



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

Round 1 - Strategy & Market Activation

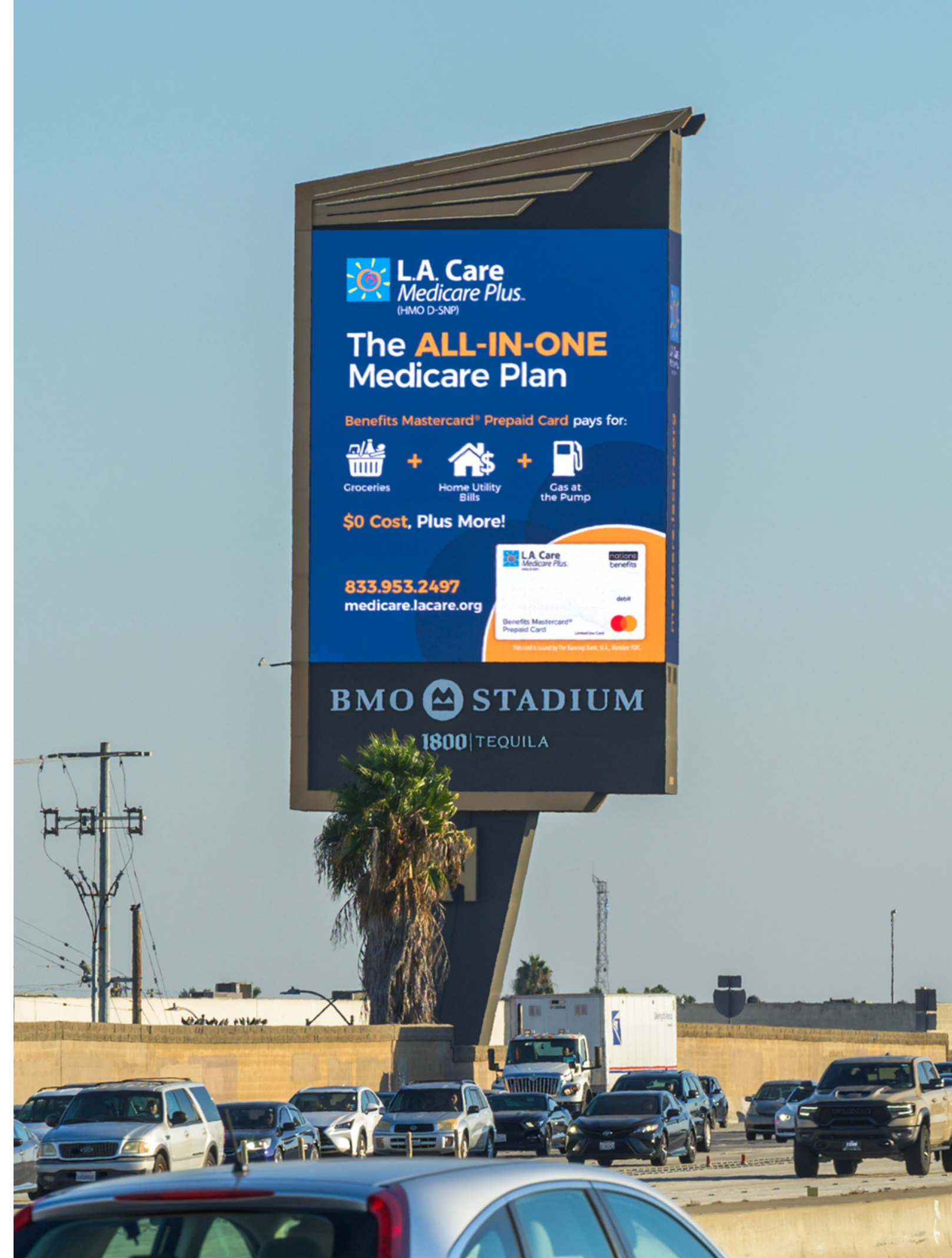


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Brand Strategy & Market Activation

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Strategic Overview & Key Objectives

Our integrated marketing strategy aims to strengthen brand positioning, drive enrollment, and improve retention for L.A. Care's D-SNP product in Los Angeles County.

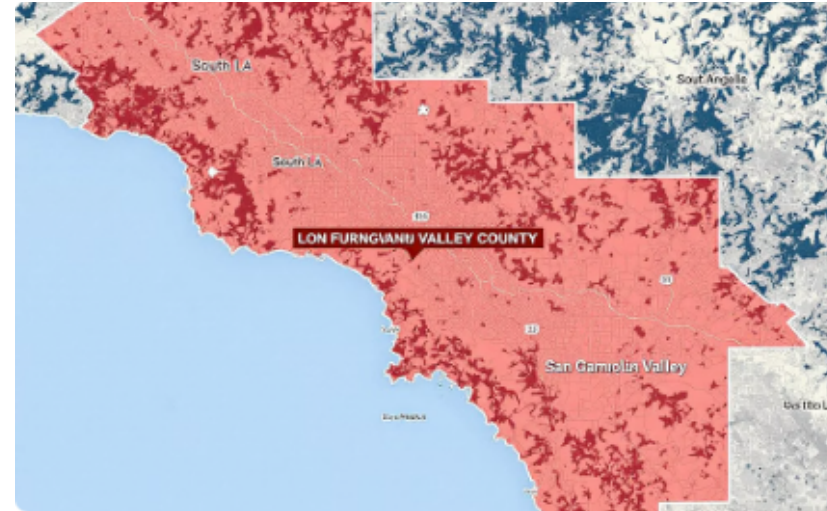
We will focus on:

- Reducing member churn by 3% expanding retention efforts
- Increasing brand awareness among dual-eligible beneficiaries
- Driving growth in leads to help sales attain enrollment targets
- Expanding Multicultural reach with in-language and community-focused marketing



Target Market

Target Audience Profile: Who We Serve and How They Engage



Demographics

- 17% of audience is under 64, **while 42% are between 65-70 (younger boomers)**.
- Predominantly White, with significant **Black/African American, Chinese, Filipino, and Hispanic/Latino** populations.
- Primary Languages: English, Spanish, Chinese and Armenian.

Geography

Located throughout Los Angeles County, with highest concentration in:

- **San Fernando Valley (SPA 2)**
- **San Gabriel Valley (SPA 3)**
- **South Los Angeles (SPA 6)**

These SPAs consistently rank highest across all segments we serve.

Psychographics

- **Value-oriented decision makers** seeking comprehensive benefits and clear communication.
- They **trust healthcare providers, social workers, and community organizations**.
- **Family members influence healthcare decisions**, and they **prefer direct, personal interactions** over digital communication, though **digital adoption is increasing**.

Behavior

- **Frequent utilizers** who **actively seek care** from **trusted providers** and rely on **community support programs**.
- **Member satisfaction** links to **coverage breadth, provider network options**, and **responsive customer service**.
- **Social determinants impact** access to care (like transportation, nutrition and finances).

- **Primary Target: Low-income, dual-eligible seniors (65+) and non-seniors with disabilities in L.A. County who are 21+.**
- **Secondary Target: Key Ethnic & Linguistic Groups**
 - **Ethnicities**- Hispanics, Black/AA, Chinese
 - **Languages**- English, Spanish, Chinese (Mandarin and Cantonese)

Target Segments

Identifying and understanding our highest-impact member groups to guide outreach, messaging, and benefit design strategies.



Dual-Eligible Seniors (65+)

Low-income individuals who qualify for both Medicare & Medicaid.

Age-In

MCLA Medicare FFS Members

Broker & Provider Engagement

Brokers and key healthcare providers

Disenrolled Member (Win-Back)

Recently disenrolled members

At Risk Member

Targeting members at risk of switching to competitors, addressing common disenrollment reasons. (e.g., transportation, provider access, confusion over benefits)

Multicultural

Black/AA, Hispanic and Chinese

Market Insights

Key challenges and regulatory landscape factors impacting the D-SNP market.



Political Shifts

Federal policy changes create instability for Medicare Advantage plans. Ongoing debates and legislative changes regarding healthcare funding and regulations can significantly impact the operational landscape and strategic planning for D-SNPs.



Financial Pressures

Rising healthcare costs impact D-SNP plan offerings. The increasing costs of medical services, prescription drugs, and specialized care put pressure on D-SNP plans to manage expenses while maintaining comprehensive benefits and quality of care for members.



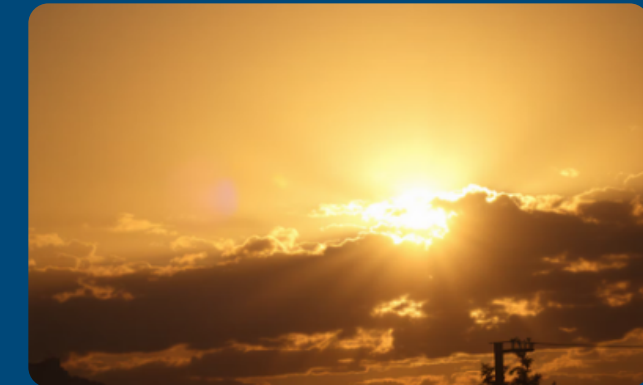
Benefit Standardization

Trend towards reduced supplemental benefits limits plan differentiation. As regulatory bodies push for more standardized benefit packages, D-SNPs face challenges in creating unique value propositions and attracting members through customized or enhanced supplemental offerings.



Regulatory Factors

Stricter CMS definitions increase compliance burdens and reduce marketing flexibility. Evolving CMS guidelines and increased scrutiny on marketing practices impose greater compliance requirements on D-SNPs, limiting their ability to effectively reach and engage potential members.



VBID Program Sunsetting

VBID program sunsetting affects benefit strategies. The expiration of the VBID (Value-Based Insurance Design) program will require D-SNPs to reassess their benefit designs and care management strategies, potentially impacting member outcomes and plan performance.

SWOT Analysis

Market Dynamics: SWOT Analysis & Key Insights



Strengths

- **Community-Driven & Mission-Led:** Deep trust in local, culturally relevant care models and grassroots engagement, especially in underserved communities.
- **Differentiated Supplemental Benefits:** Robust offering and competitive OTC, Vision, IHSS, Transportation, Acupuncture, and Chiropractic, which resonate strongly with dual-eligibles.
- **Multicultural Marketing Expertise:** Proven in-language campaigns and community activations that align with L.A. County's ethnic diversity.
- **Market Growth Momentum:** 37% YOY membership growth and #3 market share in L.A. County, having surpassed WellCare.



Weaknesses

- **Lower Brand Awareness:** L.A. Care trails Anthem and Kaiser in name recognition among Medicare-eligible populations.
- **3-Star NCQA Rating:** Which may impact trust, broker advocacy, and member satisfaction.
- **Limited Digital Engagement Tools:** Lack of a mobile app and AI-driven experiences puts L.A. Care at a disadvantage for digitally-savvy seniors and caregivers.



Opportunities

- **Cross-Selling MCLA Members:** Large pipeline of 140K FFS members and 18K age-ins annually represents significant growth potential.
- **Regional & Cultural Customization:** Targeting SPAs 2, 3, and 6 with localized, in-language campaigns can drive enrollment and retention
- **Digital Engagement Expansion:** Rising digital adoption among seniors opens the door for us to incorporate outreach through emails, social media and streaming.
- **Provider & Community Partnerships:** Collaborating with trusted entities like AltaMed boosts credibility, drives referrals, and supports win-back efforts.



Threats

- **Strong Competitor Presence:** Anthem and Kaiser dominate market share and have stronger brand equity and tech infrastructure.
- **Technology Gap:** Competitors' AI, apps, and digital support tools outpace L.A. Care's capabilities, affecting member experience.
- **Regulatory Instability:** CMS rules and the sunset of VBID challenge benefit innovation and messaging flexibility.
- **Member Churn:** High disenrollment rates to competitors highlight loyalty and satisfaction vulnerabilities.

Competitive Landscape: D-SNP Providers

Navigating the Competition: Our Market Position



#3 (16% Market Share) ↑
/ **Medium Threat**

L.A. Care leverages strong community partnerships and personalized care solutions. Deep local roots enable tailored services that address specific member needs.

Strengths: Strong in OTC, Vision, IHSS, Acupuncture, Chiro; grassroots outreach; multicultural targeting

Weakness: Lower brand awareness; smaller network vs nationals; digital tools lag



#1 (31% Market Share) ↑
Not Rated / High Threat

Market leader Anthem utilizes extensive networks and advanced digital platforms for comprehensive healthcare delivery. Their established infrastructure enables broad reach and efficient care.

Strengths: National presence; broad network; strong brand; Flex Card, dental, vision, AI-based tools

Weakness: Less local feel; bureaucracy from size



#2 (19% Market Share) ↑
Not Rated / Low Threat

Kaiser Permanente excels in integrated care models with cutting-edge technology. Their approach ensures members receive coordinated, efficient services.

Strengths: Integrated care model; strong tech; telehealth; coordinated services

Weakness: Kaiser-only network may limit provider options



#4 (15% Market Share) ↓
.5/ **Medium Threat**

Wellcare offers affordable options and supplemental benefits, carving a niche in the market. Currently challenged with maintaining market position.

Strengths: Cost-effective; generous benefits; Medicaid expertise

Weakness: Shrinking market; weaker customer service; app issues



3% (7th Market Share) ↑
Not Rated / Medium Threat

Molina focuses on Medicaid enrollees and culturally sensitive care. Their understanding of diverse community needs enables tailored, resonant services.

Strengths: Medicaid focus; trusted by underserved; simple messaging; growing share via Central Health acquisition

Weakness: Smaller market share; limited DSNP brand reach

Note: Market share data reflects the most recent available information as of April.

Our Positioning & Differentiators

*L.A. Care D-SNP provides comprehensive health benefits and culturally tailored support, ensuring that dual-eligible individuals in Los Angeles County receive quality care with a trusted local partner. **By seamlessly integrating Medicare and Medicaid benefits**, L.A. Care simplifies the member experience—making it easier to access the care, services, and support members need to live healthier lives.*

Key competitive advantages that address the unique needs of our D-SNP members.



Community-First Approach

Established local presence builds community trust. We create targeted programs for neighborhood-specific health challenges through community insights and member-led advisory committees.



Cultural Competence

We offer support in 18 languages with staff reflecting community diversity. Our cultural training ensures respectful communication and culturally-informed health materials.



Strong Provider Network

Access to 3,955 primary care providers, 62 hospitals, and 180 urgent care locations countywide. This network minimizes barriers to timely, appropriate care.



Supplemental Benefits Excellence

Leading benefits include OTC Allowance MasterCard, Vision, IHSS, Acupuncture, and Chiropractic services. We address social determinants through transportation, nutrition, and housing support.

Marketing Strategy & Approach

Positioning for Success: Our Strategic Approach

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

Celebrate 65 with Medicare Plus!

ENROLL TODAY FOR **\$0** COST

833.454.6226
medicare.lacare.org

Brand Awareness & Demand Generation

Approach: Strengthen L.A. Care's visibility through high-impact, culturally relevant campaigns that address **affordability, provider access, and community trust.**

The All-in-One Medicare Plan

L.A. Care Medicare Plus can help you get the most out of both Medicare and Medi-Cal for **\$0.**

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

Learn more

Lead Generation & Enrollment Growth

Approach: Enhance targeting through digital, and direct-to-consumer initiatives while highlighting **benefit differentiation.**

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

플러스에 가입하여 건강한 65세 이후의 삶을 계획하십시오!
지금 **\$0** 비용으로 신청하세요

833.324.4717
medicare.lacare.org

Multicultural Marketing Expansion

Approach: Refine messaging and media placement to **reflect cultural values and language preferences.**

LA Care Medicare Plus.
(HMO D-SNP)

LA 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.

Don't Wait. Open Enrollment Ends December 7th

Sign up now call **+Phone Number** | TTY 711
medicare.lacare.org

What You Get!	What You Pay
Benefit Program Card <ul style="list-style-type: none">100% Medicare and Medi-Cal coverage	\$0
Transportation <ul style="list-style-type: none">100% Medicare and Medi-Cal coverage	\$0
Dental <ul style="list-style-type: none">100% Medicare and Medi-Cal coverage	\$0
Home Services <ul style="list-style-type: none">100% Medicare and Medi-Cal coverage	\$0
Life Insurance <ul style="list-style-type: none">100% Medicare and Medi-Cal coverage	\$0
Medical Equipment and Supplies <ul style="list-style-type: none">100% Medicare and Medi-Cal coverage	\$0

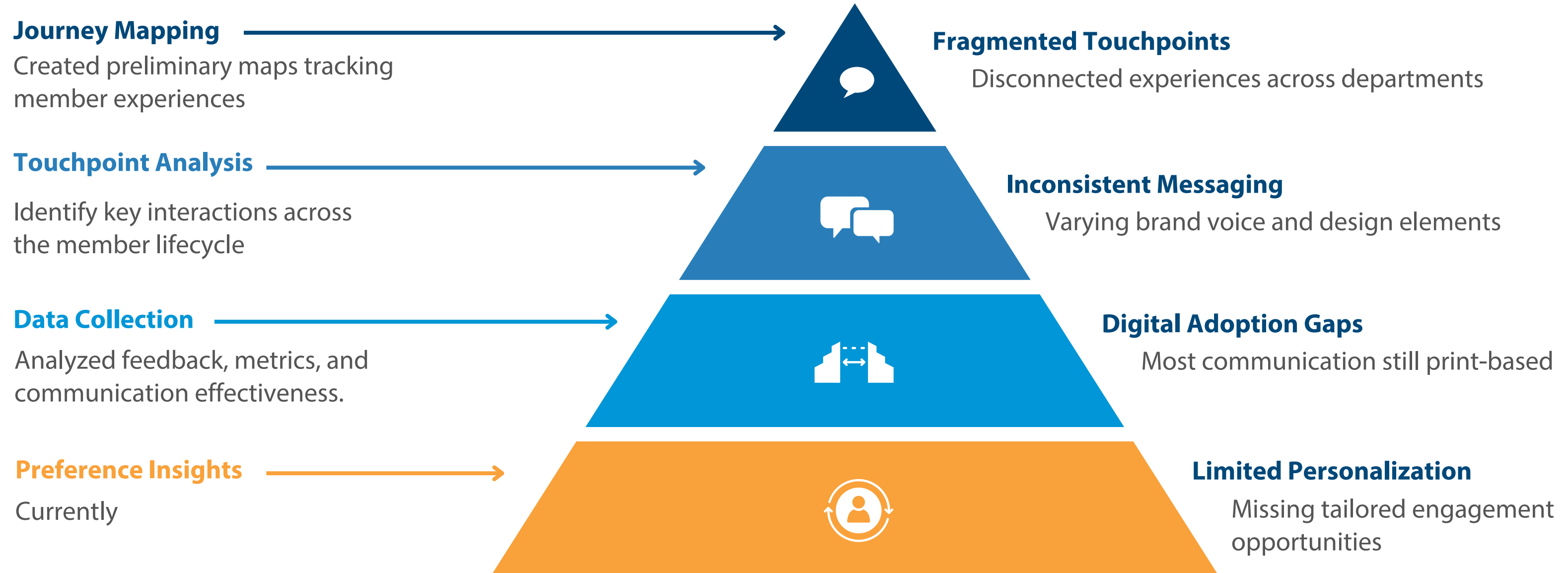
Plus More, All at No-Cost to you.

Retention & Engagement Strategy

Approach: Proactively engage members to **improve satisfaction and address pain points before disenrollment occurs.**

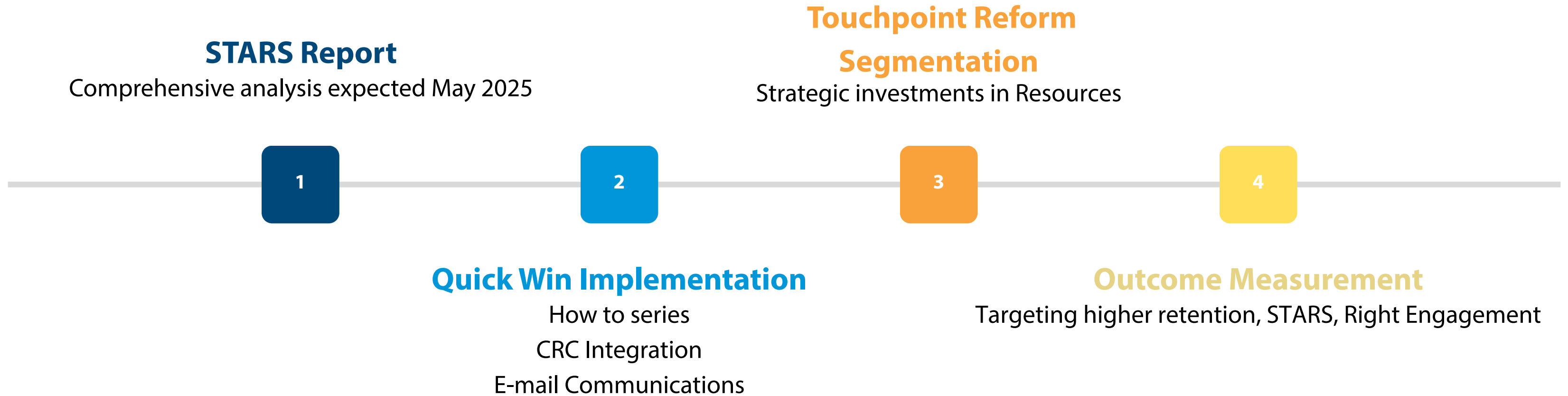
Retention: Our Approach to Understanding the Member Journey

The Dual Special Needs Plan (DSNP) member journey encompasses four pillars that guide eligible individuals from initial awareness through long-term retention. Each phase addresses specific member needs with targeted touchpoints designed to support members throughout their healthcare experience.



Retention: Member Journey Timeline

NEXT STEPS: Continuing the Journey Transformation





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

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

Health care that helps you
live well, for **\$0**



Vision



Prescription
Drugs



Dental



IN PERSON + ONLINE

855.708.2772
[medicare.lacare.org](https://www.medicare.lacare.org)

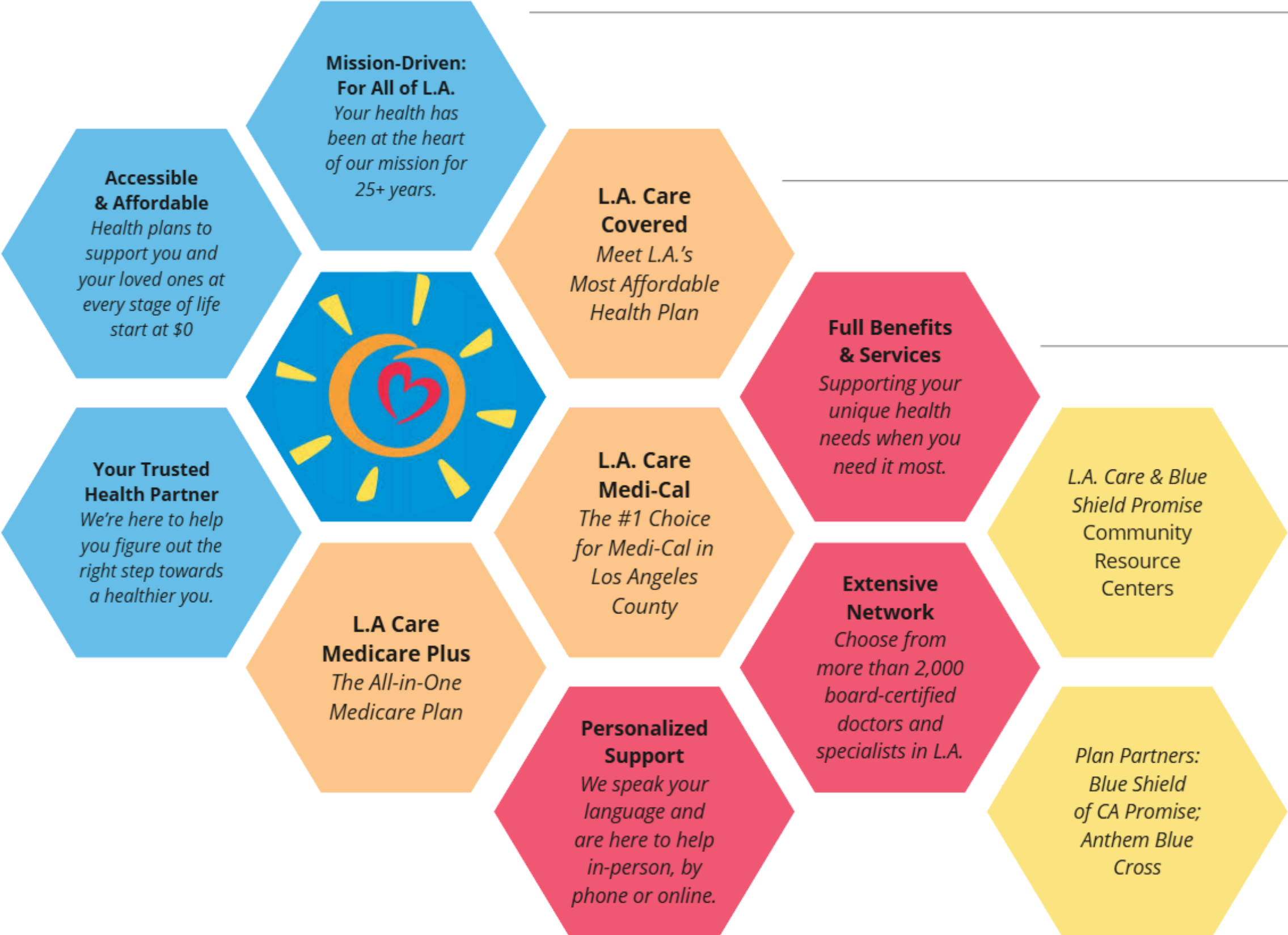


From Insight to Impact

Our multichannel strategy transforms deep audience insights into meaningful, measurable connections across the member journey.

By prioritizing cultural relevance, digital-friendly experiences, and authentic storytelling, we'll strengthen our presence as a trusted, community-first health plan — building both engagement and impact.

Unifying Brand & Product



L.A. CARE HEALTH PLAN BRAND

Define territory and maintain L.A. Care identity as a community-inspired organization whose mission, vision and values arise from the people we serve

L.A. CARE PRODUCT FAMILY

Establish individual product identities by highlighting key differentiators, while reaffirming brand commitment to support Angelenos through every stage of life

PRODUCT OFFERINGS

Create visibility of key product offerings and inspire action towards healthier living, empowering members with personalized support every step of the way

COMMUNITY CONNECTORS

Leverage the trust and credibility of our valued partners to highlight the pathways that help L.A. Care expand its services to residents of Los Angeles County

Brand & Product Positioning

Rev. July 2024

L.A. Care — For Life, For Health, For All of L.A.

From childhood to senior years, L.A. Care Health Plan is your trusted partner — offering affordable, inclusive care built by and for the communities we serve.



L.A. Care Medi-Cal

- ✓ Preventive care
- 🦷 Dental services
- 🌱 Early intervention

L.A. Care Covered

- 📺 Virtual care
- 📞 Nurse Advice Line
- 🌱 Wellness programs

L.A. Care Medicare Plus

- 🏠 In-home support
- 💊 OTC benefits
- 🚗 Rides to doctor

Mapping the Consumer Journey

Our marketing strategy supports the full member journey—from first touch to long-term retention. Each stage is tailored to specific audiences, with targeted tactics and culturally relevant messaging to build awareness, drive engagement, and strengthen member relationships.





Top Funnel: Building Awareness & Demand via Affordability & Trust



We're expanding our visibility in multicultural neighborhoods through targeted channels.



Local Media

Strategic out-of-home, radio, and print placements in high-traffic areas.

Cultural Partnerships

Expanded media relationships that deepen trust and build credibility with diverse communities.

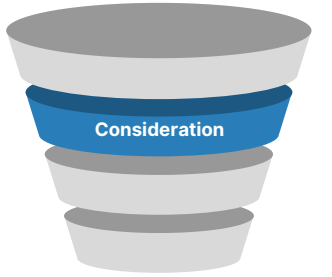
Community Moments

Create presence during key events to meet audiences where they gather and feature authentic member stories to build trust and emotional connection.

Consistent Messaging

Recognizable branding that reinforces our community-first approach.

Creating Consideration: Enhancing Lead Generation & Enrollment with Refined Strategy



We're refining our strategy through performance insights, ensuring messaging is timely, relevant, and resonant.



Data-Driven Refinement

Leveraging past campaign results to sharpen messaging, improve recall, and drive higher engagement across audiences.



Key Decision Factors

Addressing top motivators — affordability, provider access, and trust — through multicultural creative and targeted messaging.



Strategic Timing

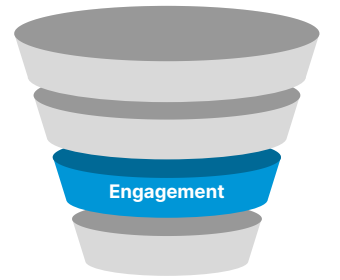
Aligning message cadence and channel deployment with member enrollment behavior to optimize impact.



Message Testing

Continuously testing creative variations to identify what resonates best across diverse populations and refine targeting strategies.

Eliciting Engagement: Expanding Multicultural Marketing with Relevant Messaging & Media



We're optimizing digital touchpoints to drive deeper, more personalized interaction with key audiences.



Mobile Optimization

Enhancing the website experience with mobile-first design, simplified navigation, and clear calls to action tailored for seniors.

Local Content

Expanding in-language assets (Spanish, Mandarin, Cantonese, English) and developing culturally tailored creative that resonates with neighborhood-specific needs and values.

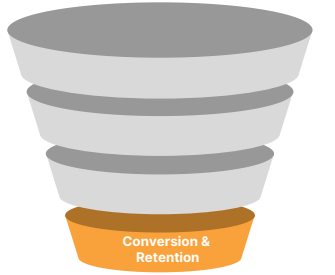
Search & Social

Capturing high-intent traffic through ZIP-code targeted ads, retargeting interested users, and increasing DSNP awareness on digital and social platforms.

Creative Formats

Testing engaging formats like Reels, carousels, and localized storytelling content to boost both paid and organic engagement across channels.

Cultivating Connections: Driving Conversion & Retention by Creating Member Engagement



Curated Content

Bringing real member experiences to life to deepen emotional connection and loyalty.

- Real member storytelling with simplified, health-conscious messaging.
- Unified cross-channel voice for consistent brand reinforcement.



Loyalty & Advocacy

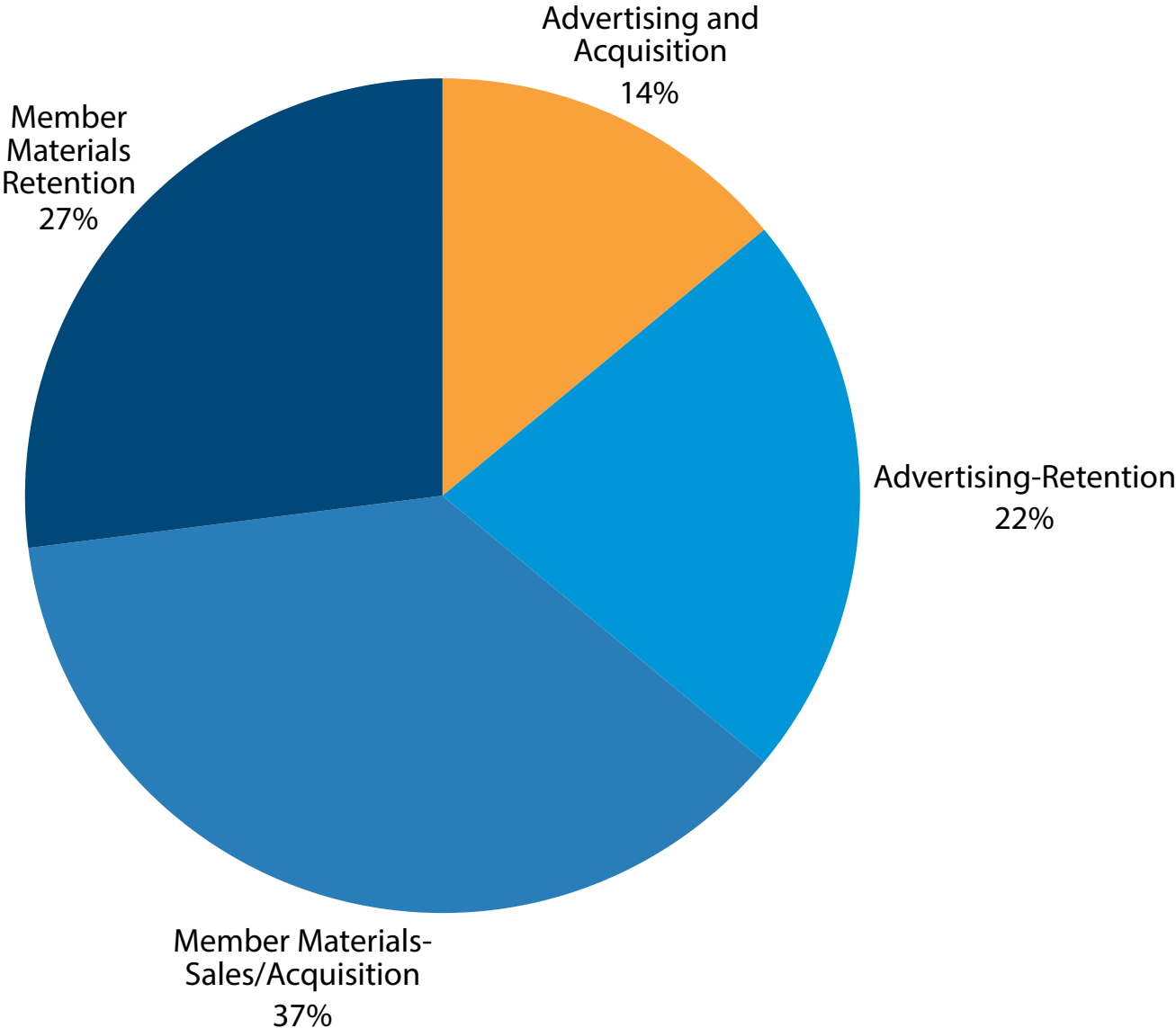
Strengthening relationships through strategic partnerships and real-time engagement.

- Multicultural broker toolkits and field marketing coordination.
- Partner voice amplification to extend community credibility.

Budget Allocation by Marketing Channel

The \$3.8M budget prioritizes member materials, with balanced focus on retention and acquisition across all channels.

Channel	Budget	% of Budget
Member Materials - Retention	\$ 1,024,889	27%
Member Materials - Sales/Acquisition	\$ 1,403,812	37%
Advertising - Retention	\$ 804,518	22%
Advertising - Acquisition	\$ 536,345	14%
Total Budget	\$ 3,769,564	



Charting the Path Forward

We've aligned on a strategic foundation grounded in insight, focused segmentation, and a strong community lens — giving us clear direction to connect meaningfully in market.



Strategic Foundation

Insights are guiding our engagement across the member journey, with clear segments defining tone, messaging, and tactical focus.

- Trust-centered approach
- Cultural relevance priority
- Accessibility focus



What's Ahead

Next, we'll shape how this strategy comes to life through targeted development and planning.

- Build audience-specific messaging frameworks
- Explore brand and community-rooted creative
- Map activation across multiple channels



Feedback & Alignment

To move forward confidently, we're looking for your input to ensure full alignment going into Round 2.

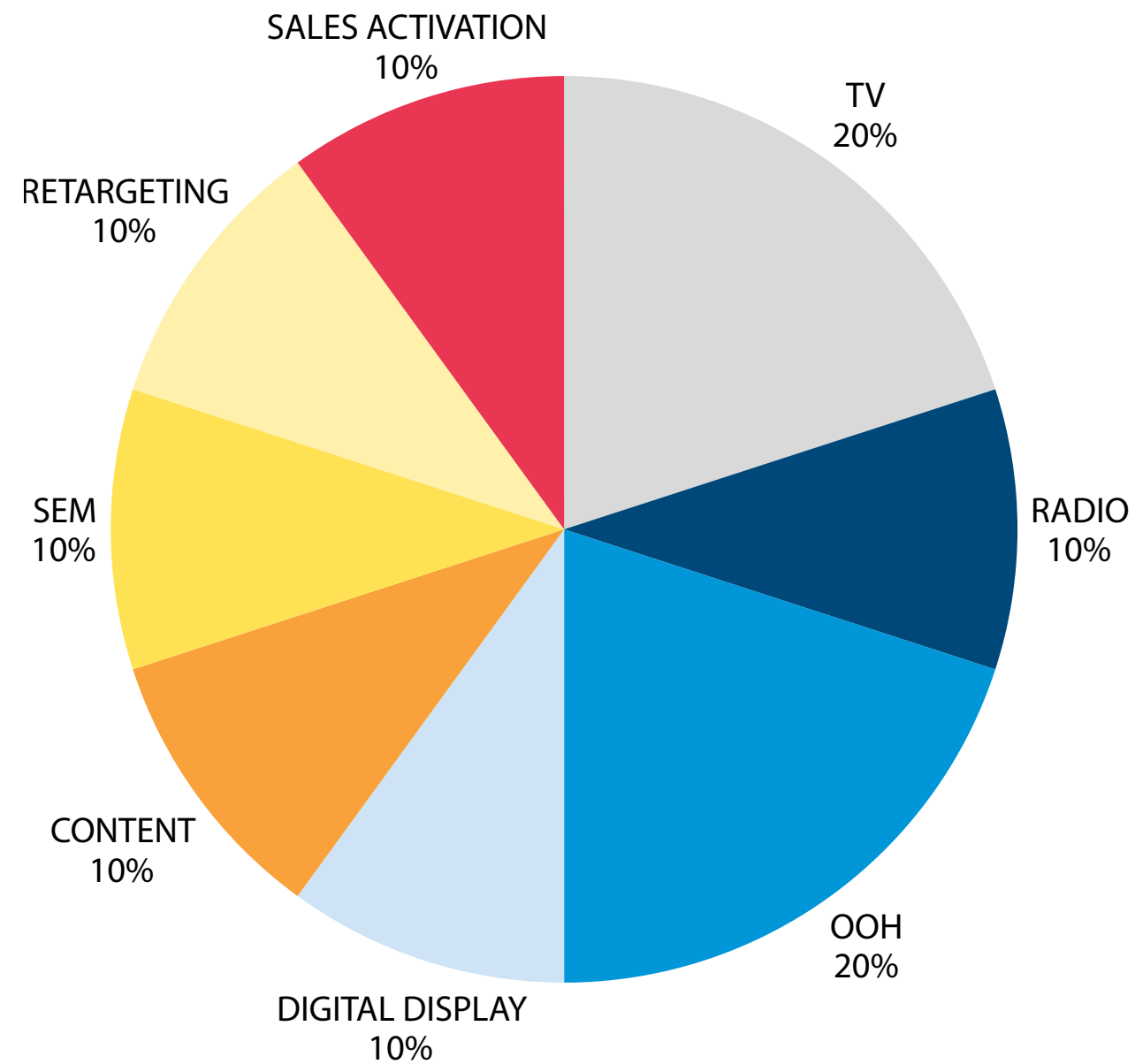
- Share questions and perspectives
- Confirm strategic approach
- Refine focus areas

Appendix

Budget Allocation by Marketing Channel

Distribution of marketing budget across different channels (in percentages).

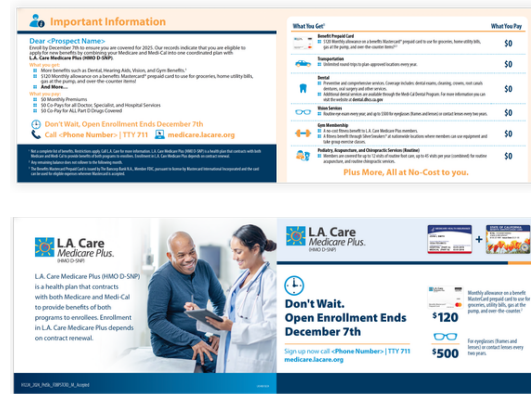
Total marketing budget: \$1,340,864



Tactics	Budget	% of Budget
TV	\$ 268,173	20%
Radio	\$ 134,086	10%
OOH	\$ 268,173	20%
Digital Display	\$ 134,086	10%
Content	\$ 160,904	10%
SEM	\$ 134,086	10%
Retargeting	\$ 107,269	10%
Sales Activation	\$ 134,086	10%
Advertising Budget	\$ 1,340,864	

Marketing & Advertising

Our comprehensive approach spans four interconnected strategies:



Retention & Engagement Strategy

Approach: Proactively engage members to **improve satisfaction** and **address pain points** before disenrollment occurs.

Tactics:

- **Omnichannel Engagement**
 - How-To Series emails
 - Monthly Benefit Spotlights in Newsletter
 - Targeted direct mail, e-mail and engaging social media content featuring real member stories
- **Partnership Activation**
 - Co-branded outreach with key provider/community partners.

Targets: Disenrolled Members (Win-Back), At-Risk Members

Brand Awareness & Demand Generation

Approach: Strengthen L.A. Care's visibility through high-impact, culturally relevant campaigns that address **affordability, provider access, and community trust**.

Tactics:

- Multichannel advertising- Out of Home, T.V., radio and digital display in SPA 2, SPA 3, and SPA 6
- Culturally relevant member testimonials
- Grassroots marketing through brand activations

Target: Dual-Eligible Seniors (65+)

Lead Generation & Enrollment Growth

Approach: Enhance targeting through digital, and direct-to-consumer initiatives while highlighting **benefit differentiation**.

Tactics:

- ZIP-code targeted ads with benefit messaging
- Social media and digital displays for DSNP awareness to drive website traffic
- E-mail and direct mail with simple action-driven messaging

Targets: Dual-Eligible Seniors, Age-In Members, Broker & Provider Networks

Multicultural Marketing Expansion

Approach: Refine messaging and media placement to **reflect cultural values and language preferences**.

Tactics:

- In-language content (Spanish, Mandarin, Cantonese, English)
- Community influencer partnerships & ethnic media placements
- Support sales with materials that are culturally tailored for enrollment events & workshops

Targets: Black/African American, Hispanic, and Chinese communities

Understanding Our D-SNP Members: Behaviors & Strategic Alignment

Cost-Conscious & Benefit-Driven

Tactics and messaging emphasize affordability, supplemental benefits, and community trust. Multiple benefit-related campaigns like "Monthly Benefit Spotlights" and "How-To" email series directly address this behavior.

Preference for Personal and Culturally Relevant Communication

In-language materials, community-based events, and member testimonials, which tap into cultural values and personal connection. Emphasis on grassroots activations and senior center outreach meets the need for face-to-face trust-building.

Influence of Family and Community in Decisions

Use of storytelling, caregiver impact, and social content highlights family involvement.

Heavy Utilization & Reliance on Trusted Providers

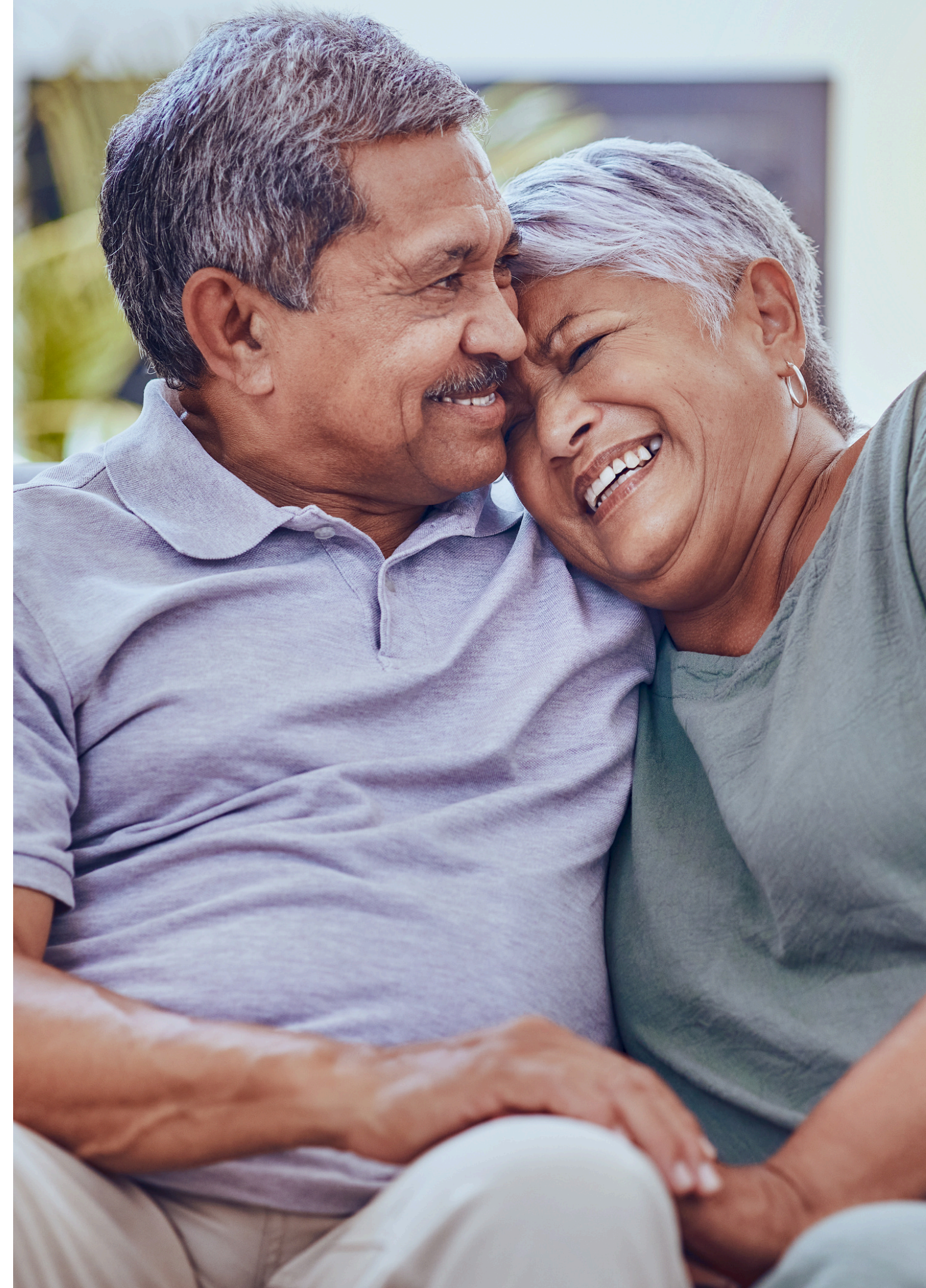
Messaging supports strong provider networks and integration of CRCs—which are trusted local touchpoints. Broker/provider engagement strategy reinforces provider-patient trust loop.

Digital Hesitation with Growing Adoption

Balance between low-tech (direct mail, phone) and growing digital tactics (targeted ads, email, social). The inclusion of "How-To" digital guides shows empathy toward tech learning curves.

Social Determinants Impacting Care

Acknowledgment of barriers like transportation and financial stress is strong. Messaging in disenrollment win-back and at-risk campaigns could further call out solutions to SDOH barriers, like transportation access and IHSS benefits.



D-SNP Competitor Provider Network

For D-SNP, Blue Shield, Wellcare, and Molina had large PCP networks, similar to L.A. Care. L.A. Care also has significantly more urgent care listed when compared to our competitors. Overall, Blue Shield, and Molina's Complete Care Plus had the largest networks. Data for the table below is from each competitors' provider search portal for 2025.

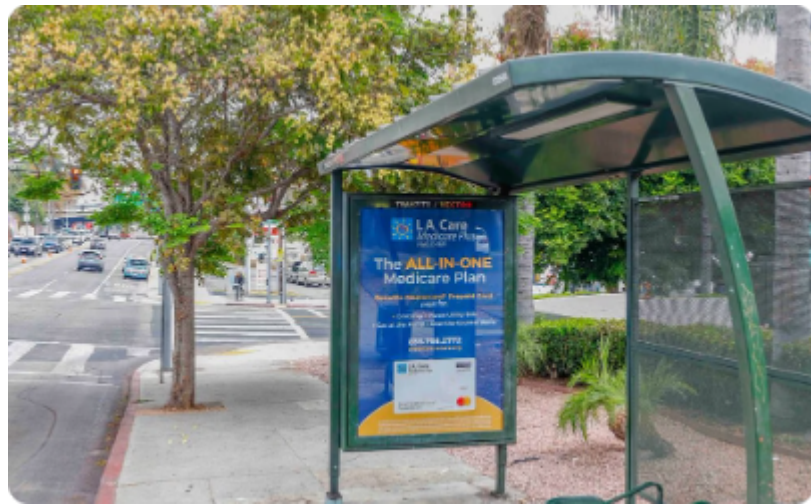
D-SNP Competitor Provider Network Search					
Competitor	Plan	PCP	Hospitals	Urgent Care	Search Criteria
Blue Shield	Total Dual	4,343	123	78	50 mi of 90017
Wellcare	Dual Align	3,014	76	920*	30 mi of 90017
Anthem	Dual Adv. Align	1,883	154*	73	50 mi of 90017
Kaiser	Dual Complete	Dual plan not listed on provider search			50 mi of 90017
Molina	Complete Care Plus	5,219	62	67	50 mi of 90017
	Central Medi-Medi	2,697	59	2	
SCAN	Connections	944	65	Not listed	50 mi of 90017
L.A. Care	Medicare Plus	3,955	62	180	Any range of 90017

Hospitals = general acute; PCP = "general health" (e.g. primary care, family medicine, internal medicine). An "*" means that there were multiple duplicate providers listed, and this may not be an accurate count.

**FOLLOWING SLIDES ARE EXTRA SLIDES FOR
MRKTG REFERNCE ONLY NO NEED FOR
FORMATTING**

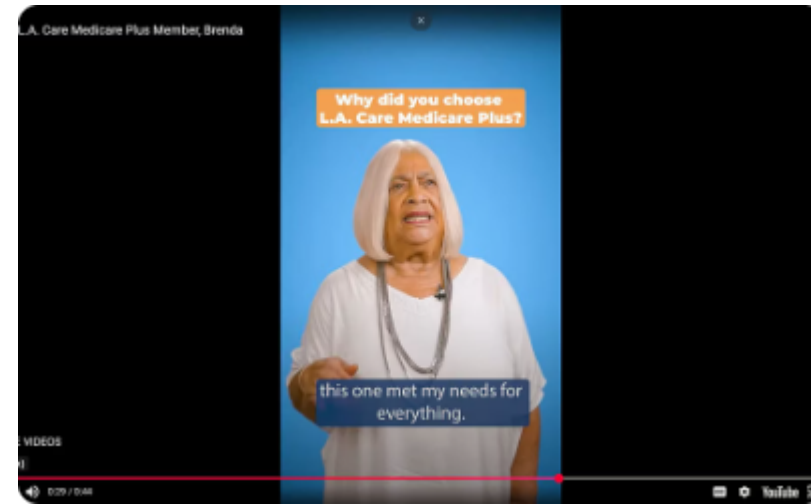
Brand Awareness & Demand Generation:

Strengthen L.A. Care's visibility through high-impact, culturally relevant campaigns that address **affordability, provider access, and community trust.**



Multichannel Advertising

Strategic TV, radio and out-of-home campaigns in Service Planning Areas 2, 3, and 6 to maximize visibility among dual-eligible seniors.



Culturally Relevant Storytelling

Authentic member testimonials highlighting real experiences with L.A. Care's D-SNP benefits and community impact.



Grassroots Marketing

Direct community engagement through brand activations and senior centers, targeting low-income individuals who qualify for both Medicare & Medicaid.

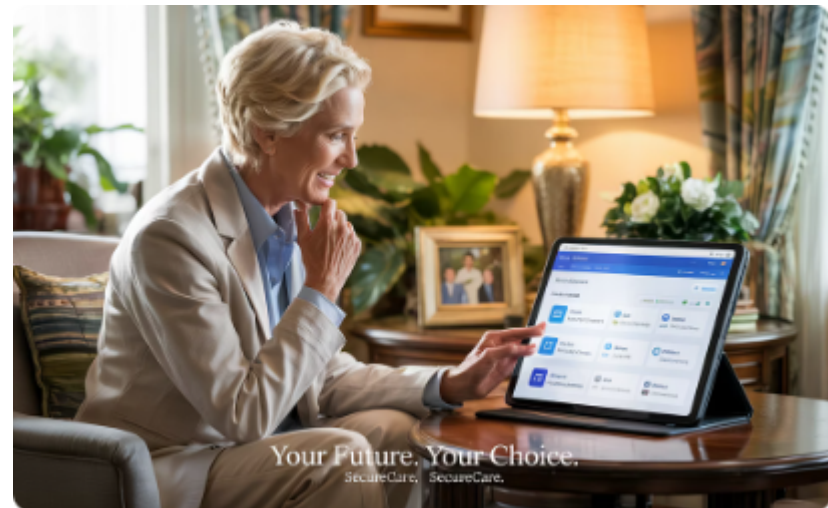


Target Segment

Dual-Eligible Seniors (65+)
Low-income individuals who qualify for both Medicare & Medicaid.

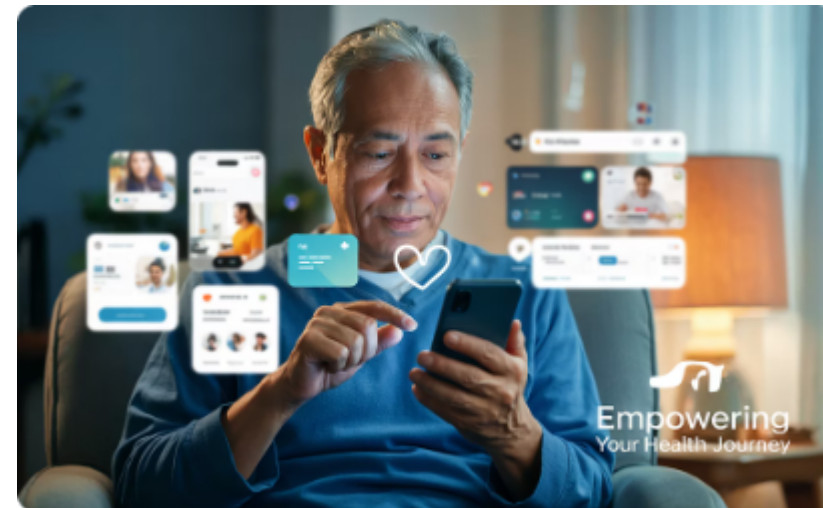
Lead Generation & Enrollment Growth

Approach: Enhance targeting through digital and direct-to-consumer initiatives while highlighting **benefit differentiation**.



Direct-to-Consumer

E-mail and direct mail campaigns with simple, action-driven messaging.



Digital & Social Media

ZIP-code targeted digital ads with benefit-driven messaging.

Social media engagement and digital displays to increase awareness towards DSNP product and drive website traffic.



Target Segments

Dual-Eligible Seniors (65+)

Low-income individuals who qualify for both Medicare & Medicaid.

Age-In Continue to expand cross selling initiatives by leveraging MCLA Medicare FFS Members as a prime target group.



Target Segments

Broker & Provider Engagement

Enhance marketing efforts that assist brokers and key healthcare providers in understanding and communicating L.A. Care's D-SNP advantages, ensuring they have the resources needed to drive more referrals.

Multicultural Marketing

Approach:

Refine messaging and media placement to reflect cultural values and language preferences.



In-Language Content

Comprehensive marketing materials are translated in the top languages-**Spanish, Mandarin, Cantonese and English** spoken within Los Angeles County, ensuring clear communication and understanding.



Community Partnerships

Strategic **collaborations with local community organizations and leaders** enable authentic outreach and build trust among diverse populations, ensuring our message resonates as well as advertising in **ethnic Media advertising**.



Cultural Events

Support sales in active participation in cultural events and festivals provides opportunities for culturally tailored enrollment events and direct engagement with potential members in a comfortable setting.



Targeted Segments

Our key focus segments are the diverse populations of **Black Americans, Hispanics, and Chinese Americans**. These communities represent important growth opportunities and align with our mission of inclusive healthcare access.

Retention & Engagement Strategy

Our strategic approach focuses on proactive engagement and member-centered communication, delivered through targeted channels.



Proactive Member Engagement

Address potential pain points before disenrollment through ongoing communication and data-driven support for dual-eligible populations.



Member-Centered Communication

Easy-to-understand, **culturally relevant materials** aligned to the needs of vulnerable populations with **proactive CRC resource information**.



Omnichannel Engagement

How-To Series emails, Monthly Benefit Spotlights, targeted **direct mail,** and engaging **social media content featuring real member stories.**



Partnership Activation

Co-branded outreach with key provider/community partners to reinforce trust and boost credibility among members.



Targeted Segments

Personalized messaging for **At-Risk Members** addressing common disenrollment reasons and **Disenrolled Win-Back** campaigns highlighting L.A. Care's unique benefits that set L.A. Care apart and inviting members to re-enroll..

Marketing Map Description

OBJECTIVE

This journey map is designed to help understand how individuals like Maria navigate the process of joining a Dual Eligible Special Needs Plan (DSNP), covering both Medicare and Medicaid needs.

Guiding Considerations:

Identify Key Objectives: Consider what Maria wants to achieve, such as comprehensive healthcare coverage, access to necessary services, and support for chronic condition management.

Engage Stakeholders: Collaborate with healthcare providers, insurance agents, and community support services to gather insights into the DSNP enrollment process.

Discover Pain Points: Look for challenges Maria might face, such as understanding plan details, eligibility requirements, and accessing assistance.

Leverage Insights: Use findings to improve the enrollment experience, ensuring it is accessible and supportive for seniors like Maria.

SCOPE OF THE JOURNEY

Overview:

This map provides a detailed look at the DSNP enrollment process, from initial awareness to post-enrollment support.

Focus:

It emphasizes the steps Maria takes to understand her coverage options, enroll in a plan, and access ongoing support.

Related Journeys:

1. Medicare Enrollment Journey: Explore the steps involved in enrolling in Medicare for dual eligible individuals.

2. Medicaid Assistance Journey: Understand how individuals access Medicaid benefits and support.

3. Chronic Condition Management Journey: Investigate how DSNP members manage their health conditions with plan support.

4. Healthcare Provider Interaction Journey: Examine how DSNP members interact with healthcare providers for their care needs.

MARIA REUTEMAN

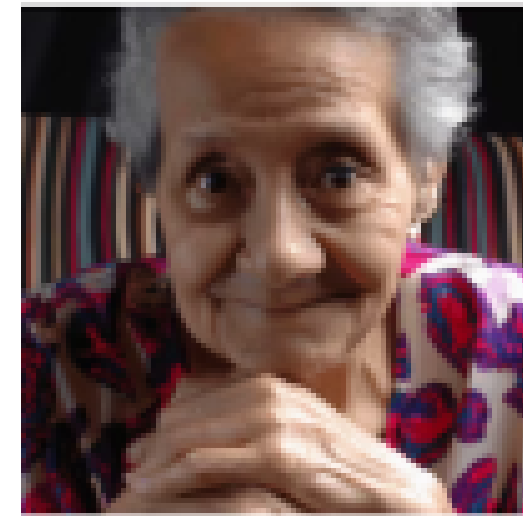
DSNP member

MARKET SIZE



TYPE

Rational



Goals

- To receive the best care possible and maintain her health.
- To easily access her health information and understand her health status.
- To feel supported and understood by her healthcare providers.

Quote

"Just want to feel better and not worry about my health all the time."

Demographic

Female 82 years

USA

Widowed

Retired

Background

Doris lives alone in a small apartment. She has a limited income and relies on Medicare and Medicaid for her healthcare needs. Doris has multiple chronic conditions, including diabetes and hypertension, and she struggles to manage her medications and appointments.

Motivations

- Improving her health and quality of life.
- Feeling in control of her health and understanding her medical conditions.
- Receiving compassionate and respectful care from her healthcare providers.

Frustrations

- Difficulty understanding medical jargon and complex health information.
- Feeling overwhelmed by managing multiple medications and appointments.
- Experiencing long wait times and impersonal care at her healthcare provider's office.

Challenges

- Managing her health conditions and medications.
- Understanding and navigating the healthcare system.
- Overcoming barriers to accessing care, such as transportation and financial constraints.

Needs

- Clear and simple communication from her healthcare providers.
- Assistance with managing her medications and appointments.
- Support and resources to help her understand and manage her health conditions.

Motivations

1. Cost Savings & Financial Security

- Access to **\$0** premiums and low out-of-pocket costs.
- Help with copays, prescriptions, and over-the-counter (OTC) allowances.

3. Access to Extras

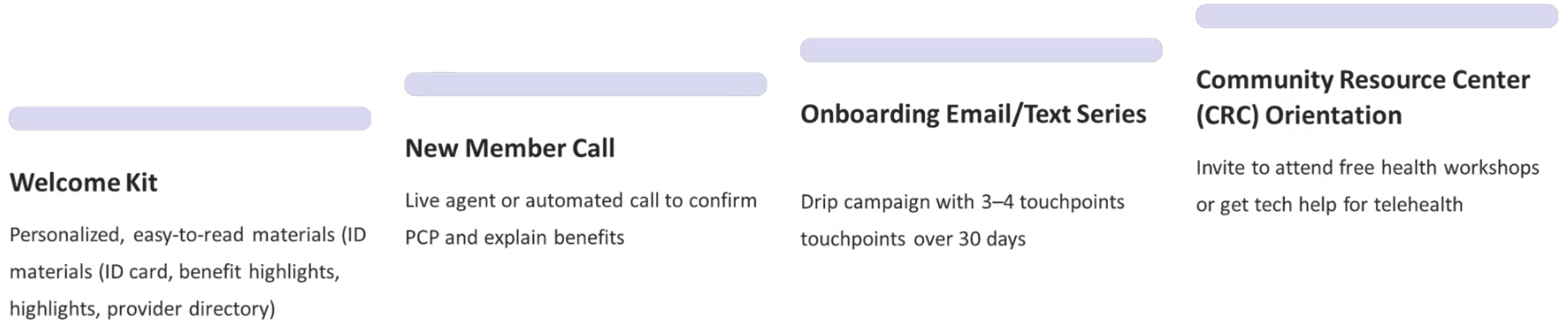
- Dental, vision, hearing, transportation, and OTC benefits.

AWARENESS	CONSIDERATION	ENROLLMENT	PLAN UTILIZATION	ONGOING SUPPORT	RETENTION & LOYALTY
<p>Initial Research</p> <ul style="list-style-type: none"> Understand eligibility requirements for DSNP Identify plans that cover both Medicare and Medi-Cal needs Gather information on available plan benefits and services 	<p>Plan Comparison</p> <ul style="list-style-type: none"> Evaluate different DSNP plans and their benefits Ensure the plan covers all necessary medical services Seek assistance in understanding plan details 	<p>Application and Enrollment</p> <ul style="list-style-type: none"> Complete DSNP enrollment application Provide necessary documentation for eligibility Confirm enrollment and understand plan activation Maria or her family visit the website 	<p>Accessing Services</p> <ul style="list-style-type: none"> Access healthcare services under the DSNP plan Utilize plan benefits for managing chronic conditions Seek support for any plan-related issues 	<p>Feedback and Maintenance</p> <ul style="list-style-type: none"> Maintain satisfaction with DSNP services Provide feedback to improve plan offerings Ensure continued eligibility and coverage 	<p>Substage 10a</p> <p>Maria wants to understand benefits clearly She wants to feel cared for and supported Maria wants help staying enrolled without stress She wants to stay healthy and independent Maria wants local help she can rely on</p>
<ol style="list-style-type: none"> Maria hears about DSNP plans through a community outreach event She receives informational brochures and pamphlets Maria talks to a representative to understand basic plan features She visits a community resource center Targeted Advertising 	<ol style="list-style-type: none"> Maria reviews plan brochures and online resources Educational Materials She attends a seminar hosted by a local health organization Maria schedules a one-on-one meeting with an insurance agent Maria visits our website 	<ol style="list-style-type: none"> Maria fills out the DSNP application form with assistance She submits required documents for eligibility verification Maria receives confirmation of her enrollment status 	<ol style="list-style-type: none"> Maria receives her plan card and information packet She schedules appointments with her healthcare providers Maria contacts customer support for plan assistance Maria visits a community resource center for member orientation Health education calls Care Manager Outreach 	<ol style="list-style-type: none"> Maria completes satisfaction surveys and feedback forms She reviews her plan annually for any changes Maria contacts support for any issues or updates Maria visits community resource centers for free classes and resources 	<ol style="list-style-type: none"> Identify at-risk members early Maria wants us to strengthen onboarding follow-through Deepen engagement through multi-touch outreach Leverage CRC resources

Marketing Map Phases

Phase 2: Enrollment & Onboarding

"I signed up—now what?"



Objective: Build trust and ensure members know how to start using benefits and stay connected