

# How Membership Enrollment Got a Much Needed Shot in the Arm.



Case Study

**LEHIGH**  
**DIRECT**

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## CLIENT

A comprehensive healthcare solutions provider which offers health benefit plans and other services to employers and individuals nationwide. Serving over 18 million individuals, the company's comprehensive networks connects customers to more than 470,000 physicians and 4,500 hospitals across all 50 states and in four international markets. The company also offers web-based tools to help employers, brokers and physician offices manage and administer health care benefits.

## OBJECTIVE

Traditionally, to attract members into their programs, the nationwide healthcare services provider sent standard 9 x 12 packets which included a letter, form, return envelope and a perforated temporary membership card which prospective members use to enroll by mail or by calling the phone number provided. Despite presenting their prospective members multiple methods to enroll, customers were not able to distinguish the value of the program and thus were not motivated to enroll. Realizing lackluster enrollment figures for their Part D National Medical Programs targeted at men and women 65 and older, the nationwide healthcare solutions provider turned to Lehigh Direct to help the company develop an innovative solution to boost program participation.

## CHALLENGE

To communicate the program's high value and quality to its target audience, Lehigh Direct persuaded the healthcare solutions provider to switch from a perforated card to the Lehigh laminated ProCard®. Their objective was to increase enrollment by playing on the card's perceived value, with the goal of having consumers react to it as if it were a "membership" card. However, Lehigh was presented with a separate challenge: the ProCard® contained proprietary personal information imaged on the card which required it to be partially covered. Lehigh Direct needed to find a cost-effective way to conceal the confidential information on each card.

## SOLUTION

After brainstorming with the healthcare solutions provider, Lehigh developed a sticker label printed off-line to be affixed on top of the card; this proved to be a fast and economical solution. As a result of quick and innovative thinking, Lehigh was charged with the printing the membership I.D. cards along with the promotional postcard mailers, booklets and envelopes which were included in the direct mail campaign.

## RESULTS

Prospective members reacted positively to the new and improved membership I.D. card. The thickness of the card and the fact that it sat atop the letter was a more recognizable approach and therefore more readily resonated with seniors, increasing its perceived value, and the likelihood of seeing the benefit and ease of enrollment. In addition, the thickness of the card beneath the outer envelope piqued recipient interest versus sitting flush with the letter, thus improving the open rate.

The ProCard® proved to be so successful in increasing membership enrollment that the healthcare solutions provider decided to increase their test quantity from 150,000 to 6-7MM. After much success using the Lehigh ProCard® for their Part D Medical Program, the company has since decided to incorporate the ProCard® in the mailings from their other business units.