



Medicare Member Attainment

Get Your Members on the Right Path to Medicare



While most American's are aware they become eligible for Medicare on turning 65, navigating plan options can be challenging. Health Payers now have a new tool to identify, engage and convert leads and existing commercial members to Medicare. Finally, going from decades of missed chances to a future of valuable opportunities that result in real benefits.

To bridge the gap and capture leads, Accenture and Salesforce have teamed up to offer the Medicare Member Identification Asset featuring Salesforce Marketing Cloud and the Medicare Shop Buy Enroll Accelerator leveraging Health Cloud for Payers. Our joint Medicare Member Attainment offering will help health payers:

Drive Medicare membership conversion by leveraging their existing **commercial data sources** to identify more qualified Medicare age-in leads

Increase conversion of Medicare-eligible leads through targeted omni-channel campaigns

Reduce marketing expenses by utilizing cost effective channels

Key capabilities of the offering

Using Salesforce Marketing Cloud, the Medicare Member Multiplier enhances the payer's ability to identify, engage and convert leads and existing Commercial members to Medicare coverage.

Key capabilities include:

Predefined marketing journeys: Guided marketing campaigns tailored to specific segments and outcomes of preceding outreach activities

Lead qualification based on level of engagement: Cluster leads based on engagement and interaction to further customize communication and increase likelihood of conversion

Tailored multi-channel communications: Predefined and customizable marketing communications, tailored to customer profiles and delivered through variety of channels, such as email, SMS and social media

Standardized data integration approach: Quickly add new data sources to expand potential lead pool, as additional data pools become available

For those who hold Salesforce Marketing Cloud licenses, the advantage is that campaigns can be up and running within a couple months.



Contact us to schedule a 30-minute demo

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