

**MARKETING – Create and communicate customer value in order to receive value from customers in return**

**ROI - A measure of how effectively a company spends money (investment) to generate results (return)**

**AUDIT - An official, unbiased examination, review, or assessment to check accuracy and effectiveness**

The economy has taken its toll on marketing budgets. Ensuring you are getting the “biggest bang for your buck” is an essential ingredient to success. For Medicare plans, profitable growth means balancing member acquisition costs, increased sales volume and customer retention strategies – all in a compliance wrapper.

**Gorman Health Group’s Marketing ROI Audit** deploys proprietary techniques to scrutinize strategies and tactics such as lead generation, sales support, compliance coordination, media mix and most importantly, marketing ROI. A team of experienced marketing & sales professionals look beyond “*but that’s the way we’ve always done it*” to produce an objective, practical assessment. It brings the discipline of an audit to achieve actionable results.

Today, more than ever before, three basic principles guide a successful marketing strategy:

- **Marketing must deliver sales**
- **Sales must deliver profitable revenue**
- **Always be working to spend less for both**

Are your baseline assumptions valid? Is advertising and media maximizing member acquisition and delivering a cost per sale that meets or beats expectations? Is a mid-course correction appropriate? If so, when?

**GHG Marketing ROI Audit**—*what’s working, what’s not...and why.*

- Assess marketing plan, lead generation, and media tactics
- Examine prospect data, direct response lists and reporting infrastructure
- Evaluate alignment and integration among marketing, sales and compliance
- Measure messaging: senior sensitivity, value differentiation and competitive positioning
- Review performance of outside marketing vendors (creative, advertising, media, production)
- Evaluate new media tactics and Web presence
- Assess adequacy of member retention, outreach and customer loyalty programs
- Examine marketing metrics: budget and expense structure, ROI and LTV

In today’s competitive market conditions, health plans cannot afford to be bound by conventional approaches to marketing. Don’t let “*we think we’re doing it right*” determine your future. Success requires a critical assessment of marketing fundamentals to determine program adequacy and validate effectiveness.

**The GHG Marketing ROI Audit** provides meaningful intelligence to help plans make informed decisions and, where necessary, deploy timely corrective actions. We represent an independent, objective perspective not bound by internal politics or institutional bias. What’s in it for you? An assurance that your plan is realizing a measurable return on its valuable marketing dollars to achieve growth objectives and improve profitability.

**About Gorman Health Group** ([www.gormanhealthgroup.com](http://www.gormanhealthgroup.com))

The premier health insurance, Medicare and federal programs consultancy providing thought leadership, strategic insight and business solutions to the private sector. By leveraging extensive subject matter expertise and in-market learning, a team of former health plan marketing & sales executives and seasoned regulators brings clients the vision, technical acumen, and marketing savvy to excel in competitive markets.

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