

2021 Medicare Open Enrollment Period (OEP) Checklist

Does your organization stand to gain or lose during next year's OEP? The answer depends on one thing: your content strategy.





If the experts are right, this year's open enrollment period (OEP) will resemble the Wild West, with far more switching than the historical 5 percent. How can you retain or even grow your membership during this critical period? By building relationships with members via regular conversations across multiple channels. Is your organization poised to succeed? To find out, answer the questions on the following pages.



Content Checklist

A BRAND IS A MIRROR. Your members should be able to look at your brand and see themselves staring back. If they see you as a trustworthy, credible, empathetic, and knowledgeable partner on their health journey, they will develop deep affection (dare we say love?) for their health plan. Does your content truly serve your members? Ask yourself these questions.

- Do you have content outside of a member login that demystifies Medicare for members and prospects? **YES NO**
- Do you have pre-login content that explains the different plans, using clear and easy-to-understand language? **YES NO**
- Do you have pre-login content that aligns with and supports STARS and HEDIS priorities? **YES NO**
- Do you have pre-login content that explains new plan benefits? **YES NO**
- Do you have a monthly editorial calendar that clearly outlines your content strategy during OEP and the year ahead? **YES NO**
- Do you organize and distribute content based on the key Medicare personas? **YES NO**
- Do you organize and distribute content based on chronic conditions? **YES NO**
- Do you create and distribute content quickly to respond to health crises or other public health needs (flu season, COVID-19, et al)? **YES NO**
- Do you have content that drives members and prospects to provide their email addresses for digital communications? **YES NO**



Distribution Checklist

WORLD-CLASS CONTENT IS JUST THE BEGINNING. Regular digital communication via a blog, email, social media, and even SMS builds trust, credibility, and loyalty, driving retention during OEP.

- Do you send content-driven emails to members at least once a month all year long? **YES NO**
- Do you have a social media hub (such as Facebook) from which to distribute your content organically and via a regular cadence? **YES NO**
- Do you use paid social media (such as Facebook) to drive members and prospects to your plan page during the open enrollment period? **YES NO**
- Do you test different messages and images in your digital marketing in real time to lower costs and increase overall conversion rate? **YES NO**
- Do you employ direct-response digital retargeting during the open enrollment period to drive retention? **YES NO**

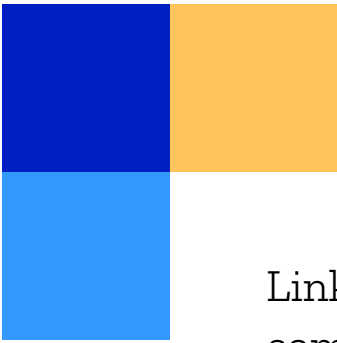


Retention & Acquisition Checklist



IS YOUR ORGANIZATION FULLY INTEGRATED? When it comes to content marketing, a rising tide lifts all health plan boats. That means aligning your messaging strategy with your overall business strategy across every channel and member touchpoint. Ask yourself these questions:

- Do you align your call center scripting with outbound marketing activities? **YES NO**
- Do you coordinate TV, radio, direct response, and call center messaging? **YES NO**
- Do call center representatives have content examples available to help answer questions from members and prospects, or share with them via email followups? **YES NO**
- Do call center representatives seek to acquire an email address from every caller? **YES NO**



Linkwell Health is the leading digital content marketing company serving health plans and health services organizations. Our team of content strategists, health and wellness journalists, and social media experts—enabled by our Healthy Living Engine technology platform—help healthcare brands do the following:



**ACCELERATE
AUDIENCE
GROWTH**



**INCREASE
ACQUISITION AND
RETENTION**



**DRIVE CONVERSIONS,
REVENUE GROWTH, AND
COST SAVINGS**



**MANAGE CAMPAIGNS
ACROSS MULTIPLE
CHANNELS**



**IMPROVE
BRAND AWARENESS
AND AFFINITY**



**POWER
MEDICARE STARS AND
QUALITY OUTCOMES**

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and accelerate your results.

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