## Communications Objectives:

September 2012

* Build engagement of associates to drive a successful Medicare AEP, focusing on audiences critical to success (Medicare Sales, Operations)
* Educate all associates on our the importance of our Medicare enrollment season and our new Medicare product in order to increase understanding of our company strategy and associates’ overall business literacy
* Engage associates who may have family or friends eligible for our Medicare products by directing them to information sessions – to be held during AEP

## RACI – Who Is Responsible, Accountable, Consulted, Informed:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Responsible | | Accountable | Consulted | Informed |
| CLT |  | |  |  | I |
| Government Markets | |  | A |  |  |
| Creative Services | | R |  |  |  |
| Operations | R | |  |  |  |
| Associate Communications | R | |  |  |  |

Communications Plan Contact: Jon Reed  
Business areas should be added to or removed from above table as needed for a specific project.  
For guidance on how the RACI decision tool works, view the [**RACI overview**](http://teams.ibx.com/Community/Communications/Shared%20Documents/RACI%20Responsibility%20Charting.docx).

## Target Audiences:

* Government Markets Associates (targeted)
* Operations Associates (targeted)
* All IBC Family of Companies Associates (broadcast)

Campaign Theme:

* The theme for this year’s awareness campaign is ***Game On***. Developed by Creative Services, the campaign theme sets the tone for our internal AEP season and connects with our external *Changing the Game* campaign — we’ve told people we’re changing the game. Now it’s time to show them how we’re doing it… *Game On*!

Key Messages:

1. This fall, a successful Medicare Annual Election Period is ***Game On***. We’re ready to attract even more members and keep current ones with a new, lower-cost product.
2. With the launch of our new, affordable Medicare Advantage product, we have plans as low as $0 a month to fit any budget, backed by the strength of our brand.
3. The theme for our external ad campaign is “Jump for Joy.” Senior members will feel like jumping for joy when they learn about our new $0 Medicare product!
4. The “Game On” theme needs to carry through to the messaging for the various groups of associates. These messages are:
   1. **Sales Team: We’ve provided you with a competitive $0 product, now**…
      1. Goget our customers back
      2. Sell with confidence
      3. Lead the market
   2. **Operations: Build upon last year’s success with a…** 
      1. Flawless execution
      2. Seamless Customer Service experience
   3. **Associates: Help IBC spread the word about our new Medicare products**
      1. Tell your friends and family about the new Medicare products IBC has to offer
      2. Attend a brown bag session to learn more about IBC’s Medicare Advantage

## Schedule of Communications:

| **Date** | **Audience** | **Vehicle** | **Purpose/Message** | **Owner** |
| --- | --- | --- | --- | --- |
| Late August | All associates | Iway article | Introduce new ad campaign “teaser.” Make associates aware that AEP is coming | Jon Reed |
| Mid September | Government Markets,  Operations | Poster | Visibility for AEP awareness. Posters with targeted messages for each audience. | Creative Services |
| Sept. 28 | Government Markets | Event | Ops Kick-off event. Face-to-face visibility for message with Government Markets associates. Paul Tufano to visit and unveil poster. | Christopher Adams |
| Sept. 26 | Operations | Inside Ops Iway story | Highlight key AEP themes related to Ops area and recap Sept. 28 event. | Joel Catindig |
| Oct. 1 | All associates | Iway story/Digital Signage | Preview “Game On” internal campaign theme and new “Jump” ad campaign. Introduce associates to new Medicare product. Include video clip of new commercial. Discuss new product and advertising campaign. | Jon Reed/Soph Prak-Nguy |
| Oct. 8 | All Associates | Iway Story/Dig. Signage | Article – Making of the “Jump for Joy” commercial | Jon Reed/Soph Prak-Nguy |
| Oct. 15 | All Asssociates | Iway story/Video/  Digital signage | AEP 2012 begins today. Service Ops associate profile #1 | Jon Reed/  Soph Prak-Nguy |
| Mid – late October | All Associates | Blog | From Paul. What this year’s AEP means to IBC. | TBD |
| Mid – late October | All Asssociates | Iway story/  Digital signage | Info sessions. Encourage associates to send friends/family to these sessions | Jon Reed/  Soph Prak-Nguy |
| Early – Mid November | Government Markets | Email message | Mid-process message from Paul Tufano to Government Markets associates with updates on how AEP is going, thank you for efforts to date, etc. | Government Markets-TBD |
| Mid November | All Asssociates | Iway story/Video/  Digital signage | Service Ops associate profile #2 | Jon Reed/  Soph Prak-Nguy |
| Early December | All Associates | Iway story/Video  Digital signage | What AEP Means to Me Article #4 | Jon Reed  Soph Prak-Nguy |
| Mid December | Government Markets | Email message | Thank you message from Paul Tufano to Government Markets associates following AEP close.  Express appreciation for their efforts and note final results will be shared in 2013. | Government Markets-TBD |
| Mid/Late December | All Associates | Iway story or blog | Kudos/Look back on the hard work performed during AEP | Jon Reed |

## Pending Questions to Resolve: