

# Attract members, optimize engagement, and improve outcomes



Our unprecedented reach enables health plans to attract and nurture new members through omnichannel communications. With ongoing precision, personalized engagement, your organization will deliver better experiences that optimize outcomes.

## Employ a digital strategy that differentiates and activates

On average, there are over 33 Medicare Advantage plans presented to your target members, you need a digital strategy that dominates the landscape and ensures financial success. The rapid increase of digital channels, a competitive and growing marketplace, and constrained resources make effective member acquisition complex. **Until now.**

WebMD Ignite is a strategic growth partner for Health Plans. We help you attract new members, optimize engagement, and improve health outcomes. Our solutions give Health Plans the ability to reach their target audience, influence them throughout their journey, and impact them with thoughtfully placed media. We help you meet and solve for smarter member acquisition and brand awareness strategies – while reducing front-end marketing costs. We are so confident in our ability to predict and capture that member leads are guaranteed, and returns on investment occur within a matter of weeks.

# Drive increased awareness and acquire new members

We offer two solutions that are customized to reach your desired audiences, based on your budget and marketing needs. WebMD Ignite's Connected TV, leverages your linear TV buy to reach your audience on connected devices and use retargeting to build awareness, with engaging personalized creative.

Edge Activation captures guaranteed leads with our conversation as a service solution. With no additional agency fees or commissions, there is absolutely no risk of budget overages. Our solutions maximize every dollar and provide confidence in your ROI.

**Give your digital acquisition strategy the edge it needs.** WebMD Ignite member acquisition and awareness solutions features:

## Conversions as a service

Better predict all of the elements needed to drive acquisition most effectively. Take advantage of guaranteed leads to fill your health plan, while enjoying budget certainty.

## Targeted high-value audiences

Hundreds of propensity models have been refined over two decades, to predict and target the right segments of consumers.

## Comprehensive acquisition campaigns

The results of more than 20,000 campaigns are used to precisely craft the creative, messaging, landing pages, health risk assessments (HRAs), call tracking, and online forms to guarantee quality leads that are ready to convert.

## Brand awareness strategies

Increase the impact of your TV and video brand advertising in a proven format.

## Precision at scale

Leverage WebMD's advanced targeting to reach exact health populations for maximum brand marketing impact.

## Impactful engagement

Emotive storytelling in short-form (:30 seconds or less) CTV assets to engage your target audiences.

## Predictive data

Proprietary algorithms, data modeling, and artificial intelligence find and connect you with highly qualified healthcare consumers searching the internet.



WebMD Ignite is the only full-service growth engine specifically-built for healthcare. We guide people to better health, while driving loyalty and lifetime value for our clients.

Learn how WebMD Ignite can fuel your organization's performance through our marketing solutions, as well as our analytics solutions, clinical solutions, content solutions, and platform solutions.

Learn more at [webmdignite.com](https://webmdignite.com).

Sources:

1. Becker's, Patient Acquisition in a Competitive Market: Patients are asking questions — are you providing the right answers? <https://www.beckershospitalreview.com/patient-acquisition-in-a-competitivemarket-patients-are-asking-questions-are-you-providing-the-right-answers.html>

2. Becker's, Google receives more than 1 billion health questions every day, <https://www.beckershospitalreview.com/healthcare-information-tech-nology/google-receives-more-than-1-billion-health-questions-every-day.html>