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About Medica

Minnesota-based Medica Health Plans is a nonprofit medical insurance organization serving 1.5 million members in the upper Midwestern United States. Medica provides health insurance products for the individual, family, group, senior and government markets and encompasses a health management company, a charitable grant-making foundation and a medical research institute. Medica's health provider network includes 27,000 providers at more than 4,000 offices, clinics and hospitals in Minnesota, Wisconsin, North Dakota and South Dakota. Medica also offers national network coverage to employer groups with employees outside of the regional Upper Midwest market.

Communications Objective

Medicare health plan participants represent a significant part of the Medica Health Plan customer base. As such, communicating effectively with these participants about Medicare Open Enrollment, a six week period when plan participants can change their Medicare health plan and prescription coverage is an important part of Medica's marketing communications efforts. For the 2013 Medicare Open Enrollment Period of October – December 2012, Medica decided to launch a pilot program to assist brokers in communicating with their Medicare customers using Flimp interactive video postcards delivered by email.

According to Gary Reagen, Director of Communications at Medica, "We felt that a video email postcard, featuring a personalized video message from agent-brokers would be the best way to highlight key components of the Medicare open enrollment process. The video was accompanied by direct links to relevant open enrollment information."

Medica Video Postcard Campaign

Three Medicare agent-brokers were selected to participate in the pilot program. Medica produced videos featuring each broker delivering a personalized message to their customers. The videos discussed key components of the open enrollment process and highlighted benefits specifically offered by Medica.

Each video postcard was distributed to the individual broker's Medicare customer list. Medica used a Flimp-integrated email service to distribute the video postcard campaigns on behalf of each broker. The video emails were personalized with a video message from the broker.

> "Using the Flimp Platform, it was easy for Medica to create video postcards for each participating broker and deliver them to Medicare customers. The brokers valued the opportunity to connect with their customers in an engaging and personal way. Additionally, the ability to share pertinent enrollment materials was a valued component of the communications campaign.
>   - Gary Reagen

Video Postcard Campaign Results

Three video postcard email campaigns were initiated by Medica on behalf of three Medicare brokers prior to the open enrollment period. Detailed viewer data and campaign results are shown in the charts below. In aggregate, video postcard emails were sent

to 1,245 participants and the email open rate was 55 percent, or 680 participants. Of those 680 participants, 541 opened their video postcard email message, generating a combined total of 908 video views. Engagement rates were very high as recipients viewed their video postcard messages an average of 1.7 X. These same viewers spent an average of 2 minutes 18 seconds viewing their video postcard, while the average video length was 1 minute, 40 seconds. Of note, just over 12 percent of viewers accessed their video postcard messages using mobile hand-held devices.

Aggregate viewer response rates were comparatively high for the three campaigns, as there were a total of 617 response actions initiated for the three campaigns, a response rate of 91 percent of email opens and 66 percent of total video views. Since the main purpose of the video postcards is to drive high engagement and response rates, the pilot was deemed a success. As a result, Medica intends to create more video postcards for the 2014 Medicare Open Enrollment period. "We want to expand the video postcard campaigns to 20 brokers," noted Reagen. "As a result of this campaign, we are interested in developing a second Flimp video postcard initiative. The plan is to distribute video postcards from sales account executives (SAEs) in Medica's Medicare business to the brokers the SAEs work with."

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Flimp Case Study: Medicare Enrollment Communications
Video Postcard Broker Communications Campaigns
Client: Medica Health Plans

Medica - Medicare Video Postcard Campaign Results

Broker Campaign #1 - Ally White

Target Audience Actions	# of Viewers	Viewer Engaement Rates
Email Opens	103	60.23% of email recipients
Total Video Postcard Views	166	188.64% of email clicks
Successful video plays (video starts)	158	95.18% of video postcard views
Watched to completion (watched entire video)	95	57.23% of video postcard views
Response links clicked (viewer response rate)	113	68.07% of video postcard views
Mobile Viewing (watched on a mobile device)	22	13.25% of video postcard views
Video Duration	**Total Viewing Time**	**Average Viewing Time**
98 seconds (1 minute, 38 seconds)	5 hours, 26 minutes, 12 seconds	2 minutes

Broker Campaign #2 - Judy Lindstrom

Target Audience Actions	# of Viewers	Viewer Engaement Rates
Email Opens	192	76.19% of email recipients
Total Video Postcard Views	308	192.50% of email clicks
Successful video plays (video starts)	304	98.70% of video postcard views
Watched to completion (watched entire video)	233	76.65% of video postcard views
Response links clicked (viewer response rate)	176	57.14% of video postcard views
Mobile Viewing (watched on a mobile device)	46	14.94% of video postcard views
Video Duration	**Total Viewing Time**	**Average Viewing Time**
104 seconds (1 minute, 44 seconds)	13 hours, 32 minutes, 12 seconds	2 minutes, 30 seconds

Broker Campaign #3 - Jason Rein

Target Audience Actions	# of Viewers	Viewer Engaement Rates
Email Opens	385	46.84% of email recipients
Total Video Postcard Views	452	154.27% of email clicks
Successful video plays (video starts)	446	98.67% of video postcard views
Watched to completion (watched entire video)	324	71.68% of video postcard views
Response links clicked (viewer response rate)	328	72.57% of video postcard views
Mobile Viewing (watched on a mobile device)	44	9.73% of video postcard views
Video Duration	**Total Viewing Time**	**Average Viewing Time**
98 seconds (1 minute, 38 seconds)	20 hours, 4 minutes, 18 seconds	2 minutes, 36 seconds