 Acupuncture + Podiatry + Hearing Aides 	<ul style="list-style-type: none"> FREE Groceries + Gas + Rides to Doctor + Flex Card 	<ul style="list-style-type: none"> FREE In-Home Help + Care Managers + Cash for Bills 	<ul style="list-style-type: none"> FREE Meal Plans + Gym Membership + Cooking Classes
TERTIARY	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more!
CTA	<ul style="list-style-type: none"> Enroll Now: In-Person + By Phone + Online 	<ul style="list-style-type: none"> Connect with Us: In-Person + By Phone + Online 	<ul style="list-style-type: none"> Sign Up Today: Call 855-522-8243 	<ul style="list-style-type: none"> Get Coverage Now: medicare.lacare.org 	<ul style="list-style-type: none"> Connect with Us: In-Person + By Phone + Online 	<ul style="list-style-type: none"> Connect with Us: In-Person + By Phone + Online 	<ul style="list-style-type: none"> Here to Help: In-Person + By Phone + Online 	<ul style="list-style-type: none"> Here to Help: In-Person + By Phone + Online

Traditional Media Approaches



Hyper-Local Outdoor Advertising

- Deploy geographically targeted outdoor ads in key zip codes to drive product awareness and brand recognition
- Leverage high-traffic locations frequented by the target demographic to maximize visibility and impact

Multicultural Marketing Integration

- Integrate multicultural marketing strategies into outdoor tactics by incorporating culturally relevant language and imagery
- Utilize data-driven insights to tailor messaging and benefit highlights to effectively engage and connect diverse audience

Nonlinear Media Strategies

- Employ nontraditional tactics to maintain a share of voice, particularly during political seasons with saturated linear media
- Prioritize streaming video and audio channels to reach audiences who consume content on-demand
- Utilize Connected TV (CTV), pre-roll video ads, and mid-streaming ads to deliver targeted messages to the desired audience



Digital Media Approaches



Targeted Advertising

- Utilize data-driven insights to identify and target specific demographic segments most likely to enroll
- Implement personalized display ad campaigns to effectively reach the desired audiences
- Utilize retargeting strategies to re-engage users who haven't completed enrollment

Website Optimization

- Enhance product landing page to align with campaign objectives and streamline the enrollment process
- Work towards implementing compliant tracking pixels measure website performance and identify areas for improvement

Social Media Engagement

- Develop engaging content tailored to different social media platforms (Facebook, Instagram, YouTube, etc.)
- Implement interactive elements and leverage member testimonials to build trust and credibility

Email Marketing

- Develop an email marketing strategy to nurture leads and encourage enrollment
- Send personalized and segmented emails based on user behavior, demographics, and interests

Continuous Monitoring and Optimization

- Monitor key performance indicators such as website traffic, conversion rates, click-through rates, and enrollment numbers
- Conduct A/B testing to optimize advertising approaches to enhance performance mid-campaign

Community Engagement

Community Resource Centers

- Drive foot-traffic to key CRCs by offering in-person enrollment support services
- Develop targeted digital strategy utilizing foot-traffic attribution reporting

Large-Scale Sponsorships

- Partner with established brands that have built trust with the target audience
- Sponsor high-visibility events to increase brand exposure and engagement
- Leverage sponsorships to reinforce credibility and commitment to the community

In-Person Engagement

- Identify high-traffic events in targeted communities to build brand presence
- Participate in community events such as CicLAvia 2024 and L.A. Zoo Roaring Nights
- Host interactive booths to attract attendees and create memorable experiences

Expand Multicultural Reach

- Cultivate relationships with multicultural media outlets to produce culturally relevant and in-language content
- Prioritize events that cater to diverse cultural backgrounds to effectively reach multicultural audiences
- Enhance engagement activities to resonate with culture and interests of diverse audience segments



Post-Launch Reporting + Analysis



Ongoing A/B Testing

- Continuously A/B test creative assets and messaging to optimize campaign performance and combat creative fatigue.
- Implement a structured testing schedule with clear objectives to inform iterative improvements.

Monthly Campaign Report

- One-page report summarizing key performance indicators (KPIs), trends, and benchmarks for the month
- Highlight dynamic enhancements made based on A/B testing results and insights gained from ongoing analysis.

Digital Attribution Report

- Implement digital attribution reporting to measure marketing impact on CRC foot traffic and brand lift.
- Use location-based tracking and analytics to assess foot traffic generated by digital campaigns.
- Measure brand lift through surveys and sentiment analysis to gauge audience preferences.

Post-Campaign Performance Report

- Evaluate campaign performance, assess effectiveness, summarize key learnings and opportunities for optimization
- Analyze audience segmentation, messaging, and channel performance to identify strengths and areas for improvement
- Provide actionable insights and recommendations to inform future marketing strategies

Looking Ahead: Creative Tease



Creative Branding: Explore creative enhancements using bold blue and orange brand color scheme for a visually impactful creative

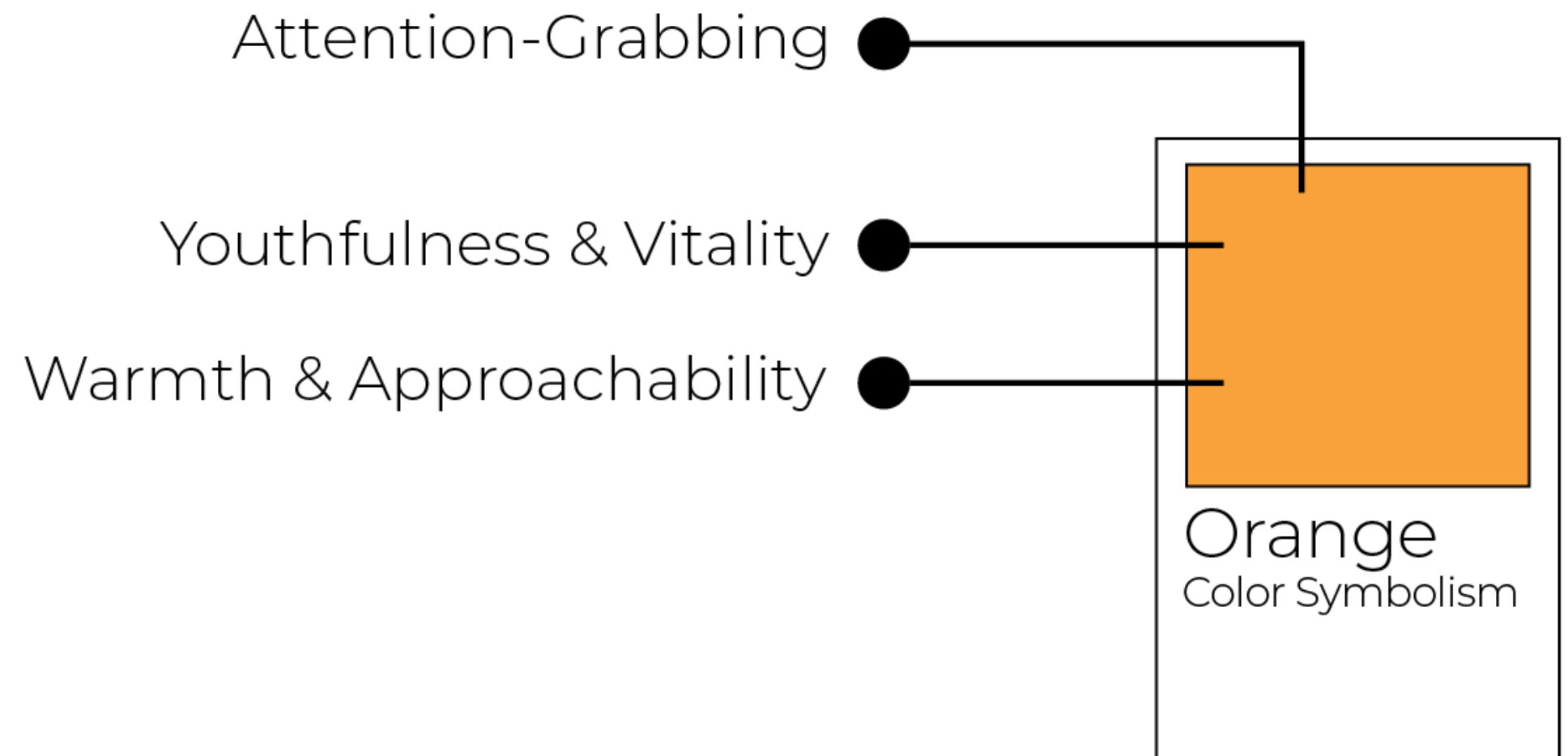
Creative Consistency: Emphasize building product presence with consistent creative across all materials, equipping stakeholders with comprehensive messaging guidance

Revised Commercial: Refresh our commercial and repurpose content for diverse digital platforms to enhance digital engagement

Live Well Cash Card: Explore initial recommendations for debit allowance card branding

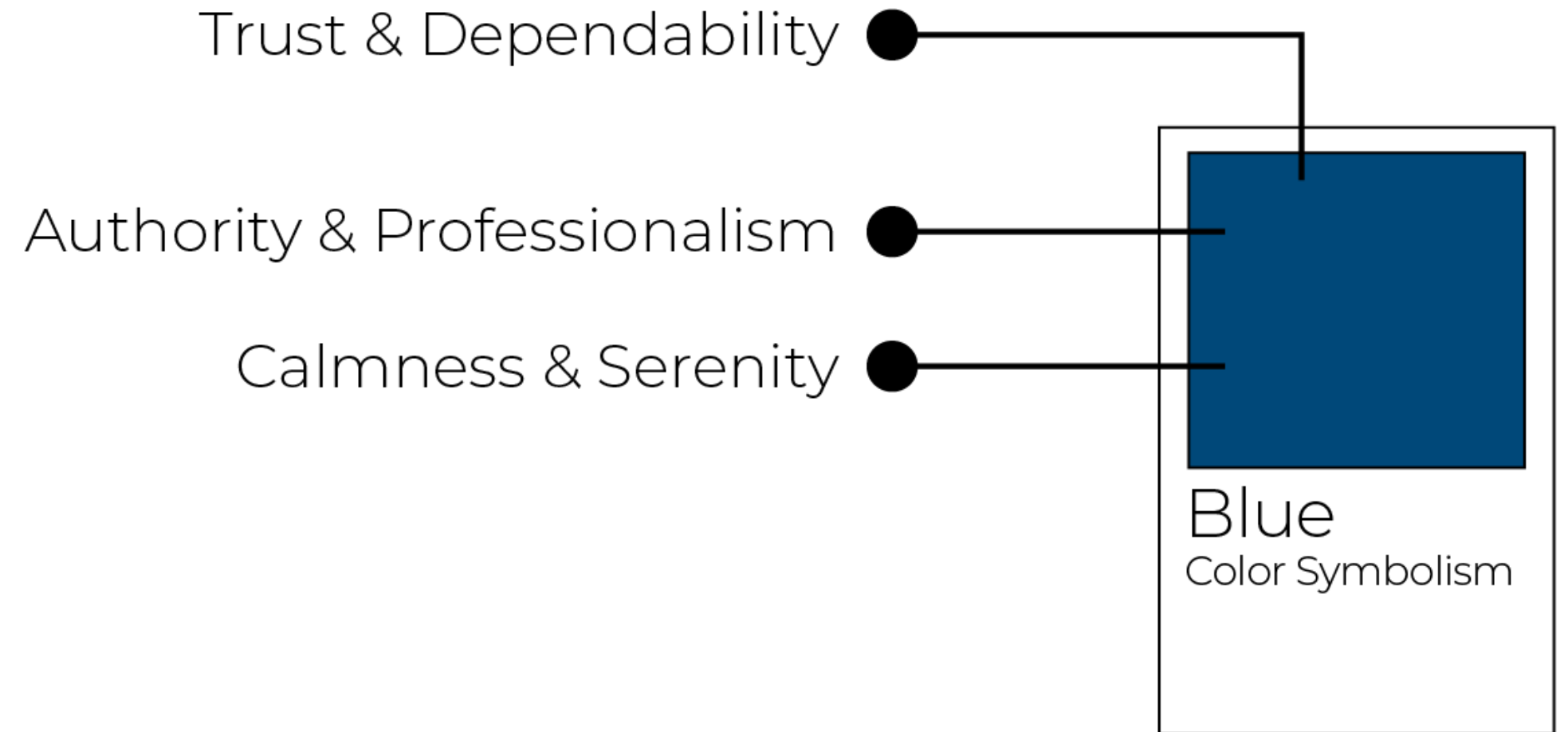
Colors: Orange

- **Warmth and Approachability:** Orange is often associated with warmth, friendliness, and approachability. In the context of healthcare, where building trust and rapport with patients is crucial, using orange can help create a welcoming and reassuring atmosphere in the ads. It can convey a sense of empathy and compassion, making patients feel comfortable and cared for.
- **Attention-Grabbing:** Orange is a highly attention-grabbing color that can help the ads stand out in crowded digital spaces. In a city like Los Angeles, where consumers are exposed to numerous advertisements daily, using orange can help capture viewers' attention and encourage engagement with the healthcare company's message.
- **Youthfulness and Vitality:** Orange is also associated with energy, youthfulness, and vitality. By incorporating orange into the display ads, the healthcare company can convey a message of vitality and well-being, appealing to individuals who prioritize maintaining a healthy and active lifestyle in Los Angeles's health-conscious culture.



Colors: Blue

- **Trust and Dependability:** Blue is universally recognized as a color that symbolizes trust, reliability, and professionalism. In the context of healthcare, where trust is paramount, using blue can help instill confidence in the healthcare company's services and expertise. It conveys a sense of stability and competence, reassuring patients that they are in capable hands.
- **Calmness and Serenity:** Blue is often associated with calmness, serenity, and tranquility. In a bustling city like Los Angeles, where residents may experience high levels of stress and anxiety, incorporating blue into the display ads can evoke a sense of calm and relaxation. It creates a soothing visual environment that resonates with individuals seeking peace of mind and emotional well-being.
- **Authority and Professionalism:** Blue is commonly used in corporate settings to denote authority, professionalism, and credibility. By using blue in the display ads, the healthcare company can position itself as a trusted authority in the field, emphasizing its commitment to excellence and high standards of care. This can appeal to discerning consumers in Los Angeles who prioritize quality and reliability when choosing healthcare providers.



Typeface: Montserrat

1. **Modernity:** Montserrat is a contemporary typeface with clean lines and geometric shapes that exude a sense of modernity. In a healthcare campaign aimed at portraying the latest advancements and innovative approaches in healthcare, Montserrat's sleek and minimalist design can **convey a forward-thinking and progressive image.**
2. **Approachability:** Montserrat strikes a balance between professionalism and friendliness, making it an ideal choice for a healthcare campaign that seeks to be **approachable and welcoming.** Its open letterforms and balanced proportions create a sense of warmth and accessibility, which can help alleviate any apprehensions or anxieties that audiences may have about healthcare-related topics.
3. **Readability:** Montserrat is **highly legible across various mediums and sizes,** making it suitable for both print and digital applications. In a healthcare campaign where clear communication is essential for conveying important information and promoting health awareness, Montserrat ensures that the message is easily readable and comprehensible to a wide audience.
4. **Versatility:** Montserrat **offers a range of weights and styles, allowing for flexibility in design** while maintaining visual coherence. Whether it's used for headlines, body text, or call-to-action elements, Montserrat can adapt to different contexts and design requirements without sacrificing consistency or aesthetic appeal.

Images/Icons



Creative Samples - Billboard

MEDICARE+MEDI-CAL= \$0

The **ALL-IN-ONE** Medicare Plan

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

medicare.lacare.org



Creative Samples – Bus Shelter



The **ALL-IN-ONE** Medicare Plan

- + Monthly Debit Card
- + Grocery & Gas
- + Medication coverage

Plus More!



IN PERSON + BY PHONE + ONLINE
855.522.8243
medicare.lacare.org



The **ALL-IN-ONE** Medicare Plan

- + Monthly Debit Card
- + Grocery & Gas
- + Medication coverage

Plus More!



SCAN FOR DETAILS



IN PERSON + BY PHONE + ONLINE

855.522.8243
medicare.lacare.org



Creative Samples – Digital Ads

The ALL-IN-ONE Medicare Plan

Grocery + Gas

FREE, Plus More!

in-person + by phone + online

Connect Now

Meet the ALL-IN-ONE Medicare Plan

The ALL-IN-ONE Medicare Plan

Groceries + Gas

FREE, plus more!

in-person + by phone + online

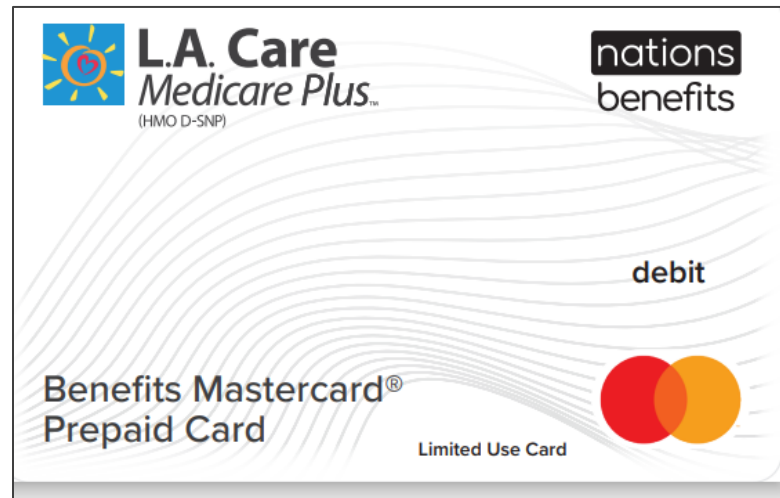
Connect

Debit Card Allowance

Considerations

- Pending Product talking points
- Competitive (Anthem & Molina)
- Long term Strategy (Qualify & Quantify)
- Next steps

FY 2024 Card

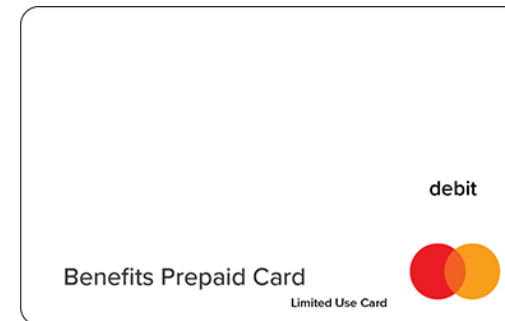


Competitive

[Anthem TV Spot](#)

[Dual Special Needs Plans \(D-SNP\) | Anthem](#)

[Anthem OTC Benefits Card | NationsBenefits](#)



[Molina Medicare](#)

<https://molina.nationsbenefits.com/login>



Initial Options:

1. **Benefits Prepaid Card**
2. **Flex Card**
3. **CareBenefits Card**
4. **CareAllowance Card**
5. Live Well Card
6. EnjoyCare
7. CareCard
8. SilverFunds
9. BenefitsPay
10. CareFunds

Questions?

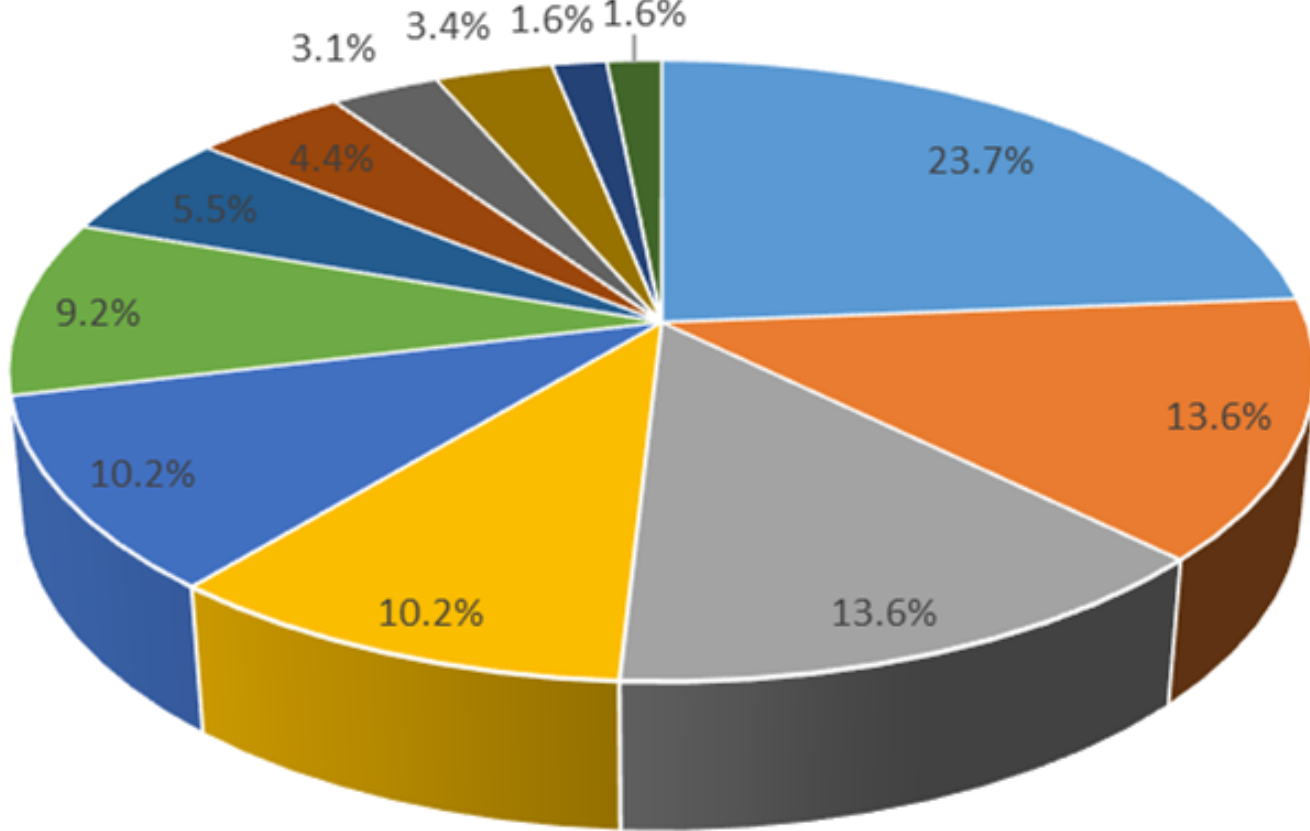


L.A. Care
Medicare Plus™
(HMO SNP)

Budget Mix Projections



Tactic	Budget	% of Budget
DirectMail	\$350,000	23.7%
Text Messaging	\$200,000	13.6%
Production / Data / Misc.	\$200,000	13.6%
Television	\$150,000	10.2%
Out of Home	\$150,000	10.2%
Hyper Local (C-Stores, Door Tags)	\$135,000	9.2%
ConnectedTV	\$81,200	5.5%
Search	\$65,000	4.4%
Display (BT, RT)	\$46,400	3.1%
Radio	\$50,000	3.4%
Social Media (FB, Insta)	\$23,200	1.6%
Pre-roll	\$23,200	1.6%
	\$1,474,000	



Previously Reviewed Slides



L.A. Care
Medicare Plus™
(HMO SNP)

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L.A. Care
Medicare Plus[™]
(HMO SNP)



- Education: High School
- Age: 72
- Language: Spanish Speaker
- Ethnicity: Hispanic
- Occupation: Retired Factory Worker
- Income: \$35,000

GENERAL DESCRIPTION/BIO

Martha is a self-sufficient and resourceful senior citizen living in East Los Angeles. She is proud of her independence and enjoys spending time with her grandchildren. Maria has chronic health conditions like diabetes and high blood pressure. She values maintaining her health and staying active in her community.

OPPORTUNITIES

- **Improved Health Outcomes:** Access to preventive care, disease management programs, and integrated care coordination can potentially improve her health and quality of life.
- **Socialization:** DSNP plans may offer social activities or wellness programs that help Maria connect with others in the community.
- **Financial Assistance:** Some DSNP plans offer additional benefits like meal programs or transportation assistance to reduce financial burdens.

Martha Lopez

“I want to manage my health conditions and stay active without worrying about costs.”

DESIRED OUTCOMES

- **Manage Chronic Conditions:** Wants to effectively manage her diabetes and high blood pressure to live a healthy and active life.
- **Reduce Healthcare Costs:** Seeks a plan that minimizes out-of-pocket expenses and prescription drug costs.
- **Maintain Independence:** Values control over her healthcare decisions and wants a plan that allows her to maintain her autonomy.

BARRIERS

- **Language:** Spanish is her primary language, so clear and concise communication in Spanish is crucial.
- **Health Literacy:** Understanding complex medical information can be challenging. She needs easy-to-understand resources and explanations.
- **Transportation:** Limited access to reliable transportation may make it difficult to attend appointments or access certain services.

DECISION CRITERIA

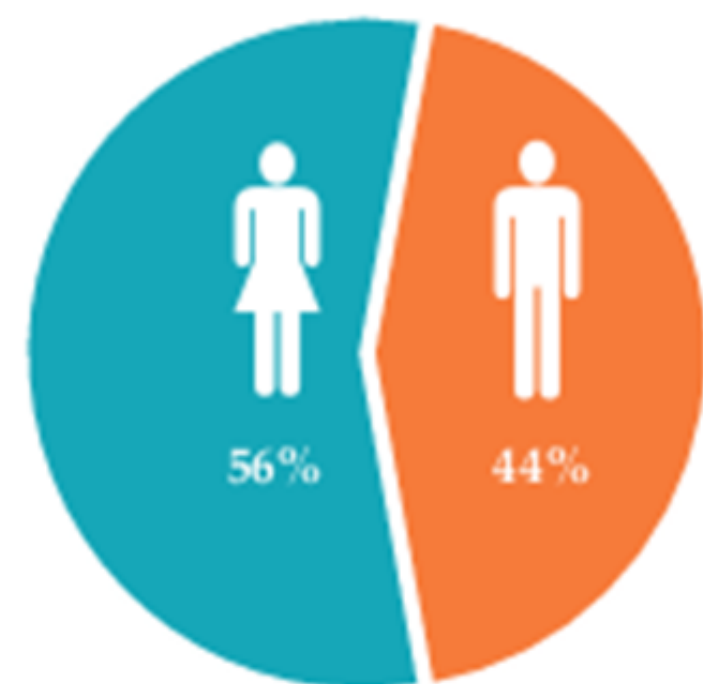
- **Cost:** Affordability of premiums, co-pays, and deductibles is a major deciding factor.
- **Benefits:** Seeks a plan that covers her specific needs, including medication coverage, dental, doctor visits, and preventive care services.
- **Provider Network:** Needs a plan with a wide network of doctors, specialists, and pharmacies conveniently located in her area.
- **Customer Service:** Values a plan with helpful and responsive customer service representatives who can answer her questions in Spanish.
- **Cultural Competency:** Appreciates a plan that understands and respects her cultural background and preferences.

D-SNP Infographic

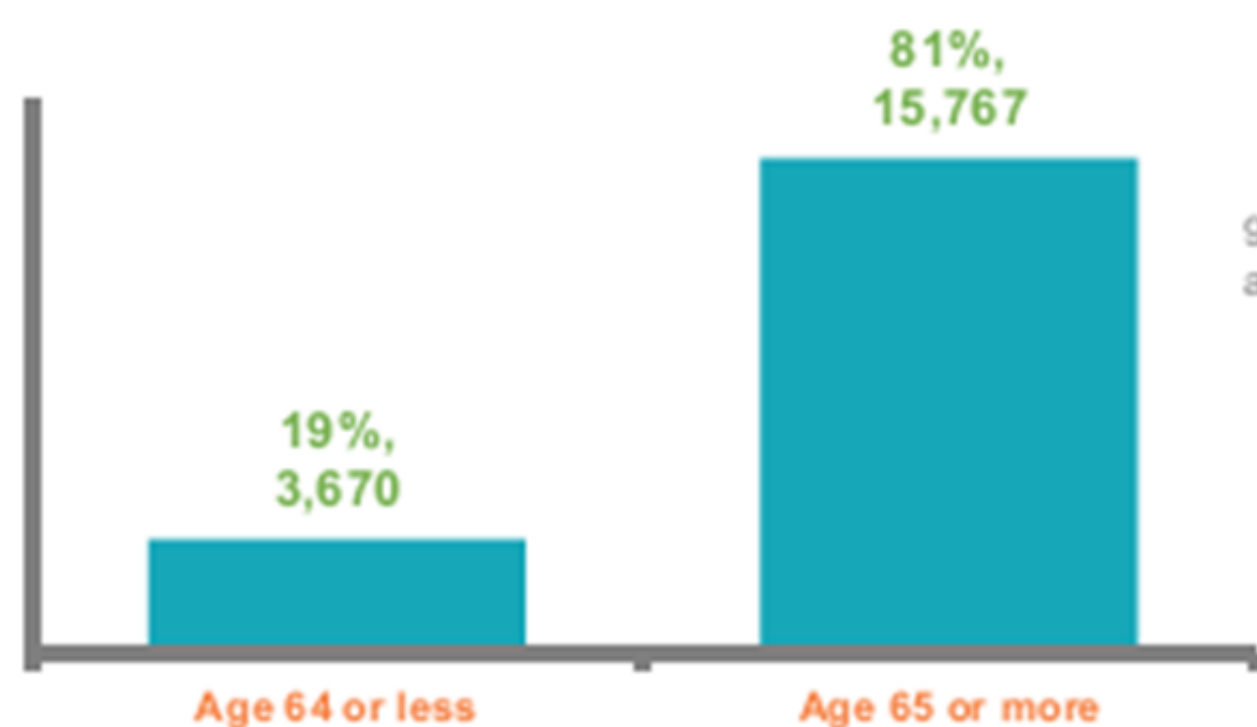
Total Membership: 19,437

AS OF 03/08/2024

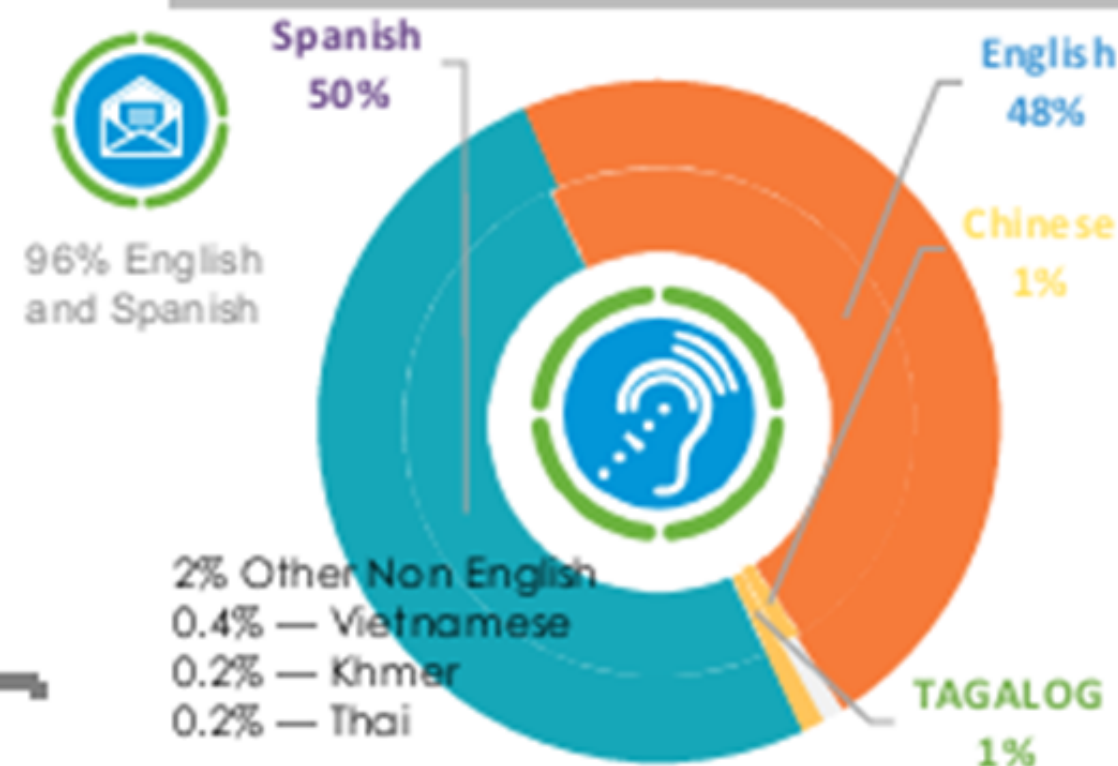
GENDER



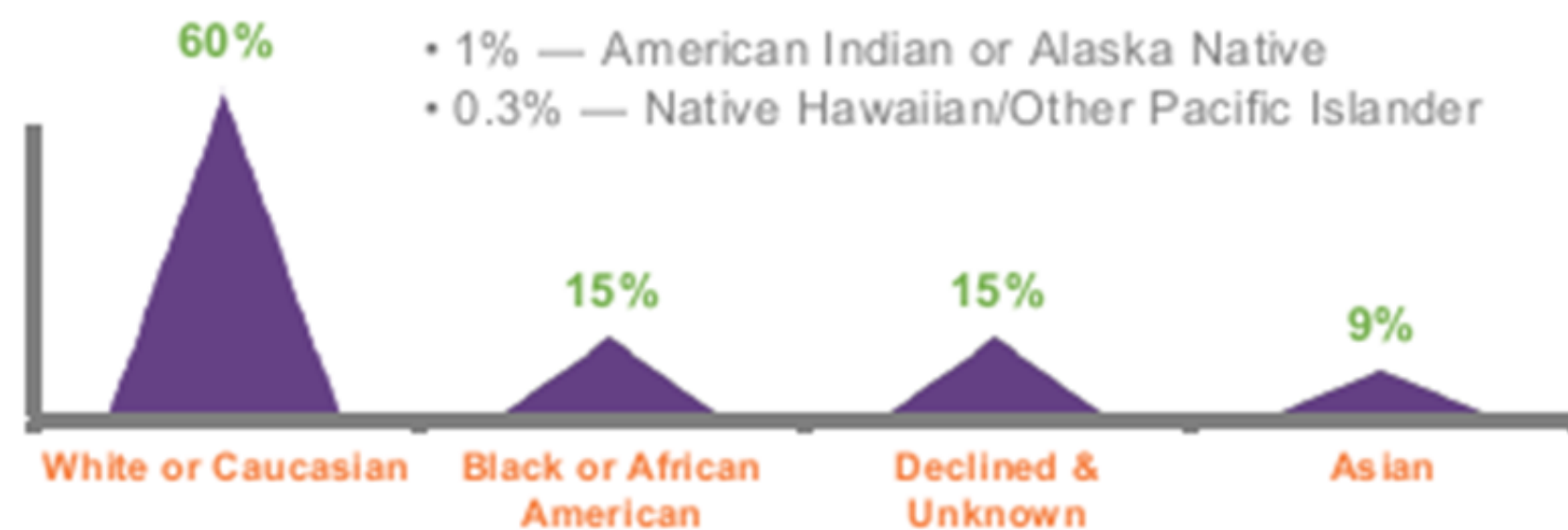
AGE GROUP



LANGUAGE



RACE

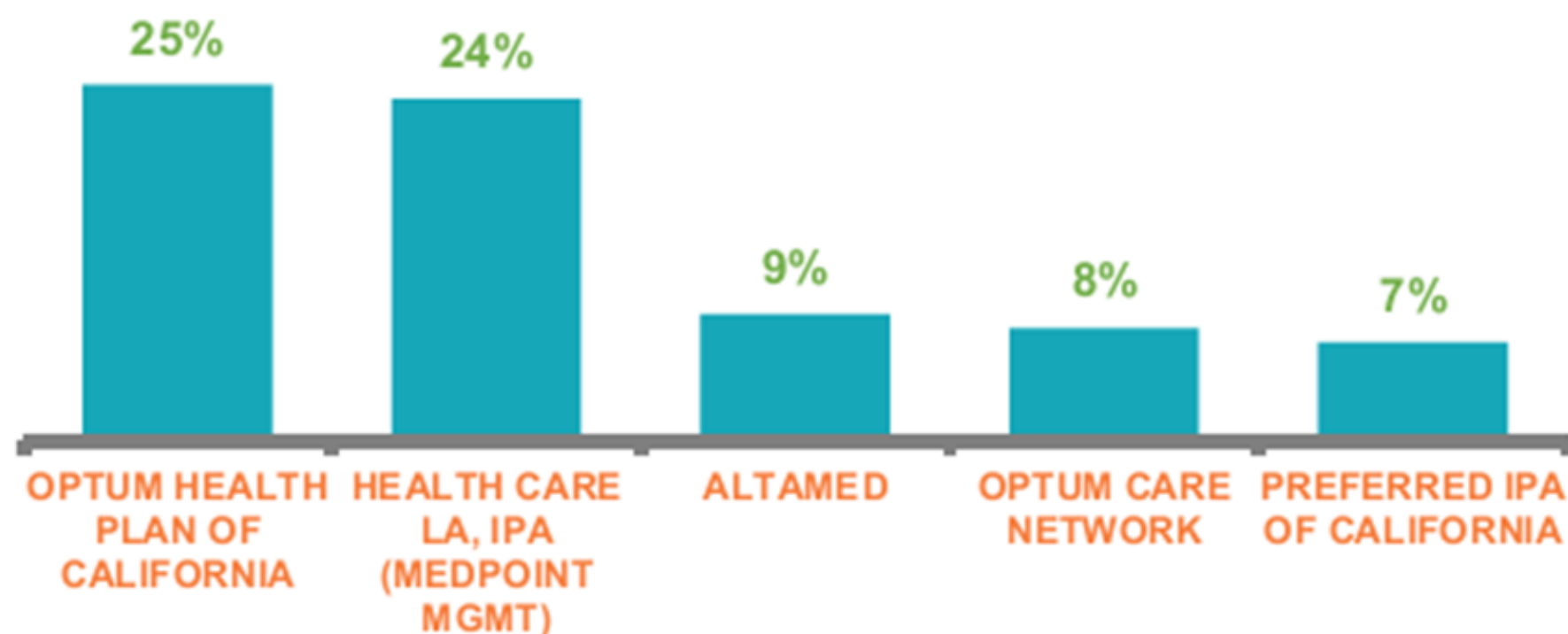


ETHNICITY

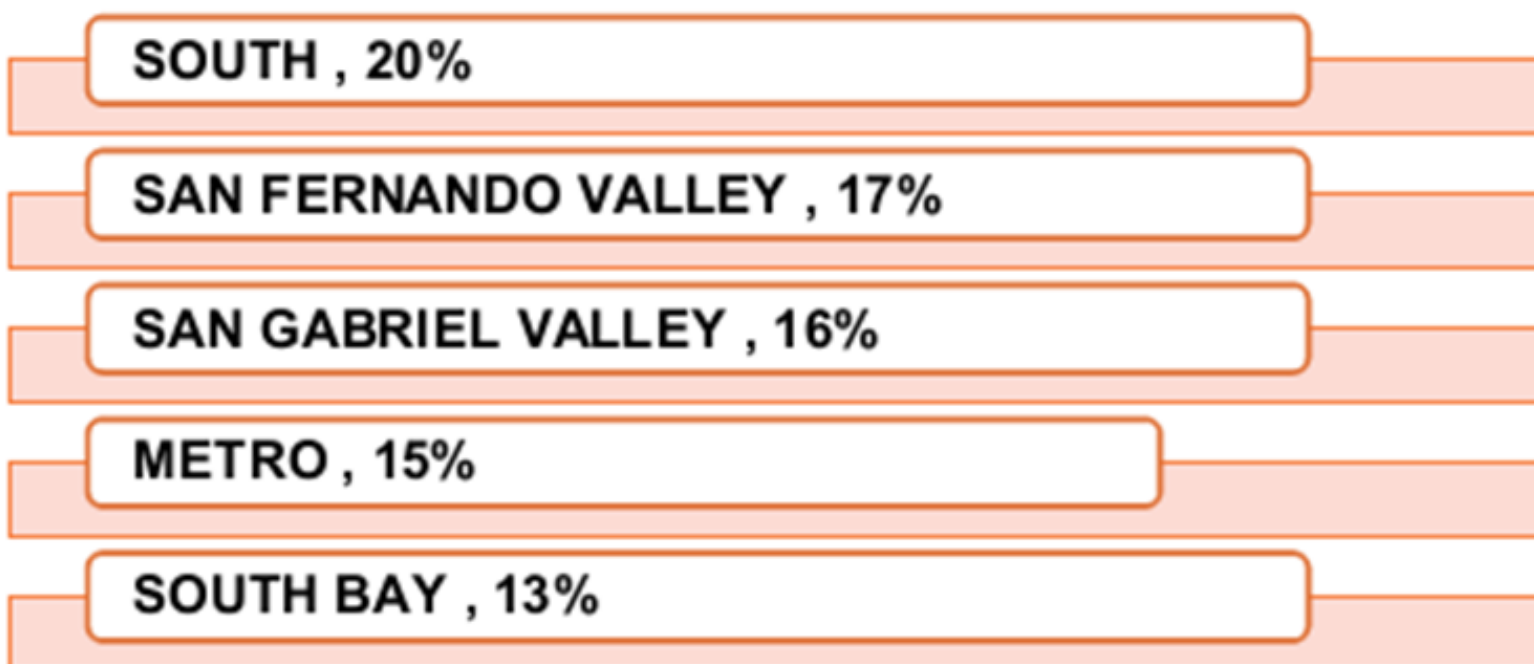


D-SNP Infographic

PPG GROUP (TOP 5)

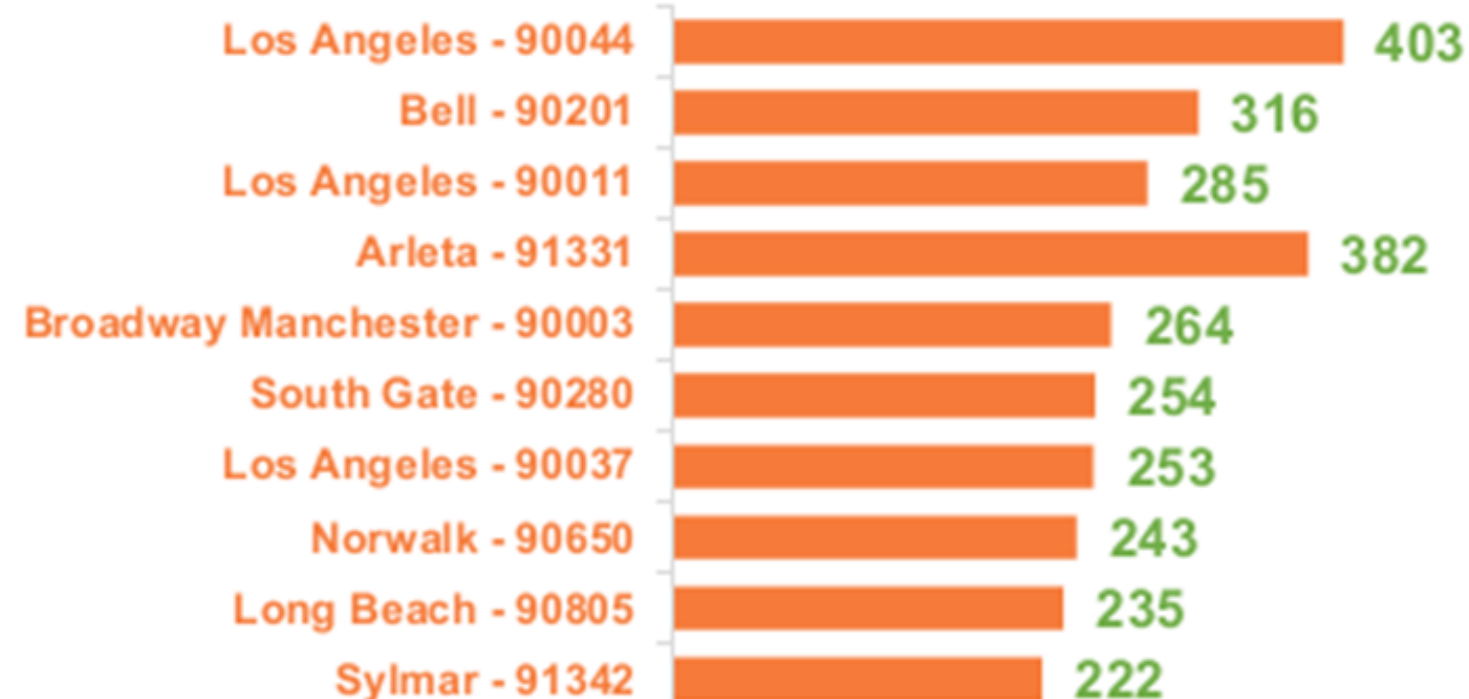


SERVICE PLANNING AREA (TOP 5)

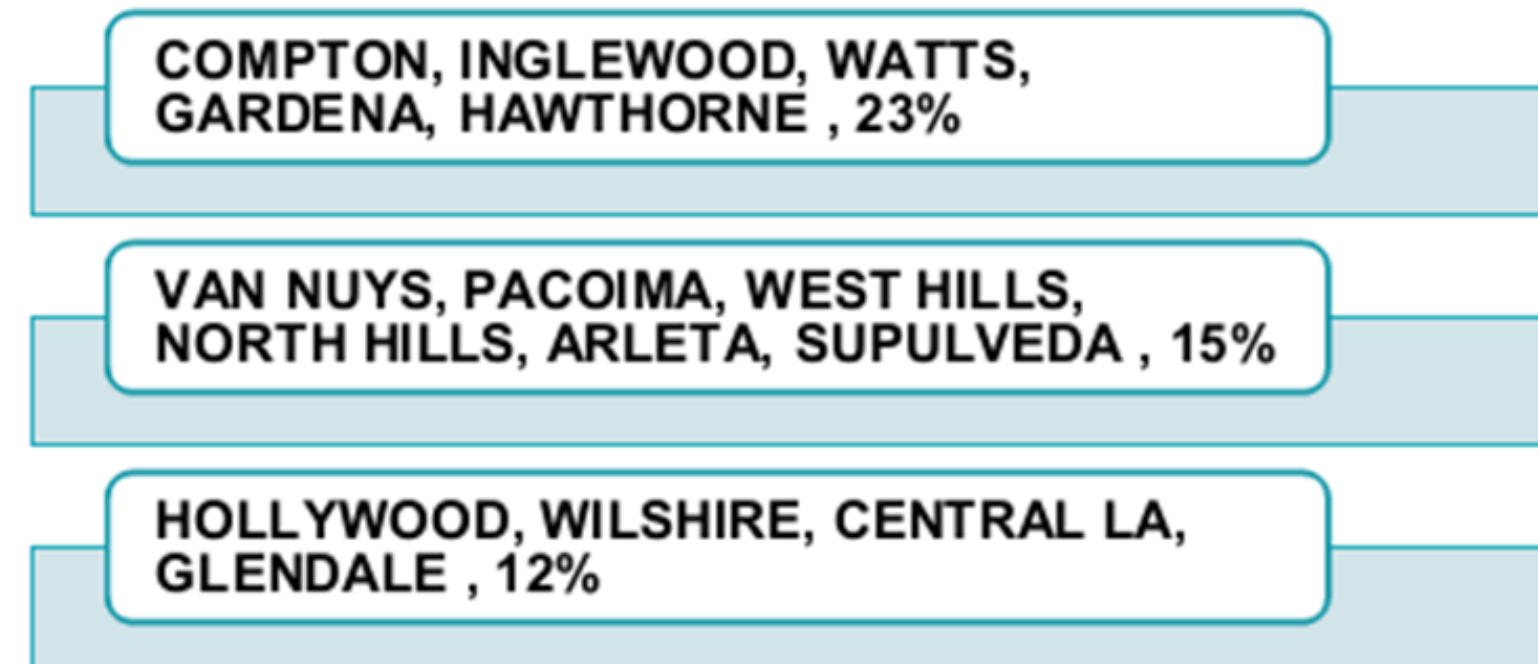


ZIP CODES (TOP 10)

AS OF 03/08/2024



RCAC (TOP 3)



S.W.O.T Analysis

Internal



STRENGTHS

- Medi-Cal LA (MCLA) Full Duals = 115,276 convert to L.A.Care Medicare Plus
- New MCLA Full Duals = 1,200-1,400 a month. Cross selling them.
- Age-In MCLA Full Duals = 1,200-1,400 a month
- Good Provider Network
- Financial performance
- Community Engagement
- Strong brand recognition



WEAKNESSES

- **Supplemental benefit richness**
- Provider limitations in certain geographic area(s). Need UCLA, Heritage and Superior Choice to better compete
- Attain 3 Star Ratings in 2025 and, 4 Star Ratings in 2026 and beyond
- Harder to manage and improve health due to health and social needs challenges
- Stringent regulatory constraints

External



OPPORTUNITIES

- Deliver clear benefit utilization messaging of LACare Medicare Plus to create clarity on use
- **Multicultural growth in the Black and Asian communities**
- Gain high Star Ratings to remain competitive in CMS's rate environment and receive quality bonus for Medicare
- Agility and speed to go to market
- Enhanced Member Engagement
- Expanded Community Partnerships



THREATS

- Strong competition, including Molina acquisition of Bright Health CA Medicare business serves 109,000 members.
- **Anthem with national resources reaching out to duals**
- Lack of differentiation

Mission & Approach

Objectives

Increase L.A. Care Medicare Plus Membership During AEP and SEP.

Enhance retention for Dual Eligible Special Needs (DSNP) by improving engagement and satisfaction.

Goals

Grow the Medicare book of business by 7.6% through targeted marketing efforts across various channels.

Increase call volume by 2% vs. FY24 (volume to ISR and Brokers), sustain levels from FY24 to CSC

Increase website traffic for resources and subsequently online enrollments

Strategy

L.A. Care Medicare Plus will utilize an Omni channel marketing approach to achieve these goals during AEP.

This strategy will focus on four key pillars:

Hyper Targeted Outreach

Clear Benefit Messaging

Strong Market Presence

Community Partnerships

Measures

Membership Growth:

Track the net increase in new enrollees by December 31, 2024, to measure progress towards the 7.6% expansion goal.

Segment-Specific Enrollment:

Monitor enrollment growth within each targeted multicultural segment to assess the effectiveness of tailored outreach strategies

Campaign Performance:

Track key performance indicators (KPIs) across all marketing channels. This may include metrics like website traffic, call volume, lead generation, media impressions, click-through rates (CTR) and conversion rates.

DSNP Target Population

	DSNP Go-To-Market Target Population							
	Target 1	Target 2	Target 3	Target 4	Target 5	Target 6	Target 7	Target 8
	External (Non LA Care Members)				Internal (LA Care members - MCLA)		Internal (LA Care members - DSNP)	Internal (LA Care members - may or may not be MCLA)
	Age-Ins (3 months prior to 65)	Age-In Warming (1-2 years prior to 65) Internal	With Other Plans	No Plan (Fee-for-Service)	Age-Ins 3-Months	Medicare FFS + with Other MAPDs (New + Existing)	Existing DSNP Members	Previously with DSNP - Win Back
	Acquisition		Acquisition	Acquisition	Acquisition	Acquisition	Retention	Acquisition
Characteristics	Ready for Medicare coverage and/or above 65. Establish new opportunity by educating on who is LAC and the benefits they get by joining.	Medicare not on the immediate radar. Establish education that LAC has a new option when they turn 65.	Already know Medicare Advantage Education about LAC and new benefit options.	Already know Medicare Advantage Education about LAC and new benefit options.	Already know L.A. Care. Establish urgency that the member needs to make a choice for better coverage.	Already know L.A. Care Establish urgency around AEP opportunity. Dates, etc.	Already know L.A. Care Establish education on existing benefits and how to utilize, and not be influenced to change plans	Already know L.A. Care Remind beneficiaries benefits they left and provide opportunity to re-enroll.
		Build awareness of L.A. Care for future conversion	- Might be shopping for better supplemental benefits	- Expecting richest supplemental benefits	- Ready for Medicare coverage	- Might resist to join Medicare Advantage	- May want to know what's new for next year	Need to understand why they left
Data Source	External prospect lists	Internal & External	External prospect lists	External prospect lists	Internal MCLA data	Internal MCLA data	Internal DSNP data	Internal MCLA & DSNP data
Potential volume	Est. 48,000 Monthly	Est. 1,400 Monthly	External combined list, Estimated 200,000		Est. 1,200 Monthly	Est. 1,200 Monthly New Est. 120,000 Existing	Current membership + newly enrolled	Approx. 19,500



Target Segment Messaging

	TARGET 1	TARGET 2	TARGET 3	TARGET 4	TARGET 5	TARGET 6	TARGET 7	TARGET 8
TOP 3 SEGMENT CHARACTERISTICS	Medicare Ready @65 Non-LAC member	Medicare not on radar Almost 65 Non-LAC member	Already know Medicare Advantage With other plans	Already know Medicare Advantage No plan Non-LAC member	Almost 65 MCLA member Already know L.A. Care	MCLA member with other MAPDs Already know L.A. Care	Existing DSNP member	Previous DSNP member LAC member
PRIMARY MESSAGE	<ul style="list-style-type: none"> Celebrate 65 with Medicare Plus 	<ul style="list-style-type: none"> Medicare + Medi-Cal = Medicare Plus 	<ul style="list-style-type: none"> Your Guide to \$0 Medicare Coverage 	<ul style="list-style-type: none"> Meet the All-in-One Medicare Plan 	<ul style="list-style-type: none"> Celebrate 65 with Medicare Plus 	<ul style="list-style-type: none"> Celebrate 65 with Medicare Plus 	<ul style="list-style-type: none"> Live Well With Medicare Plus 	<ul style="list-style-type: none"> Live Well With Medicare Plus
SECONDARY MESSAGE	<ul style="list-style-type: none"> FREE Groceries + Gas + Rides to Doctor + Flex Card 	<ul style="list-style-type: none"> FREE Groceries + Gas + Rides to Doctor + Flex Card 	<ul style="list-style-type: none"> FREE Groceries + Gas + Rides to Doctor + Flex Card 	<ul style="list-style-type: none"> FREE Groceries + Gas + Rides to Doctor + Flex Card 	<ul style="list-style-type: none"> \$0 Acupuncture + Podiatry + Hearing Aides 	<ul style="list-style-type: none"> FREE Groceries + Gas + Rides to Doctor + Flex Card 	<ul style="list-style-type: none"> FREE In-Home Help + Care Managers + Cash for Bills 	<ul style="list-style-type: none"> FREE Meal Plans + Gym Membership + Cooking Classes
TERTIARY	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more! 	<ul style="list-style-type: none"> Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more!
CTA	<ul style="list-style-type: none"> Enroll Now: In-Person + By Phone + Online 	<ul style="list-style-type: none"> Connect with Us: In-Person + By Phone + Online 	<ul style="list-style-type: none"> Sign Up Today: Call 855-522-8243 	<ul style="list-style-type: none"> Get Coverage Now: medicare.lacare.org 	<ul style="list-style-type: none"> Connect with Us: In-Person + By Phone + Online 	<ul style="list-style-type: none"> Connect with Us: In-Person + By Phone + Online 	<ul style="list-style-type: none"> Here to Help: In-Person + By Phone + Online 	<ul style="list-style-type: none"> Here to Help: In-Person + By Phone + Online

Direct to Consumer (Direct Mail, E-Mail & Text Messaging)

Q1: 2024 \$980,000

1st Oct 2024
-
31st Dec 2024

Direct Mail

Postcard Mailers

● Target **1.Age-In**
2.Duals
3.Prospects

Dates:
6 drops

E-Mail Outreach

Email Drops

● Target **1.Age-In**
2.Duals
3.Prospects

Dates:
3 drops

Text Messaging

Lean into Text

● Target **1.Age-In**
2.Duals

Dates:
3 drops

Q2: 2025 \$125,000

1st Jan 2025
-
31st Mar 2025

Direct Mail

Postcard Mailers

● Target **1.Age-In**
2.Duals
3.Prospects

Dates:
6 drops

Q3: 2025 \$125,000

1st Oct 2024
-
31st Dec 2024

Direct Mail

Postcard Mailers

● Target **1.Age-In**
2.Duals
3.Prospects

Dates:
6 drops

Q4: 2025 \$252,000

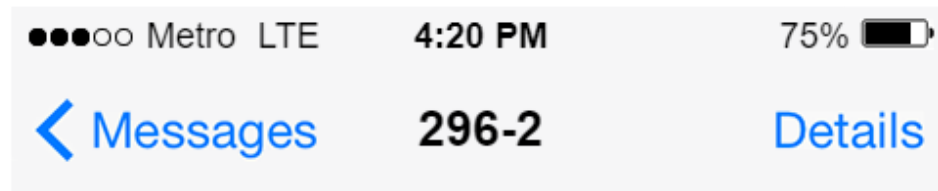
1st Oct 2024
-
31st Dec 2024

Direct Mail

Postcard Mailers

● Target **1.Age-In**
2.Duals
3.Prospects

Dates:
6 drops



(1/2) Your new benefits are waiting. You are turning 65 and L.A. Care Medicare Plus (HMO D-SNP). L.A. Care provides new benefits by combining Medicare and Medi-Cal into one coordinated plan with L.A. Care Medicare Plus (HMO D-SNP).

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

More Benefits. More Services. More Care.

At L.A. Care, we care about the people we serve. We know our members deserve the best experience each time they interact with us, and we are committed to delivering the care you need in the way you need it. L.A. Care Medicare Plus coordinates Medicare and Medi-Cal benefits under one health plan to offer a network of doctors, hospitals and pharmacies that will provide prescription drugs, PLUS MORE, all in one place.

- \$65** Combined monthly allowance to pay for healthy foods/grocery, home utilities and gas at the pump.^{1,2}
- \$180** Quarterly to purchase non-prescription health items.¹
- \$500** Routine eye exam every year; and up to \$500 for eyeglasses or contact lenses every two years.

Medi-Cal
eligibility renewals are happening now.

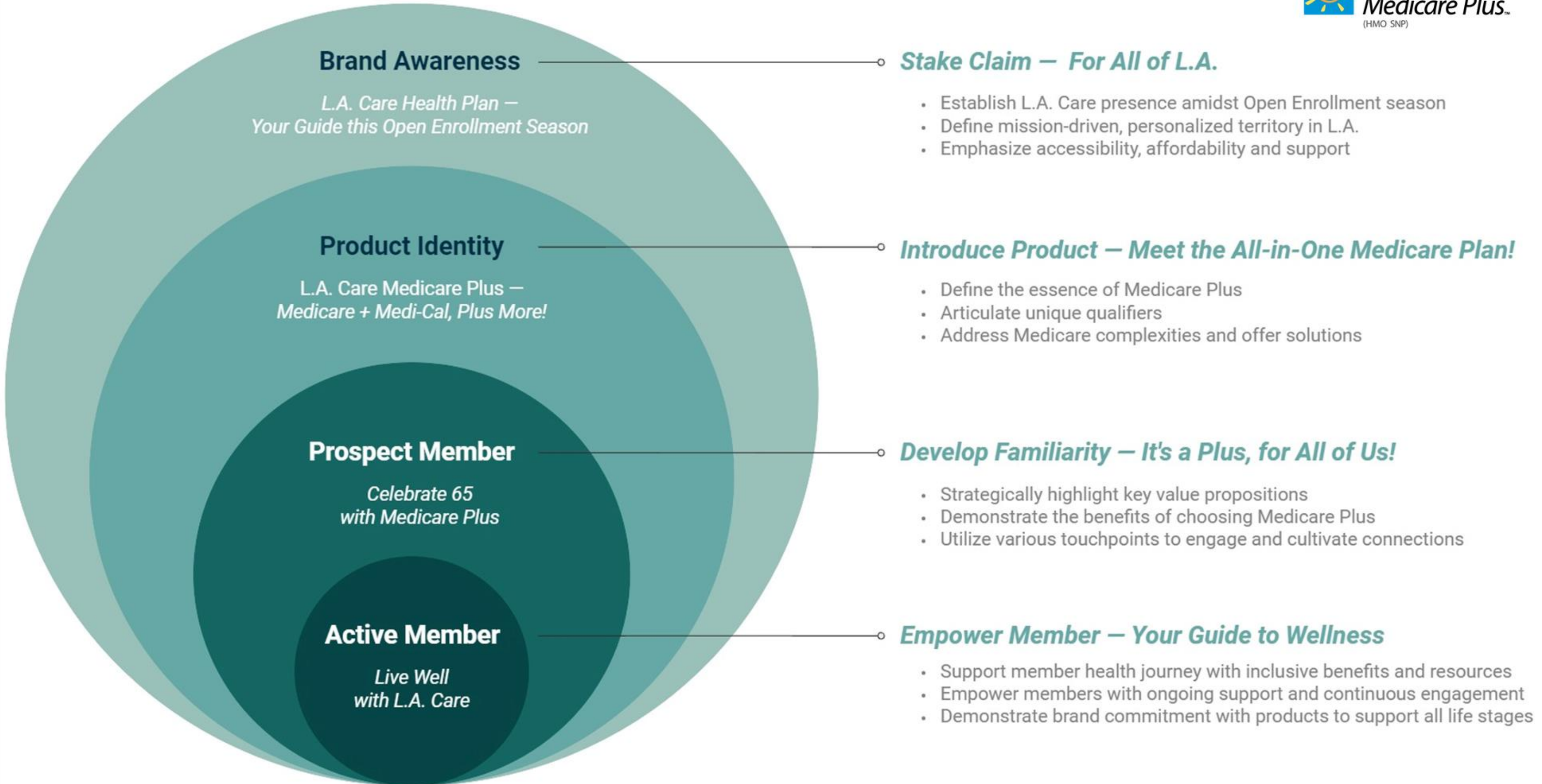
All Medi-Cal members have their eligibility reviewed once per year. Everyone has a different renewal month. You can check your renewal month in your online BenefitsCal.com account.

The Los Angeles County Department of Public Social Services (DPSS) will send your renewal information in the mail. They will contact you two months before your renewal due date. The most important thing to do is to make sure DPSS has your correct mailing address, phone number, and email address, especially if they have changed over the last three years. That way, DPSS can reach you with important updates.

Not all Medi-Cal members need to complete a renewal form. Some people will be renewed automatically. They will get a letter saying their coverage is renewed for one year. If you receive a renewal form, you must complete it. It will arrive in a bright yellow envelope. You must do this to keep your coverage.

The easiest way to complete your form is online through BenefitsCal.com. You can also provide your renewal information by mail, at your local DPSS office, or by calling 1-866-613-3777 (TTY) 1-800-660-4026.

Product Positioning



Marketing Priorities



CONSISTENCY

Maintain consistent branding across all marketing channels and materials.

Ensure uniformity to prevent confusion among beneficiaries.

Consistent branding fosters trust and recognition among potential enrollees.



Streamline Product Identity



L.A. Care Medicare Plus

CLARITY

Clearly convey D-SNP status is for those eligible for both Medicare and Medi-Cal.

Utilize branding elements like logos, taglines, and messaging to achieve clarity.

Keep messaging simple, concise and product-driven.



Enhance Product identity



**L.A. Care Medicare Plus
Dual-Eligible Special Needs Plan**

COMPLIANCE

Ensure compliance with CMS and state regulations for advertising.

Verify accuracy, avoid misleading info and adhere to regulatory guidelines.

Align with regulatory standards for transparency and accuracy



Retain Product Identity



 **L.A. Care
Medicare Plus™**
(HMO SNP)

ACCESSIBILITY

Ensure accessibility of marketing materials for all, including those with disabilities

Provide materials in alternative formats as needed

Ensure digital materials meet accessibility standards for inclusivity



Protect Product Identity



508 Remediation Services

Message Hierarchy



PRIMARY MESSAGING

Billboards; Compact Traditional & Digital Media; Partnerships

PRIORITY: Above-the-Line

OBJECTIVE: Product Branding

Medicare + Medi-Cal = Medicare Plus

Meet the All-in-One Medicare Plan

Your Guide to \$0 Medicare Coverage

Celebrate 65 with Medicare Plus

Over 65? Medicare + Medi-Cal is Better Together

For Seniors, Medicare Coverage Starts at \$0

Live Well with Medicare Plus

Join Medicare Plus for \$0!

Apply Now for \$0 Medicare Coverage

SECONDARY MESSAGING

Digital Advertising; Short-Form Media; Collateral

PRIORITY: Below-the-Line

OBJECTIVE: Value Propositions

Medicare + Medi-Cal = \$0, Plus More!

\$0 Doctor + Dental + Vision + Prescriptions

\$0 Acupuncture + Podiatry + Hearing Aides

\$0 Virtual + Urgent + Nationwide Emergency Care

FREE Groceries + Gas + Rides to Doctor + Cash Card

FREE In-Home Help + Care Managers + Cash for Bills

FREE Meal Plans + Gym Membership + Cooking Classes

Sign Up Today: Call 855-522-8243

Get Coverage Now: [medicare.lacare.org](https://www.medicare.lacare.org)

Learn More: QR Code

TERTIARY MESSAGING

Digital Advertising; Long-Form Media; Talking Points

PRIORITY: Targeted

OBJECTIVE: benefit Education

Live Well with L.A. Care Medicare Plus

See the path to wellness clearly with \$500 for eyeglasses or contacts every two years, plus FREE annual exams!

Align your health with \$0 coverage for routine acupuncture, chiropractor or massage therapy visits, plus more!

Take control of your health with \$0 doctor, dental and prescription drugs, plus hearing aide and equipment coverage!

Get FREE help at home from trained caregivers for rides to your doctor, prescription management, household chores, plus more!

Get care quickly with 24/7 Nurse Advice Line and virtual care, urgent and emergency room coverage nationwide, plus more!

Step towards a healthier you with a FREE cash card for monthly payments towards groceries, gas, home utility bills, plus more!

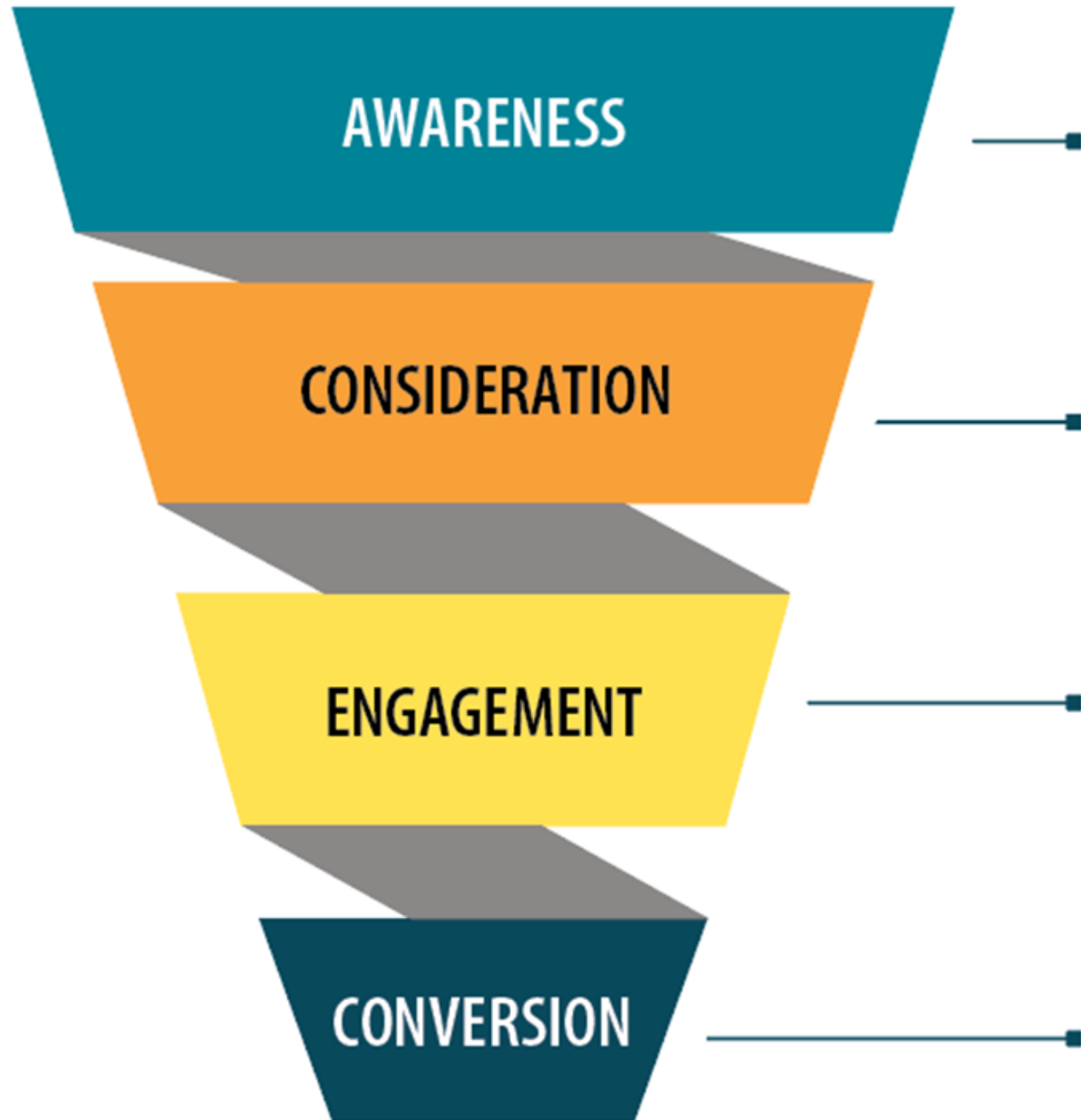
Connect with Us: In-Person + By Phone + Online

Enroll Now: In-Person + By Phone + Online

Here to Help: In-Person + By Phone + Online

Advertising Strategy

Consumer Journey



TACTIC	MESSAGING	METRIC
<ul style="list-style-type: none"> Outdoor TV Radio 	<ul style="list-style-type: none"> Brand – Your Guide this Open Enrollment Season Narrative / demographic driven 	<ul style="list-style-type: none"> Maximum number of impressions Maximum number of views
<ul style="list-style-type: none"> Digital display Social engagement ConnectedTV Search 	<ul style="list-style-type: none"> Value proposition Free to low-cost Immigration barriers Key benefits 	<ul style="list-style-type: none"> Impressions Clicks / CTR Cost per engagement Brand lift
<ul style="list-style-type: none"> Website interaction Targeted digital Community events 	<ul style="list-style-type: none"> Income assessment Accessibility Community-centric 	<ul style="list-style-type: none"> Website analysis Campaign KPIs Form fills
<ul style="list-style-type: none"> Phone: ESS engagement In-person: CRC visits Online: direct enrollment 	<ul style="list-style-type: none"> Personalized support Convenience Trust + Expertise 	<ul style="list-style-type: none"> Phone: call tracking data In-person: foot traffic tracking Online: direct enrollment