

Renown Health

Better experiences boost
senior engagement



Seeking a deeper understanding

Reno, Nevada is an American city experiencing an influx of older adults, estimated at more than 15,000 people annually, including baby boomers from California seeking retirement in a lower-cost location.

As Northern Nevada's healthcare leader, Renown Health is Reno's only not-for-profit, locally owned health system. Renown Health also operates Nevada's largest not-for-profit insurance company —Hometown Health.

Hometown Health offers a Medicare Advantage plan with a 4.5-star rating (out of 5) from the Centers for Medicare and Medicaid. This is the highest-rated such plan in the state of Nevada. Hometown Health also offers supplemental Medicare insurance, sometimes referred to as Medigap.

Given the rapid influx of seniors migrating to the Reno area and with an eye toward boosting enrollment in its Medicare Advantage and Medigap plans, Renown Health and its insurance arm Hometown Health sought ways to better understand and engage Northern Nevada's senior citizens.

Before we start any marketing campaign, we ask questions such as what does the research tell us and who are we targeting?

SUZANNE HENDERY

Vice President and Chief Marketing Officer
Renown Health

When tech meets human ingenuity

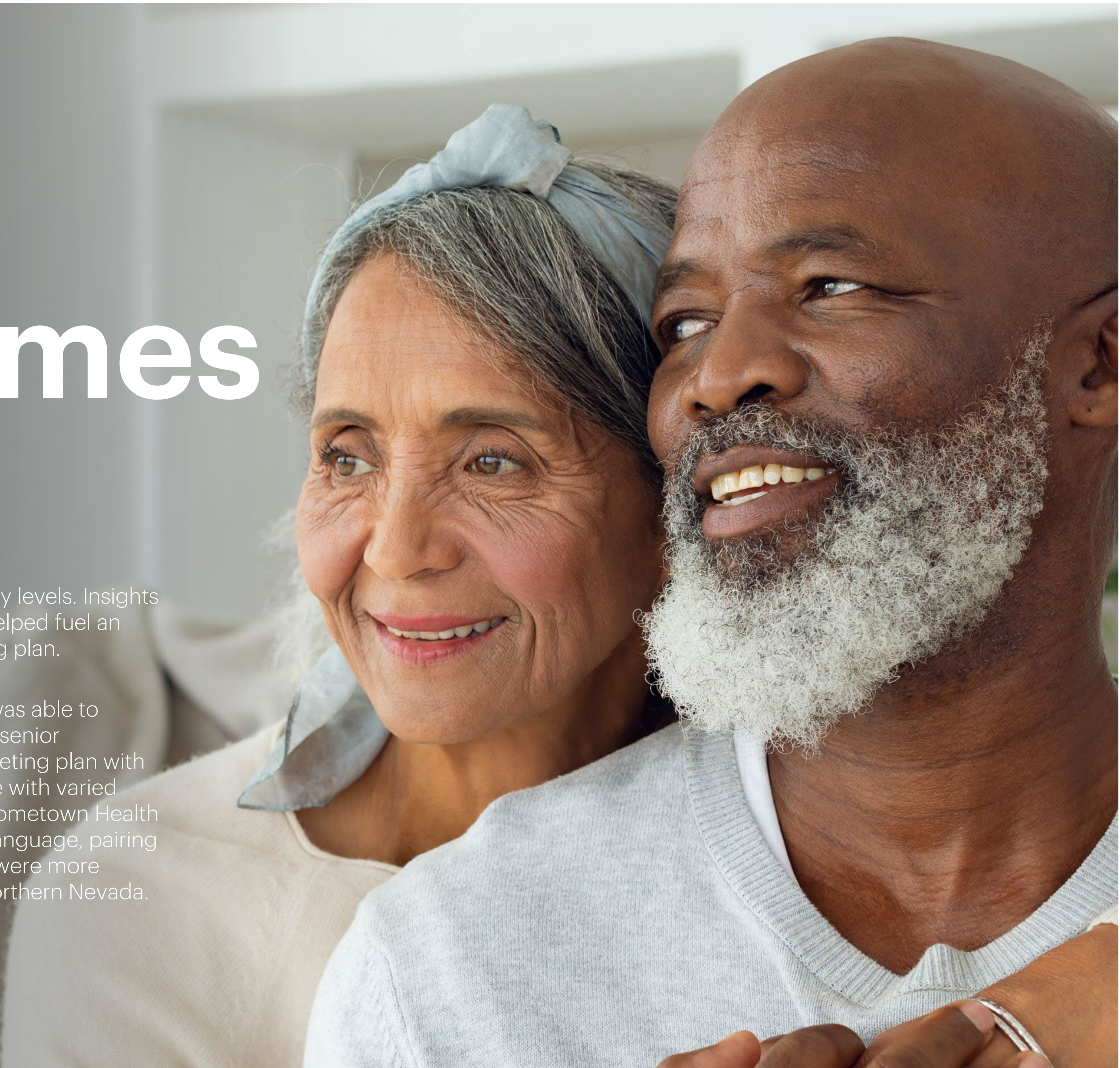
Data drives better outcomes

We teamed with the Renown Health and Hometown Health executives to structure a project that would help them better determine what seniors wanted in terms of health insurance and medical services.

Seniors' interests and activity levels vary widely. The success of a health organization's marketing, sales and services depends on being responsive to these differences. By combining patient profiles from digital engagement research with lifestyle data points, we created personas and their behaviors, lifestyle trends and preferences. Personas differed based on

digital habits, activity and priority levels. Insights gleaned from these personas helped fuel an efficient and effective marketing plan.

With our help, Renown Health was able to develop a more robust plan for senior engagement and create a marketing plan with messages designed to resonate with varied audiences. At the same time, Hometown Health simplified its insurance-policy language, pairing phrases and photographs that were more appealing to seniors living in Northern Nevada.



Deeper insights fuel growth

Newly gleaned marketing insights and a well-targeted marketing campaign boosted enrollment in Renown's and Hometown's offerings in a matter of months. Hometown Health membership increased by 12.5% and Senior Care Plus program membership increased by 7%.

Close collaboration between the project team, marketing and IT was key to achieving these results in such a short time. Additionally, by having solid, accurate data, the company was more confident in applying data-driven insights to further its objectives. A database of leading practices, knowledge of high-value customers in each county and region, and strong segmentation are enabling the companies to accurately target the right people to grow the business.

Hometown Health is relying on insights derived from the project to market its Medicare Advantage plans. Renown Health is now leveraging the database for insights on how to improve patient engagement in other segments served by this growing healthcare organization.

