



Deft Research provides focused, applicable information to health product and marketing teams for more confident and productive project implementations.

DEFT RESEARCH, LLC • 333 SOUTH 7TH STREET • 2150 ACCENTURE TOWER • MINNEAPOLIS, MN 55402 • P: 612.436.8318

April, 2011

Senior Market Intelligence Service Description

Since 2006, Deft Research's Senior Market Intelligence Service has been a business staple for plan designers, marketers, and agencies eager to learn how shifting senior sentiment affects day-to-day business decisions. Our nation's recent recession, the rise of the baby boomer, and the shifting of costs to the consumer have steered today's senior into a more savvy member than in years' past. Deft's Senior Market Intelligence Service allows managers to understand how these seniors have changed over the years, what are their switch triggers, what designs do they prefer, and which plan attributes drive loyalty the highest. Deft Research is proud to announce the 6th annual production of:

SENIOR MARKET INTELLIGENCE SERVICE

...a series of studies to answer your organization's most critical senior market questions.

- *"Why did members behave the way they did during the AEP? How can we change our approach this year and produce more desirable results?"*
- *Age-ins and baby boomers are different than their parent's generation. But, how different are they and with what aspects of Medicare? How will we need to change the way we approach this new generation of consumers?"*
- *With STAR ratings, attrition is even more detrimental to plans than ever before. What are the key factors for improving loyalty? What do we need to do differently today, throughout our entire operation, to improve retention?"*

1) "Benefits Design & Market Dynamics Study"

The "Benefits Design & Market Dynamics Study" provides health care managers with member insights as to why seniors behaved the way they did during the fall AEP. This study examines the premium, drug, and other benefit level changes that prompted members to shop for new plans and then switch into new ones; it assesses the marketing channels most responsible for eliciting member response; and, it helps managers anticipate member reaction based on benefit changes. Data is collected and reported for both MAPD and MedSupp.

*(Internet study with a national sample of @ 2,700 with data from over 500 "switchers." Post-publish date re-fielding possible.)**

Design Date: **January, 2011**

Field Date: **February, 2011**

Publish Date: **March, 2011**



Deft Research provides focused, applicable information to health product and marketing teams for more confident and productive project implementations.

DEFT RESEARCH, LLC • 333 SOUTH 7TH STREET • 2150 ACCENTURE TOWER • MINNEAPOLIS, MN 55402 • P: 612.436.8318

April, 2011

2) “Age-in”

“Age-in” is by far Deft’s most popular syndicated study, and for good reason. All health care managers realize the importance of the baby boomer generation when it comes to the long-term viability of Medicare. However, the impact of boomers will not just influence the financing of the popular entitlement. Rather, boomers will affect all aspects of Medicare plan administration: network development, plan design, marketing, etc. “Age-in” takes a deep-dive into boomers’ finances post the recession and how that will affect plan choice, it provides information on product and plan preference, and it highlights critical differences between boomers and “the greatest” generation so that marketers avoid the “it’s-always-worked-in-the-past” trap. This year’s study will include 63 and 64 year olds as well as 65-67 year olds who have yet to enroll in an individual plan.

*(Internet study with expected sample size between 2,500 and 3,500 across the U.S. Additional sample and proprietary questions available depending on market and survey length. Post-publish date re-fielding possible.)**

Design Date: **May, 2011**

Field Date: **June, 2011**

Publish Date: **July, 2011**

3) “National Senior Loyalty”

For the last five years, Deft’s *National Senior Loyalty* has predicted AEP churn through a combination of different loyalty and attrition measurements for the MAPD, MedSupp, and PDP markets. This study provides insight into over 40 plan differentiators: elements of brand, cost, service, drug, product, and image that are critical in boosting a plan’s loyalty and retention. *National Senior Loyalty* publishes plan profiles for the top 8 MAPD plans, over 20 MedSupp carriers, and more than 20 PDPs. These profiles provide health care managers with critical insights into what is driving consumer preference with both national and regional competitors.

*(Internet study with @ 4,500 respondents across the U.S. Additional sample available depending on market)**

Design Date: **August, 2011**

Field Date: **September, 2011**

Publish Date: **October, 2011**

*Research specifications and publish dates subject to change. Future study content may be influenced by client input and changing health reform conditions.

For more information, contact:
George Dippel, VP Client Services
gdippel@deftresearch.com
262-697-1370