

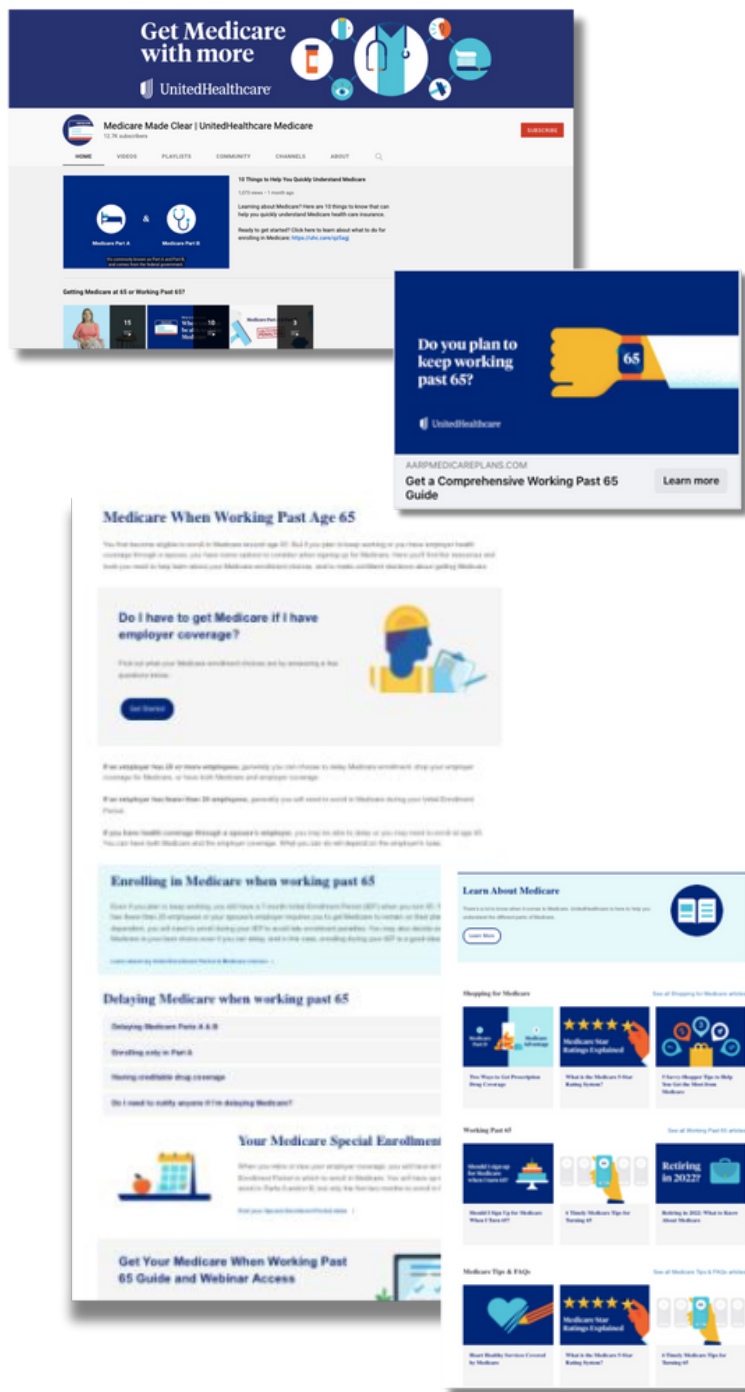
MAKING MEDICARE ENROLLMENT EASY TO UNDERSTAND, LEARN & DO

Creating an omnichannel digital experience for Medicare enrollees and caregivers improved organic search, social, and enrollments

In 2018, UnitedHealthcare was seeking to revolutionize its Medicare Made Clear educational brand program. Between 2018 and 2022, as the Manager of Content and Social Media Marketing, I led, developed, and executed the digital content and social media strategy, development, execution, and optimization for the Medicare education arm of UnitedHealthcare, the Medicare & Retirement YouTube channel, and education-acquisition internal and external partnered content development. In 2020, we Migrated and I optimized more than 150 blogs as well as writing more than 30 new ones from scratch through 2021. In 2021, the results of this blog strategy and content led to it being the NEW #1 organic traffic driver on the aarpmedicareplans.com website, and the #1 contributor to organic Medicare enrollment submits.

Key initiatives included:

- Social media, content & SEO audit
- Complete re-design and re-launch of social media channels, tactics and creative branding
- Launch of new social media advertising strategy and campaigns
- Blog strategy, development, and optimization
- SEO optimization and content development for the entire Medicare Made Clear website, then again for a merge within the AARP and UHC.com sites
- Strategy, development, and optimization of new email lead nurture series
- Strategy, development, and optimization of new educational video shorts, and new MMC webinar series with Medicare experts
- Chatbot flow strategy and content execution



Bringing Medicare to Life Online

The educational-only arm of UnitedHealthcare, I transformed the Medicare Made Clear Facebook page in 2018 to become an objective, informative, and welcoming Medicare education destination and community. By leveraging a consumer-first approach to content, creative imagery, seasonality focus, and personalized communication, the page now uniquely hits a niche audience to provide value to consumers entering into the Medicare world for the first time.

The Medicare Made Clear omni-channel digital campaign around the Medicare Initial Enrollment Period Hub launched in Q2 of 2019 with a two-touch awareness and conversion-focused Facebook paid campaign. Highly successful, and extremely low-cost, the campaign **led to more than 80,000 site visitors and more than 5,000 email sign-ups within the first three months of launch.**

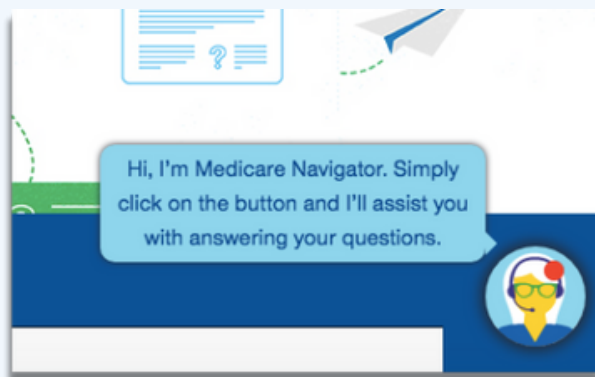


A Handy Chatbot Helper

How do you make learning easier and on-demand for Medicare? How do you create a helpful hand that's simple enough for older generations to navigate? Meet Medicare Navigator.

I was responsible for the initial project and UX brainstorming and development meetings, chatbot organization and copy flow, copy creation, and editing, UX testing, and copy optimizations on-going.

Medicare Navigator launched within 8 months, and quickly connected education to shopping, with most chatbot users who exit heading straight to the AARP Medicare Plans site. The bot also increased MMC.com's overall site traffic, and users coming into the bot were most likely to take the next step to shop.



Simplifying Medicare with SEO-Optimized Content

Learning about Medicare can feel overwhelming, and with so many different pieces, we wanted to solve consumer confusion and stress by creating a one-stop source of information where they could quickly get the answers they need while learning at their own speed with a lead-generation goal via email capture.

We created two custom experiences based on our consumer insights – one for first-time enrollees, and one for individuals working past 65. I worked alongside our content manager and agencies to draft the initial layout of the landing page, but then led the content strategy and development. The “hubs” offer resources for educating consumers, with a mix of content mediums and multiple conversion points for email sign up and plan shopping based on the consumer’s self-identified situation.

Within three months of the **initial launch, the page saw more than 80K visitors, with social media driving 90% of the traffic and 5,000+ emails captured**. Within a year, the two pages resulted in more than **30,000 email submissions**.

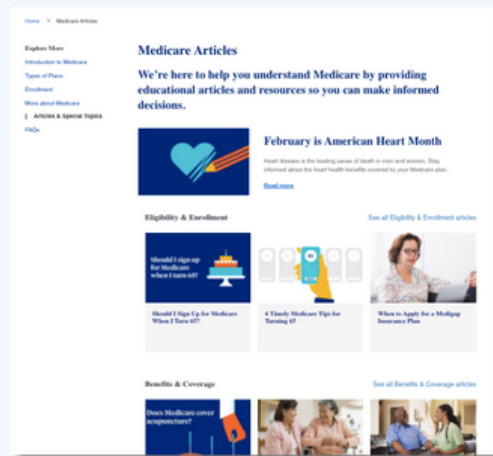


Empowering Organic Enrollment via Education

At UnitedHealthcare, in late 2019 I officially took over the digital content development of the educational Medicare Made Clear program and stepped in to expand past landing page content into our blog.

In 2020, we migrated and I optimized more than 150 blogs as well as wrote more than 30 new ones from scratch through 2021.

The results of this blog strategy and content led to it being the **new #1 organic traffic driver** on the aarpmedicareplans.com website, and **the #1 contributor to organic Medicare enrollment submits**.



Read blog samples:

[What is a PDP \(Prescription Drug Plan\)?](#)

[Can Medicare Help with COPD?](#)

[Should I Get Part B If I'm Working Past 65?](#)

The Critical Role of Video

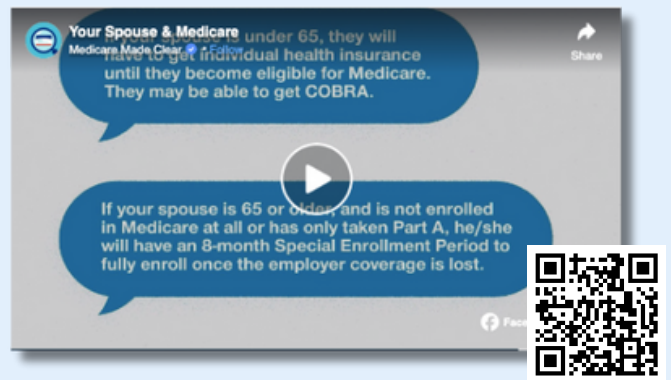
While at UnitedHealthcare, there was a core consumer issue to address: How to make learning about Medicare simple and not stressful. The solution? **Video.**

After a deep dive into existing content, Medicare itself, and hundreds of pages of consumer research data, we launched a 43-video project in October 2018. By December 2019, we had launched 43 educational videos and three in-person webinars.

We also developed a unique 50+ video series including animated shorts and webinars on key Medicare topics including what to do when working past 65 and Medicare Part D prescription drug coverage.

The videos were first leveraged on Facebook and later on the YouTube channel I developed between 2018 and 2019, and later optimized to include a shopping experience in 2020, thus providing a one-stop video world for the Medicare consumer. The videos have since been expanded for use across email, the Medicare Made Clear educational website and the AARP Medicare plan shopping site, with 2020 plans for further expansion.

- **1.05 million views** with all new videos outperforming past content
- Most videos saw **28 to 60% of viewers completing videos**, with those that performed lower still hitting 4% to 11% for completion



Highlighted Results

- ✓ Blog strategy and content development led to **35% to 87% MOM improvements in organic traffic** in 2021 with similar/higher continued MOM improvements throughout 2022 and 2023. These 153+ blogs also resulted in the MMC content becoming the **new #1 organic traffic driver** on the aarpmedicareplans.com website, and the **#1 contributor to organic Medicare enrollment submits**.
- \$ Optimization of Medicare Made Clear website educational content and strategy campaigns **led to more than 5,000+ Medicare plan enrollments in 1 year**
 - ✓ **400% growth in traffic** for MMC Working Past 65 campaign between 2022 and 2023
 - ✓ **Average monthly 35-125% improvements for SEO** for targeted short- and long-tail keywords
- ✓ Grew MMC's social media channels to garner continual **10-135% MOM % increases in impressions, clicks, engagements, and comments** (avg. 7-20 daily messages) and captured thousands of email subscribers

"I had the pleasure to directly manage and work with Sarah on a variety of projects during my time at UnitedHealthcare. She is an insightful, strategic marketer who always puts the consumer first. Sarah led the development of a variety of social and digital campaigns from initial strategy and planning to implementation and reporting. Sarah is also a content marketing expert, she does a great job of defining the audience, understanding their needs, and developing a plan and messaging / creative strategy to maximize the impact and value of a campaign. I also appreciated Sara's focus on analytics, she is always looking through campaign data to find opportunities to optimize and make campaigns more effective. I really valued Sarah's innovation, collaboration, and strategic thinking, she was a strong contributor to our success and a great co-worker!"

Rob McChane,
Former Director, Growth Strategy
UnitedHealth Group



Get in touch today!