

Not Your Mama's Medicare: Creating a Beneficiary Experience for the Modern Era

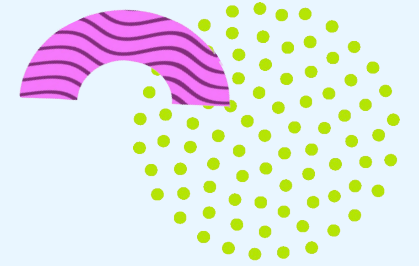
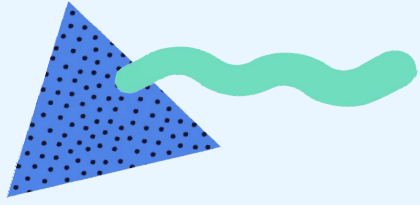
Presented By:

Chrissy Krampert, Jellyvision



Webinar Participant Tips

- All participant lines are muted. To protect your privacy, you will only see your name and the presenters names in the participant box.
 - To submit a question to the presenters any time during the event;
 - In the Event window, in the Panels drop-down list, select Q & A.
 - Type your question in the Q & A box.
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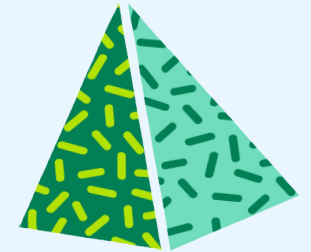


NOT YOUR MAMA'S MEDICARE

Creating a Beneficiary Experience for the Modern Era



alex[®] Medicare BY Jellyvision



Hi, I'm Chrissy.

Chief Strategy Officer, Jellyvision

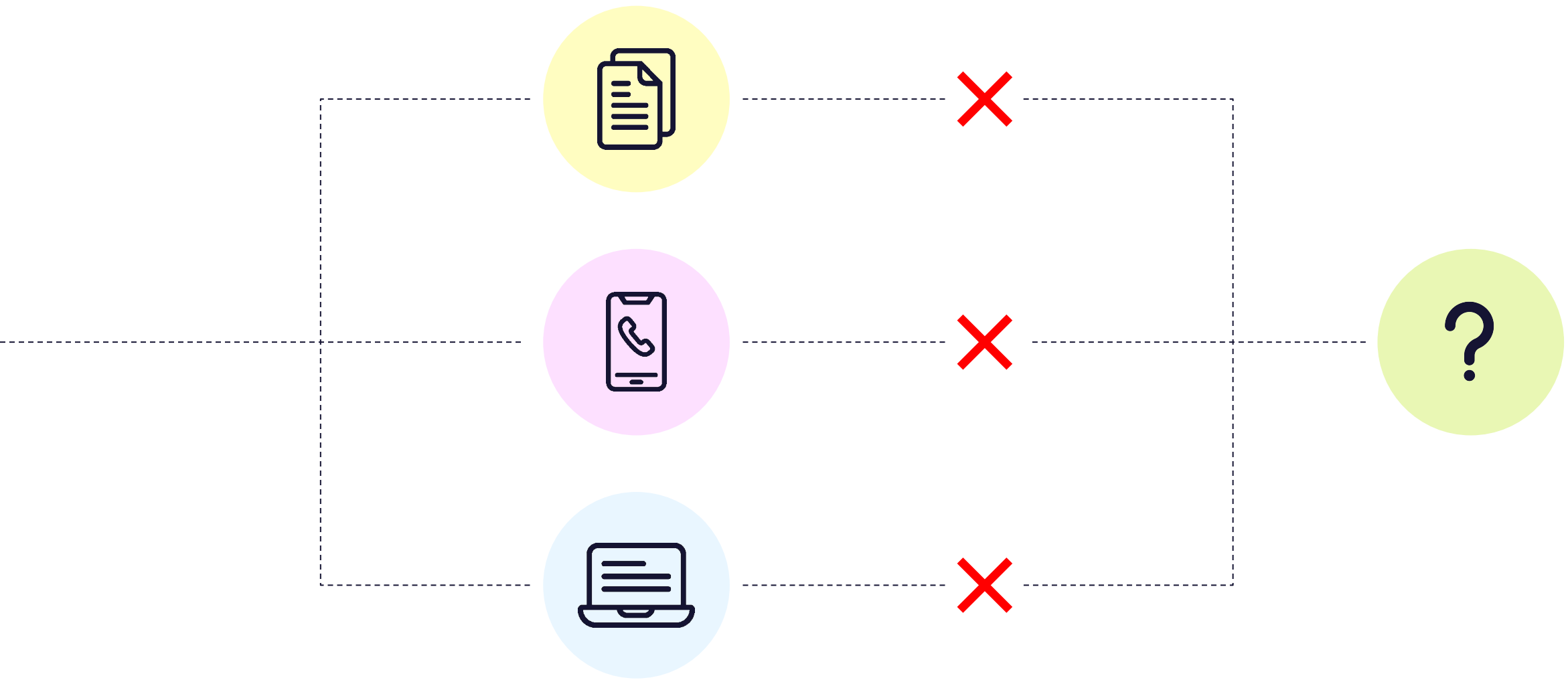
- She/her
- Totally had a Rachel haircut
- Maybe downloaded so many songs on Napster her Freshman Year of college that the internet was shut off for her entire dorm.



SPEAKING OF MOMS...

Meet our CEO's mom, Lorna.





**Houston, we have
a Medicare problem.**



2 in 5

say Medicare
is confusing
and overwhelming

When you think about enrolling in Medicare coverage,
what is the first word that comes to mind?

cheaper free help paperwork difficult concern relief AARP finally
grateful health deductible nothing premium benefits yes medical time
insurance Medicare Advantage security ok expensive helpful
government thankful age healthcare old happy
coverage choice **confusing** automatic easy
money **cost** health insurance **complicated** price good
savings **confusion** excellent covered medical coverage great
plan much pay none necessary affordable retirement network
advantage plan change need options good coverage supplement
protection safety worried Medicare already enrolled senior

POLL

In your conversations, how are beneficiaries feeling about the Medicare process?

**What does the Medicare process
look like for today's seniors?**

Where do our seniors find information?

DECIPHERING ELIGIBILITY

"It's overwhelming to figure out if I qualify and what parts I need."

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"Each has its pros and cons, and I worry about making the wrong choice."

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"Trying to figure out if my doctors are in network is frustrating and adds to the stress of managing my healthcare."

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ENROLLING

"I feel anxious every year during enrollment. There are so many changes to consider—premiums, copays, drug coverage. It's hard to keep track of everything."

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MAKING A CHOICE

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Misinformation runs rampant.

Medicare shoppers often face a barrage of unsolicited calls and aggressive ads

Medicare study reveals confusing, complicated enrollment process

BLUE SHIELD OF CALIFORNIA WARNS CONSUMERS ABOUT MEDICARE SCAMS AND FRAUDSTERS

New Survey Highlights Overwhelming, Confusing, and Misleading Medicare Plan Marketing

Feds Crack Down on Medicare Advantage Marketing

Celebrity endorsers must identify whom they represent and not mislead potential MA enrollees

CMS officials received

39,617

complaints related to Medicare plan marketing in 2021 alone



Beneficiaries don't know who to trust.

1 in 3

do not have a trusted,
unbiased source for
Medicare information

84%

are skeptical about the
authenticity of calls from
Medicare agents

61%

feel that Medicare agents
may prioritize selling a
plan over recommending
a plan that's right for an
individual and their needs



RISE

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Life in the 90s.



HEALTH & WELLNESS

- Regular doctor visits
- Basic medications
- Some preventive screenings

SOCIAL LIFE

- Church communities
- Local clubs & organizations
- Phone calls & letters

LEISURE

- Gardening, reading, VHS tapes, CDs, & cable TV
- Occasional travel

WORK & RETIREMENT

- Pensions, savings, & social security
- Traditional investments
- Only 12% still working

TECHNOLOGY

- Landline telephones
Personal computers not yet prevalent
- Internet use was limited

HEALTH & WELLNESS

- Exercise & staying active
- Balanced nutrition
- Preventative Healthcare

SOCIAL LIFE

- Clubs, volunteer work, & online social networks
- Video calls & emails with family & friends

LEISURE

- Greater diversity in lifestyle choices
- Travel, hobbies, & lifelong learning

WORK & RETIREMENT

- Actively engaged in the workforce
- 20% still working

TECHNOLOGY

- Comfortable with technology
- Smartphones, computers, & social media

Life in the 2020s.





WE'RE HERE



WE NEED TO BE HERE HERE

People are living younger than they used to.

60%

of adults 65 years or older said they feel younger than their age

16%

of the workforce will be 70 or above by 2035



Sources: MyLifeSite, National Press

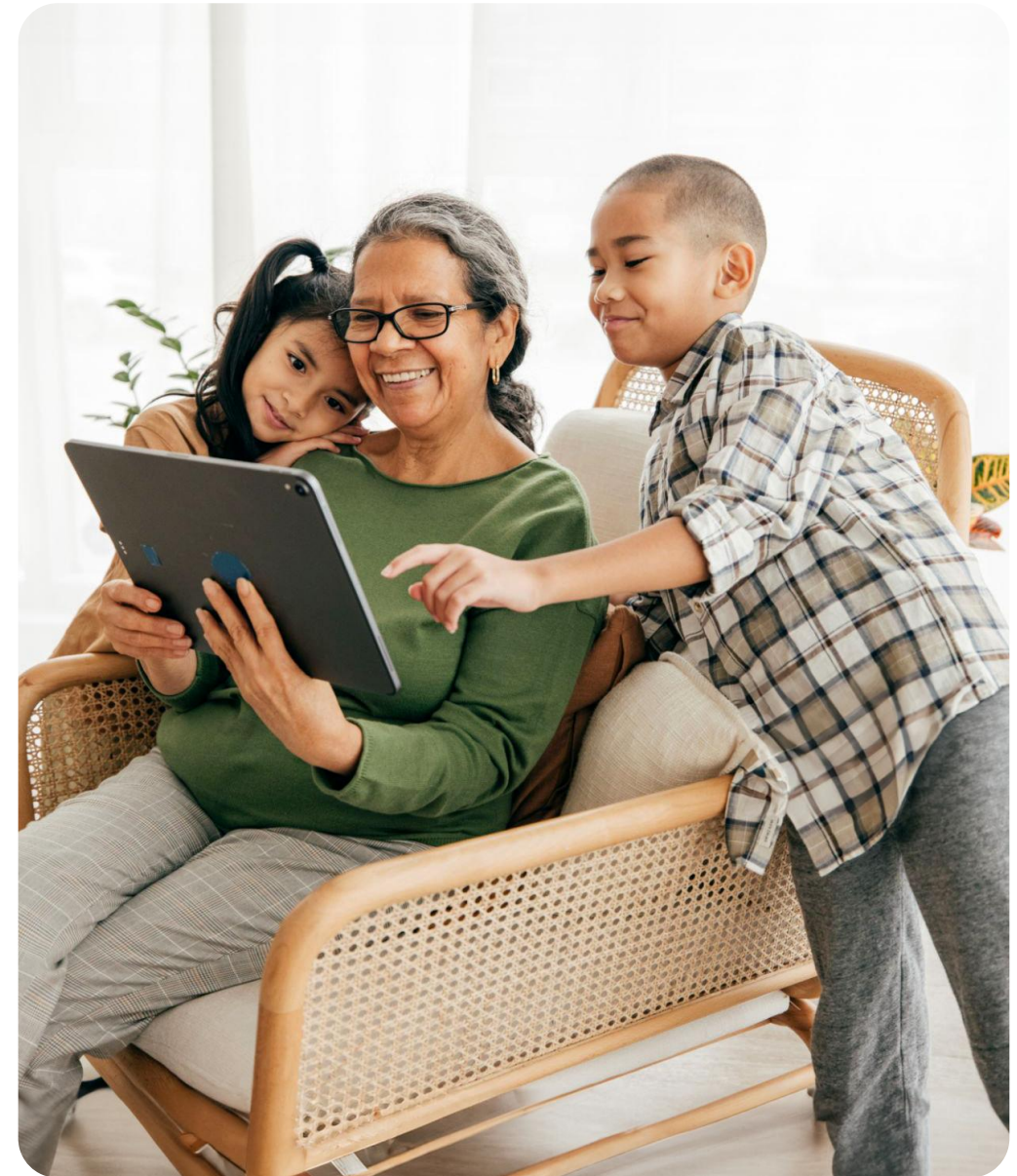
And they're tech-savvy.

75% of adults 65 years or older use the internet

61% of adults 65 years or older have smartphone

45% of adults 65 years or older use social media

Source: Pew Research



They're really tech-savvy.

84% of adults 60-75 years old use the internet

94% are text messaging

74% of adults 60-75 years or older use social media

Source: AARP



Are your alarm bells going off?





\$2.9B

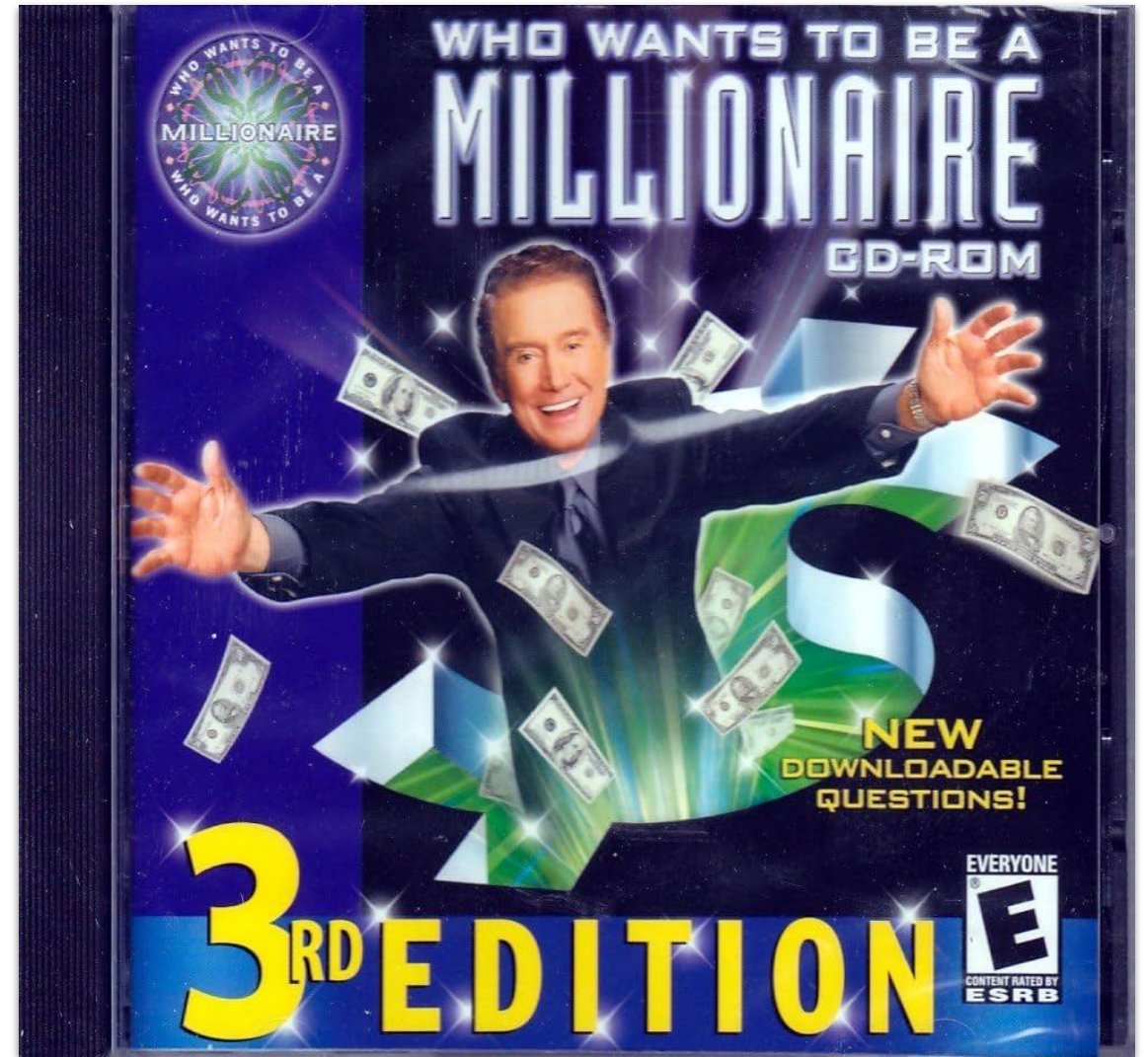
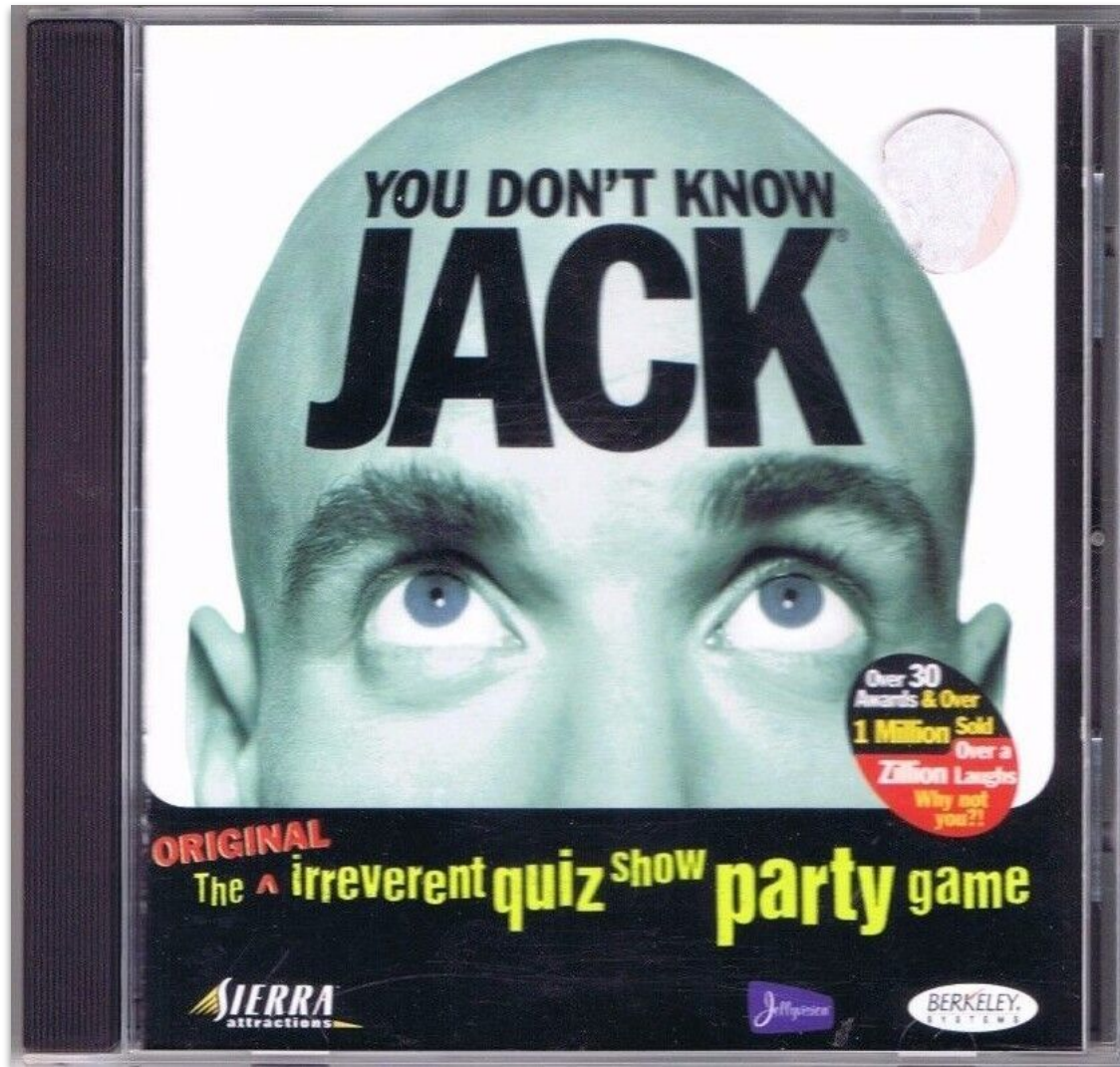
in stars-related
payments were left on
the table in 2020

Source: McKinsey

It's time for a change.

Let's bring our Medicare communication
strategies into the 21st century.





Meet Jellyvision, the makers of alex[®] and alex[®] Medicare

THEN

An educational media company, then achieved success by producing games like *You Don't Know Jack* and *Who Wants to Be a Millionaire*.

Jellyvision's foundation was formed on the idea that people can't learn if they're not paying attention.

TODAY

The makers of ALEX and ALEX Medicare, providing an uncommonly delightful benefits experience, both for employees choosing a health plan and beneficiaries making sense of Medicare.

The technology behind ALEX blends humor, humanity, and hard math, making complex health topics easier and guiding all users toward smarter, more empowered choices.

alex[®] is the most interactive, hyper-personalized benefits experience on the market.

Powered by predictive analytics. Strengthened by behavioral science.





A human touch...



Meets the right technology.



Humanity first.



62.3M

Americans
use Medicare

Source: Statista

The right technology.



52%

want to learn about Medicare through an unbiased, personalized digital experience

40%

would prefer to learn about their Medicare benefits through their own online research

Source: Jellyvision



A human touch...



Meets the right technology.



POLL

**Does the Medicare experience you
provide meet the needs of your
beneficiaries?**



alex[®]
Medicare



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CC

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Smart technology drives smarter (and more engaged!) Medicare decisions.

DATA-DRIVEN DECISION SUPPORT

AI-powered technology and predictive analytics provide employees with transparency into why a specific plan makes the most sense for them.

ROOTED IN BEHAVIORAL SCIENCE

Drives behavior change by tackling underlying factors that cause confusion and presenting information in a way that keeps employees engaged.

“My mother always used to say: The older you get, the better you get, unless you're a banana.”

ROSE NYLUND

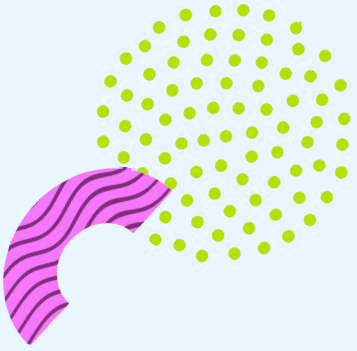


What have we learned today?

- 1 Today's Medicare users look different than they did 20 years ago.
- 2 It's time for a new approach that combines humanity and technology.
- 3 ALEX Medicare is here to help.

**Even our CEO's
mom likes it.**



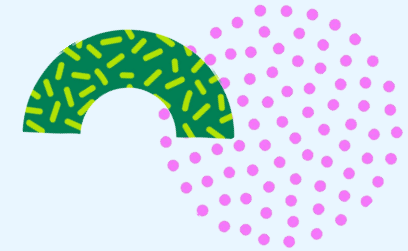


Any Questions?



Thanks for taking a trip down 90s nostalgia lane!

Ready to end Medicare confusion once and for all?
We'd love to hear from you!



GET IN TOUCH:

[Jellyvision.com](https://www.jellyvision.com)

LinkedIn: [@Jellyvision](#)

