

Beyond 2024: What Does the Future of Medicare Marketing Look Like?

Four predictions



Competition will only grow:

There's little doubt that competition in the Medicare Advantage market will only grow in the coming years. As with broader consumer trends, Medicare beneficiaries expect choice and want to see plans that cater to their unique needs. CMS and the federal government generally support and encourage this competitive marketplace, as it fosters an environment where the needs of niche populations are met by tailored plans—and affordability is naturally enforced by market principles.



Digital-first expectations will rise:

Consumers' expectations for digital-first engagement will grow more sophisticated in the future. Moreover, the number of devices and digital channels will continue to expand. Effective marketing will require an increasingly complex orchestration of omnichannel engagement journeys that fit everyone's mix of devices and preferred digital channels.



Marketing will become more consultative:

The definition of "effective marketing" will continue to evolve toward consultative, educational, human-to-human guidance. This shift will be jointly driven by CMS' rules and requirements, and consumers growing hunger for hyper-personalized financial guidance.



Medicare marketers will lag behind on automation:

As with other consumer markets, the challenge in Medicare marketing lies in how to deliver on this new level of personalization at scale—and do it efficiently. Automation is the obvious answer, and the best marketing teams in other segments are already leveraging advanced automation to create their advantages. But most general marketing automation tools and platforms present a tricky "black box" situation for Medicare marketers. CMS rules will continue to evolve every year—in big and small ways—and Medicare marketers are extraordinarily hesitant to fully hand over control of the creation and dissemination of marketing messages to an automated solution.



How leading marketing teams will build their advantage

Leading Medicare marketing teams will crack the code on using intelligent automation by investing in purpose-built customer engagement platforms that put specific, Medicare-tailored compliance controls around their highly automated workflows for rapid, decentralized content creation. With these sophisticated controls in place, marketing teams can confidently unlock the power of analytics, AI and automation—giving them the ability to harness member and prospect data to deliver hyper-personalized messages across multi-channel journeys, at scale—without putting compliance at risk.