Carrot MarketView™

Consumer-Driven Growth

CARROT MARKETVIEW™ GROWTH

MarketView™ Growth provides unique micro-segments customized for your service area, enabling better prioritization and targeting. With MarketView Growth, you can utilize consumer data, market and competitive intelligence, and advanced analytics to **optimize new member acquisition and retention** for your health plan.

IDENTIFY

Identify prospects who are most likely to join your plan. 73% of MarketView Growth customers' new AEP sales came from the top 2 deciles of Carrot's "Likely2 Be a New AEP Sale" predictive model.

ENGAGE

Drive the right content to the right member prospects. Carrot Health predictive and segmentation models outperformed national one-size-fits-all approaches by 3x.

ACQUIRE

Find best-fit members and generate sustainable growth. MarketView Growth customers saw an average net member growth of 8.7% during 2019 AEP vs. 1.7% in 2018 AEP; the regional competition experienced a net loss of -2.7%.

RETAIN

Target current members who are most likely to terminate or switch. Carrot's models identify members who are 5x more likely to disenroll, allowing plans to intercede before it's too late.

7.1%

During 2020 AEP, Carrot Health customers saw overall growth of 7.1% while regional competition only grew by 3.7%.

11.1%

Customers using Carrot Health in their first year grew by 11.1% during 2020 AEP, compared to -2.8% during 2019 AEP, before engaging Carrot Health.

GAIN A DEEP UNDERSTANDING OF PROSPECTS IN YOUR MARKET

MarketView Growth delivers deep insights that increase engagement, acquisition, and retention. MarketView Growth shows you localized, custom consumer segments built from Carrot Health's repository of demographic, psychographic, and social determinants of health data. With this information, your team can drive micro-targeted campaign design and messaging.

- ✓ **Inform creative design:** Detailed consumer personas based on 5,000 consumer variables, machine learning, and modeling specific to your market
- ✓ **Refine your marketing approach:** Consumer survey data that shows you the underlying motivations of buyers and switchers
- ✓ **Improve outreach efficiency:** Channel preference data for each individual
- ✓ **Increase campaign performance:** Localized segmentation models that are 30%+ more accurate one-size-fits-all national models

% of Plan Membership

3%

Underserved and Complex

Shirley has significant social and behavioral concerns. She has spent her life on Medicaid and in and out of various multi-tenant housing situations. She values non-traditional health plan benefits like meals and transportation and takes advantage of those programs as much as she can.

24%

Struggling Outstate but Getting By

Betty lives alone and feels herself creeping closer to 80 every day. She doesn't utilize the healthcare system unless she has to; she would rather take care of herself through good habits and self-care. Betty has paired her Original FFS benefits with a Standalone PDP throughout her senior years.

17%

Involved HMO - Seeking Grandparents

Gloria is 67 and works 40 hours a week at the Walmart down the street. She provides for several others in her family and enjoys the social aspect of work. Gloria and her husband live in a house with their children and grandchildren. Most free time is spent going to grandchildren sporting events. A low-cost HMO plan is the likely Medicare choice for Gloria.

11%

Motivated Middle-Class Boomers

Dennis is 66 and continues to work at the JW Marriott due to some concerns about retirement savings. He provides some financial support for his adult children and donates time and money to local charities. Dennis and his wife spend a lot of their free time at their church, in the community, and with family. They will likely opt for Med Supp due to high expected travel.

14%

Healthy & Engaged MA Loyalists

John is 71 but still going strong in his leadership position at the VA in Denver. He doesn't need to be working anymore, but he enjoys it and it keeps his mind engaged. Dennis and his wife enjoy the fine things in life: wine-tasting, going to the theater, and hitting the golf links. When Dennis is ready to retire, he will likely opt for a Medicare Advantage plan.
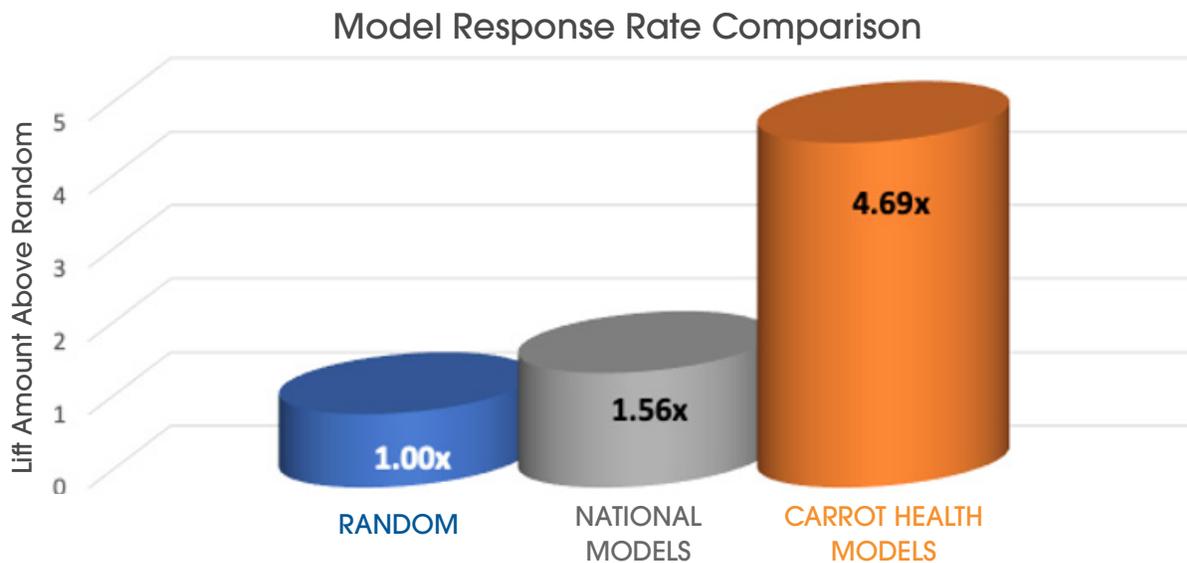
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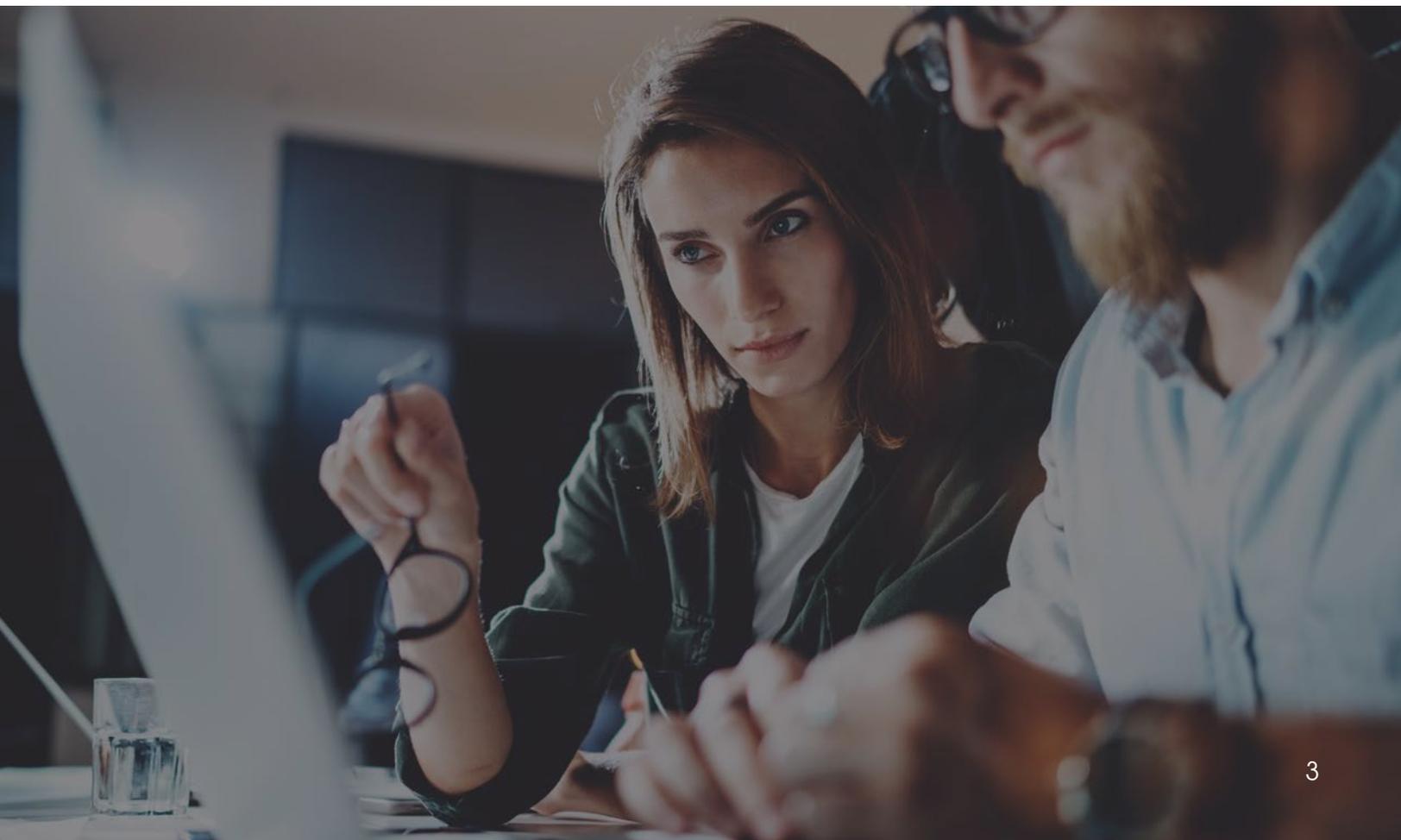
Active Couples on Med Supp

Steven recently turned 65 and has decided to keep stay on in management at IBM until his second mortgage on his cabin is paid off. Steven and his wife are very active outdoors: hiking, camping and biking. Steven is eyeing retirement in a few years and is likely to choose a Medicare Supplement policy so travel around the country is stress-free.

LOCALIZED MODELS VS. ONE-SIZE-FITS ALL NATIONAL MODELS
30-50% INCREASE IN MODEL ACCURACY

Model Response Rate Comparison

Lift Amount Above Random (y-axis)

- RANDOM: 1.00x
- NATIONAL MODELS: 1.56x
- CARROT HEALTH MODELS: 4.69x

✓ Increase Response Rate   ✓ Reduce Media & Marketing Spend   ✓ Improve Outreach ROI

NEW MEMBERSHIP REPORTING AND CAMPAIGN PERFORMANCE

As prospects convert to new members, refine your campaign strategy based on dashboards that highlight sales performance, channel distribution, membership by sub-market, and product mix.

- ✓ **Optimize sales channels:** Quickly assess where new members are coming from
- ✓ **Analyze campaign results:** Evaluate growth trajectory through overall product sales and terminations
- ✓ **Refine your strategy:** Identify insights based on product-mix, sub-markets, demographics, and channel distribution
- ✓ **Analyze ROI:** Evaluate campaign performance daily with MarketView™ dashboards and reporting
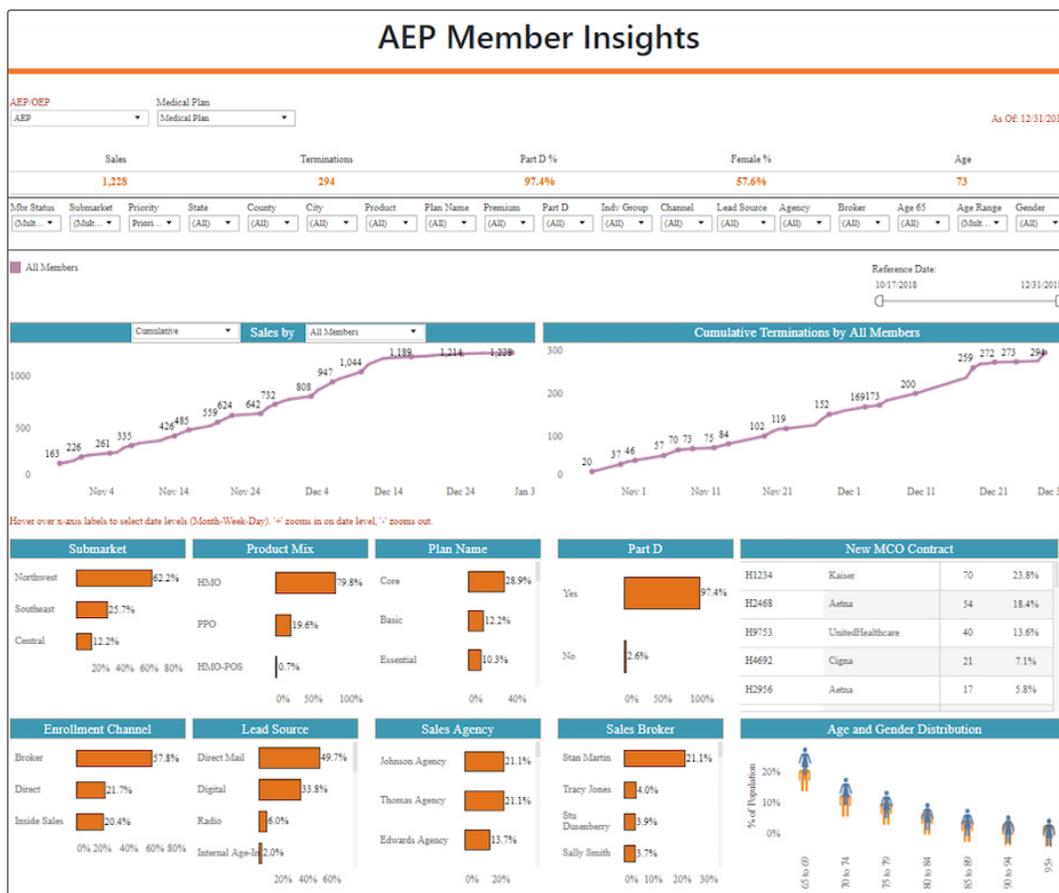
To gain a 360-degree view for each individual in your population and to understand underlying SDoH risks, get in touch with our team!

Contact us at info@carrothealth.com for pricing information or check out our website at CarrotHealth.com for further details.