

## **Top Ten Trends for 2023:**

Hacking Your Medicare Growth Goals

TRAFFIK Health

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### **Top Ten Trends for 2023**

- 1. "Generation Jones" Takes Center Stage
- 2. Travel Takes Off
- 3. Lost in the Sea of Sameness
- 4. Content Is King on Social Media
- 5. The Rise of the Senior Influencer
- 6. Daily Life Is Going Online
- 7. Seniors Are Breaking the Senior Stereotypes
- 8. Multicultural Is Mainstream Marketing
- 9. Self-Shopping Is Disrupting Selling
- 10. Artificial Intelligence Has Entered the Chat



## Trend 1: "Generation Jones" Takes Center Stage





### Who is "Generation Jones"?

- "Generation Jones" is the demographic name given to younger Baby Boomers, born 1954-1965.
- This is the age cohort that is aging in to Medicare now. Many of the people at right are currently 64-66.
- They were children during the 60s, becoming adults in the late 70s to mid 80s, sharing more culture and values with Generation X.





## A Major Demographic Shift

- They've never known a world without television.
- This age cohort often has greater cynicism and distrust of institutions.





### **They Are Tech's Early Adopters**

 Members of this group have worked on or around computers for most of their careers and were in their 40s and early 50s when the iPhone was released. The internet is part of their daily lives. They spend more daily time online than the older Boomers.





#### Takeaway

Change your messaging strategy so that you are **speaking to this more skeptical age group.** Give them more ways to educate themselves, more reasons to believe, and more opportunities for dialogue.



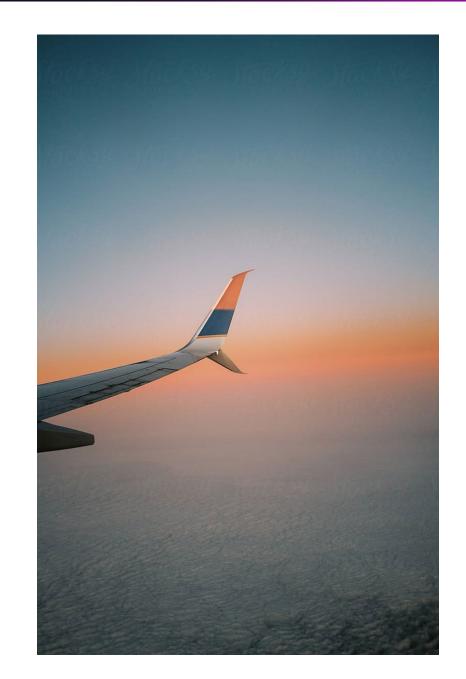
# Trend 2: Travel Takes Off





#### **Senior Travel is Back**

- Group travel agencies are seeing a 90% increase in bookings for 2024 over 2021.
- Many seniors feel they are making up for time they lost during the early pandemic and may look to save money elsewhere in order to afford travel experiences.





#### **Takeaways**

- Provide educational content about your broader network, including how beneficiaries can access out-of-state and international care.
- Include travel-related messaging and information in your marketing.
- Market value and savings—seniors want to spend their money on experiences again.



## Trend 3: Lost in the Sea of Sameness





### **The Sea of Sameness**

- Many plans now offer similar benefits.
- Many healthcare brand design systems look visually similar.
- Many healthcare brands speak in a similar tone and make similar offers.
- This gives consumers very little to fall in love with when shopping, to tell their friends about, or to remember next year.

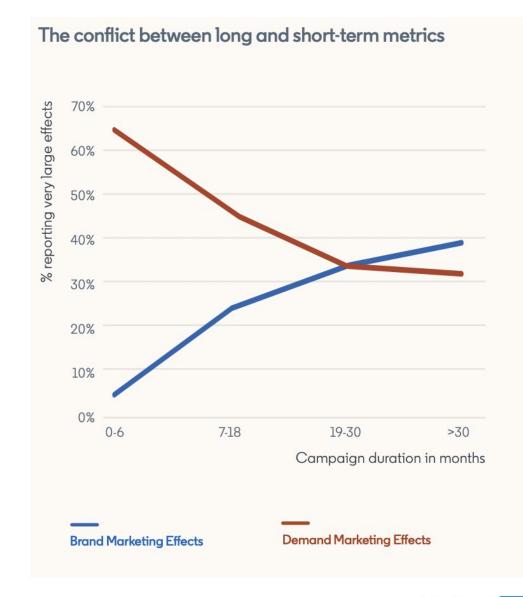




Linked in

#### **Brand Matters**

- Many health plans forego or minimize brand differentiation storytelling, focusing on lead/demand gen to meet critical goals.
- But, as LinkedIn reports, this is a short-term strategy that starts to work against you.





### **Storytelling Is Essential**

- Forbes reports that "Storytelling will not only increase your brand favorability in your audience's eyes, it can also be up to 22 times more memorable than facts."
- It's Medicare marketing's "Geico moment." Will yours be the brand that is bold enough to break through the sea of sameness and change Medicare plan marketing forever?





#### **Takeaways**

- Don't neglect brand marketing and storytelling in pursuit of leads. Long term, you need both.
- Brands cannot survive this sea of sameness long. There's no reason for audiences to care about many healthcare brands, and your offerings will become further commoditized. It's time for plans to step forward and tell unforgettable brand stories that drive long-term growth.



## Trend 4: Content is King on Social Media





#### **The Evolution of Social Media**







In the early 2010s, social media was most often used by seniors for **Connection.**  Then came the age of **Entertainment,** where seniors consumed and shared more internet news and mass media posts. Now we are in the age of celebrating "micro-moments" via **Content**.



## **Content Is King**

 Platforms are prioritizing "authentic" user-generated video and other content.

 Platforms such as TikTok and Instagram (which are essentially content-creation apps) are growing rapidly with seniors every month.





#### **Takeaways**

- Make content; don't just post content.
- Make content that matters and is authentic.
- Make content people can see and feel.
- Make content that celebrates the micro-moments.

#### **Be DISRUPTIVE**, *not* **INTERRUPTIVE**



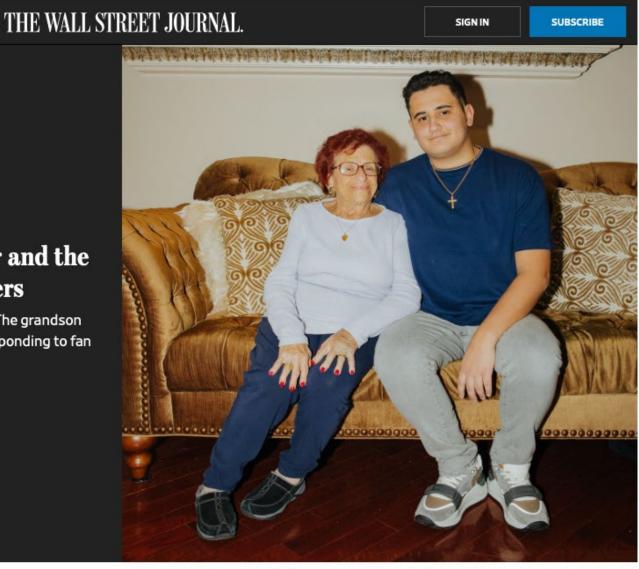
## Trend 5: The Rise of the Senior Influencer





#### A-HED When Grandma Is a TikTok Star and the Grandkids Are the Managers

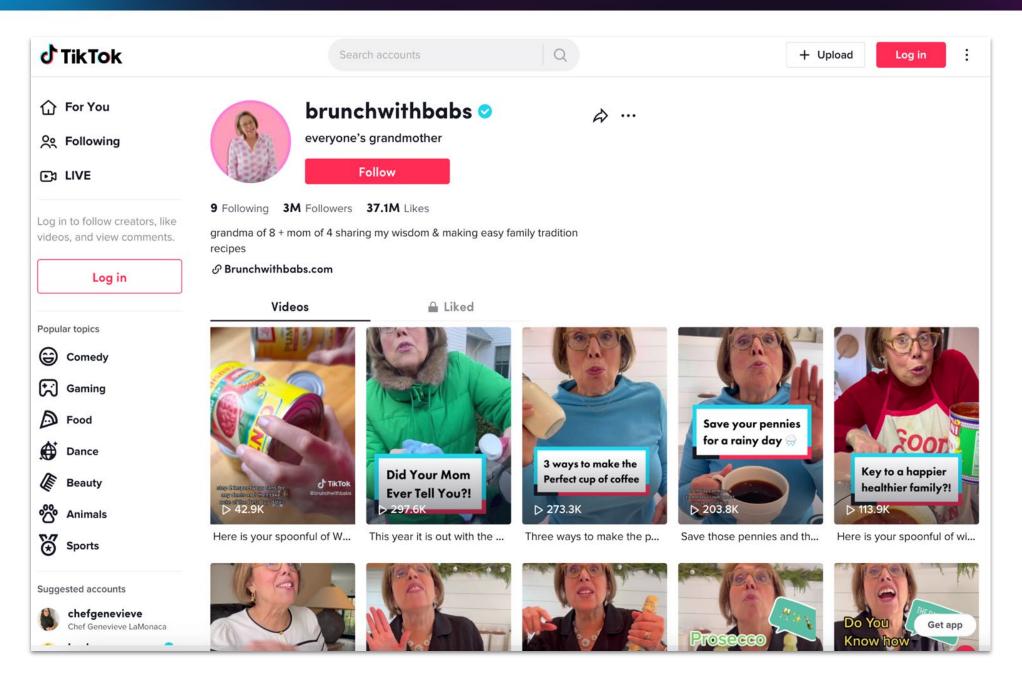
Granny gets recognized at doctor's visits and diners. The grandson manages her career, making deals with advertisers, responding to fan comments.



*The Wall Street Journal*, January 2023

Dolores Paolino has found TikTok fame with the help of grandson Julian Giacobbo. MICHELLE GUSTAFSON FOR THE WALL STREET JOURNAL





#### @brunchwithbabs:3M followers



#### What Are Senior Influencers Talking About?

# GERONTOLOGIST®

JOURNAL ARTICLE

Not Too Old for TikTok: How Older Adults Are Reframing Aging 👌

Reuben Ng, PhD 🖾, Nicole Indran, BSocSci (Hons)

The Gerontologist, Volume 62, Issue 8, October 2022, Pages 1207–1216,

- 71% of successful TikTok videos starring seniors featured them "defying age stereotypes."
- 11% involved older adults "calling out ageism."



#### **Takeaways**

- Influencing is not just for youth or celebrities. Find your senior social influencer stars!
- Let them be them—don't impose your tone!
- Video is influential—it overpowers the static!

#### **Authentic Influence**, *not* **Paid Influence**



## Trend 6: Seniors' Daily Lives Are Going Online





#### **Seniors' Daily Lives Are Going Online**

# 86%

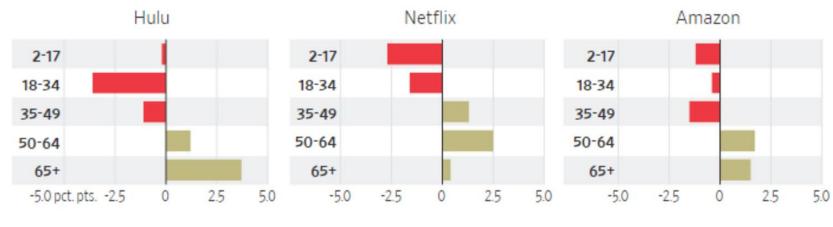
of Boomers in the US did their holiday shopping on Amazon.com in 2022.

# 45%

have discovered new products on the internet in the past 3 months.



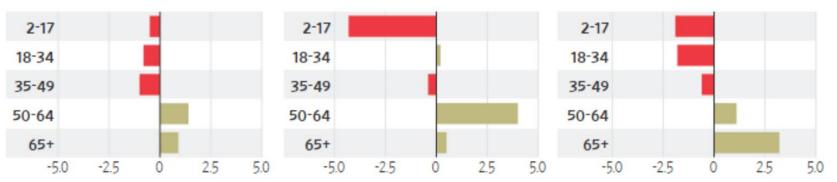
#### **Streaming Is On the RISE**





YouTube

Other services





#### **Takeaways**

- Be relevant through contextual targeting—now that behavioral targeting is going away.
- Get your mind out of the "clutter." Think new channels.
- Everyone loves subscriptions! Canceling them, not so much...

#### **Subscribe to New Thinking!**



## Trend 7: Seniors Are Breaking the Senior Stereotypes





#### In Seven Years, Our Target Demo Will Double!

#### **More Seniors**

By the year 2030, there will be **71.5 million** Americans age 65 or older, more than **double** the number currently within that demographic.

And more than half of them will be women.

#### **Living Longer**

Higher life expectancy:79 years oldUS 202385 years oldUS 2060

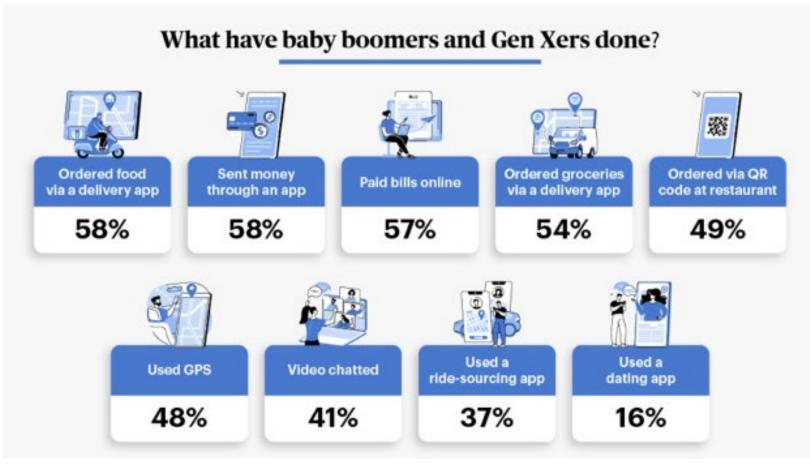
By 2034, older adults will outnumber children for the first time in history.







#### **Seniors And Use of Technology**



Source: Consumer Affairs Survey US 2022



#### **Takeaways**

- Seniors' mindsets and values are evolving.
- Use accurate representation.
- As seniors evolve, your creative and marketing mix need to evolve as well.
- Never stop researching your target.



## Trend 8: Multicultural Marketing is Mainstream Marketing





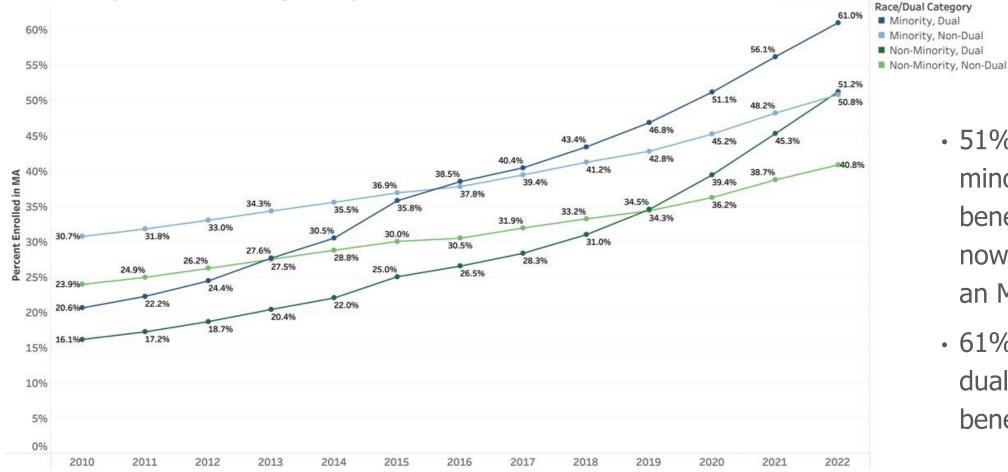
#### Multicultural Audiences Are Your Audiences

- By 2030, 44% of the population in America will be minority populations.
- The fastest-growing racial or ethnic group in the United States is people who are two or more races.
- This audience is choosing MA plans in greater and greater numbers—51% of all minority beneficiaries and 61% of dual-eligible minority beneficiaries.





#### Exhibit 1: Percent of Medicare Advantage beneficiaries by minority and dual eligibility, 2010 to 2022



 51% of all minority beneficiaries are now enrolled in an MA Plan

 61% of minority dual-eligible beneficiaries

HealthAffairs



# **Takeaways**

- Multicultural is the general market.
- Digital and social went from line items to major channels, multicultural marketing represents the same opportunity.
- Major brands made this shift years ago.

#### Not Incorporating Multicultural Efforts in Your Marketing Plans Today Is Like Not Including Digital.

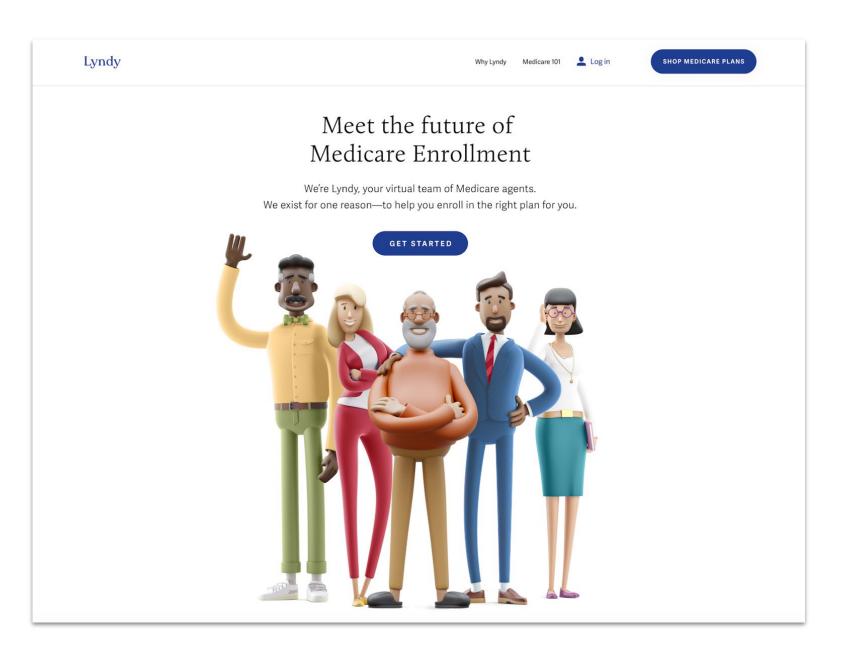


## Trend 9: Self-Shopping is Disrupting Selling

## Trend 10: Artificial Intelligence Has Entered the Chat









Lyndy						💄 Log in	MENU
	NAME	AGE RANGE	HEALTH STATUS	PRESCRIPTIONS	ZIP CODE		

Step 1/5

### Let's get to know each other. First, may I ask your name?

First Name

	(
BACK	( NEXT
-	



Hi, I'm John. I'll explain why we're asking each question here. Your answers are confidential and secure.



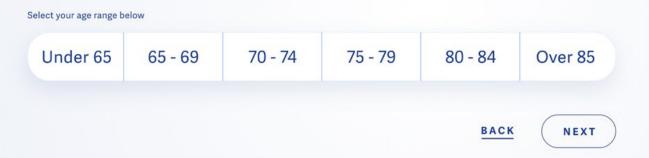
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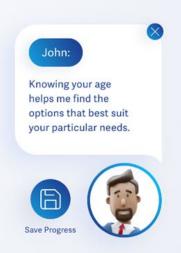


Lyndy				Log in	MENU
	Michael 🔍				
	NAME	AGE RANGE	PRESCRIPTIONS		

Step 2/5

#### It's great to meet you, Michael! I know we just met, but may I ask your age?







F

Save Progres

Lyndy						Log in	MENU
	Michael 🧹	70 - 74 📀					
	NAME	AGE RANGE	HEALTH STATUS	PRESCRIPTIONS	ZIP CODE		

Step 3/5

#### You don't look a day over 39! Tell me a bit about your health



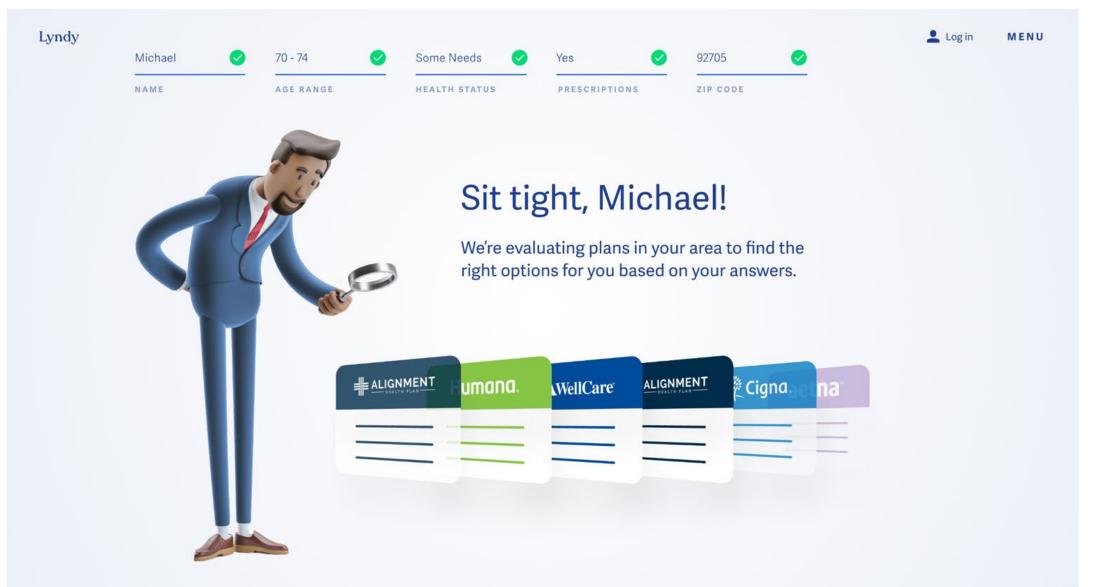


У	Michael	70 - 74	🖌 Some Needs 📿			Log in MENU
	NAME	AGE RANGE	HEALTH STATUS	PRESCRIPTIONS	ZIP CODE	
	Step 4/5					
		your pres	criptions	here:		
	Add your	prescriptions here				
	Don't worry,	you can add or ed	it your prescription	s at any time.		John:
				<b>4</b> BACK	SKIP	It's important to enter all your prescriptions so we can recommend plans that include coverage for your medications.
						E Save Progress



		Enter quantity a	nd frequency		
Inspra TAB 25mg		30	per month	~	
Inspra TAB 50mg					
Could you like to us According to the FDA, this gen active ingredient as the brand	eric drug has the same qua		y and	No Yes	
			ADD PRESCI	A DOWNER T	







#### Lyndy

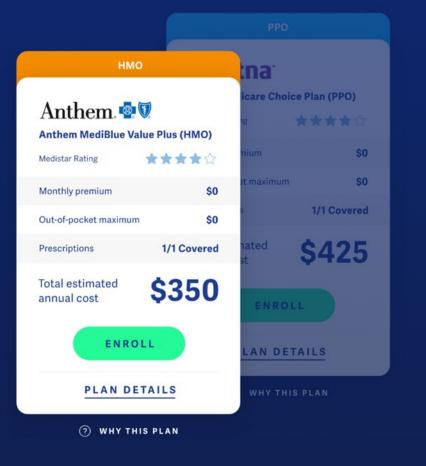
Log in MENU



#### 😑 Lowest Cost

#### Anthem MediBlue Value Plus (HMO)

Based on what you've told us, the Anthem MediBlue Value Plus (HMO) plan might be the right match for you.



SEE ALL PLANS



# **Takeaways**

- AI will disrupt the Medicare marketing industry.
- You cannot run from it, so figure out how you can effectively run with it.



# THANK YOU



