

Leading Regional Health Insurance Provider Increases Enrollment through Direct Mail



A prominent regional health insurance provider, serving hundreds of thousands of members across multiple states, faced a persistent challenge during their Annual Enrollment Period (AEP). Despite ongoing outreach and marketing initiatives, their enrollment numbers were falling short.

To increase them, the company had tried various marketing and outreach strategies, but these were often fragmented and ineffective. Seeking a more structured and impactful approach, they turned to Heeter for a comprehensive, print-focused campaign.

To increase enrollments, Heeter crafted an organized, [data-driven direct mail campaign](#) that adhered to the strict compliance standards required by both the healthcare industry and the client's internal data security protocols. By leveraging Heeter's expertise, the health insurance provider streamlined effective outreach that significantly boosted enrollments.



The Challenge: Unorganized & Ineffective Marketing Campaigns

The health insurance provider faced significant hurdles in boosting member enrollment during the Annual Enrollment Period (AEP). Despite efforts to engage prospects through social media posts and occasional blog updates, these fragmented tactics failed to make an impact in a competitive and saturated market.

They knew that they needed a more cohesive and effective solution. However, it was important that the company could not only cut through the noise but do so in a way that could be measured and controlled. This meant campaigns needed to integrate seamlessly with their existing CRM and that they could uphold the industry-standard HITRUST data security protocol enacted at the company.



The Solution: 21st Century Direct Mail

After careful consideration, they found that Heeter was the ideal partner. In the digital space, overflowing with online marketing efforts, Heeter offered a refreshingly different approach: a direct mail campaign.

Time and time again, Heeter has shown how this “old school” methodology can be more impactful in today’s digital age, cutting through the digital clutter and engaging target customers directly. Most importantly, Heeter infused this strategy with modern techniques to maximize effectiveness and ease of execution.

To start, Heeter seamlessly integrated their systems with the insurance provider’s CRM, enabling accurate data mapping to ensure the healthcare company’s marketing team had visibility into every aspect of the campaign. This integration allowed for real-time tracking of campaign performance and streamlined the process for the client.

From there, Heeter could use [variable data printing](#) to craft personalized messaging for each direct mail piece, highlighting the advantages of switching to the company’s health plans and tailoring content to appeal to individual recipients. This messaging, delivered just ahead of the AEP, was strategically timed to reach potential enrollees when they were most likely to take action.

In addition, Heeter’s HITRUST-compliant data practices safeguarded all sensitive information, ensuring every step of the campaign was conducted securely and in full alignment with industry standards.

The Results: A Significant Increase in Enrollments

Partnering with Heeter enabled this regional health insurance provider to achieve a substantial increase in enrollments during the AEP. Heeter's integration with the provider's CRM and marketing automation system allowed the campaign to launch rapidly and efficiently, reducing time to market and ensuring that messaging reached prospects at the ideal time.

With everything seamlessly integrated into their existing tech stack, the healthcare provider could directly track the effectiveness of the campaign, observing firsthand the higher response rates driven by direct mail compared to previous digital efforts. The metrics told a compelling story: the targeted, personalized mail pieces produced notably higher engagement, providing a measurable return on their marketing investment.

For Heeter, this was no surprise. Direct mail consistently outperforms digital channels in [response rates](#), making it an increasingly valuable tool in comprehensive marketing strategies. On top of this, some studies have shown up to [60% of marketers](#) report increased effectiveness and ROI when combining direct mail with digital efforts.

Ready to see how a targeted, data-driven direct mail campaign can boost your results? [Contact Heeter today](#) to discover how we can help you reach your audience with impactful, personalized messaging that stands out. Let's make your next campaign a success!

