



INLAND EMPIRE HEALTH PLAN HEALTHY FAMILIES DIRECT RESPONSE PRINT ADS

THE CHALLENGE

The Healthy Families program provides low-cost health, dental and vision coverage for children of working families. The Inland Empire Health Plan (IEHP) covers the health care portion for families in Riverside and San Bernardino counties. Families with income levels at 250% of the poverty level and below may qualify for the program, but only about one-third of all children estimated to be eligible for Healthy Families in IEHP's coverage area were enrolled in the program.

Strict government guidelines about acceptable marketing practices limited IEHP to general direct response print ads in publications including the PennySaver and Shopwise. IEHP had already implemented an ongoing print ad campaign, but wanted to increase the response rate to their call center, where applicants may apply for coverage over the phone.

Another goal was to increase IEHP's brand awareness, prompting enrollees to select IEHP as their health plan of choice on the application. A significant number of potential enrollees to the plan were also Hispanic, with language barriers and a general fear of confusing eligibility rules and government assistance.

THE APPROACH

Wilkin Guge Marketing developed a bilingual, cross-cultural campaign of prints ads to appeal to both Caucasian and Hispanic audiences. The ads featured bright colors, compelling photography and straightforward copy. The main objective of the campaign was to increase the response rate of prospective Healthy Families callers to IEHP's call center. The goal of each piece was specifically to encourage the recipient to call IEHP's toll-free number for information about the Healthy Families program.

THE RESULTS

After just one month of tracking incoming phone calls from the new series of print ads, IEHP confirmed a 36% increase in calls from potential new enrollees.

