



## REASONS

# You'll Love Working With Responsory

## 1 Breadth of health insurance experience

Whether you're looking for the latest strategies to reach over 65 and under 65 prospects, inspire Broker relationships or innovative ideas to captivate Small and Large Group audiences, we have the expertise to help you.



*"They know their stuff. Inside and out. Backwards and forwards. If you need to market your products and/or services in the wisest, most cost-effective way, I suggest you contact Responsory."*

**Cathy James**  
MARKETING DIRECTOR  
Anthem Blue Cross Blue Shield

## 2 Ramp-up speed

Because we've worked with dozens of health insurance clients who target similar audiences and markets and have similar challenges and goals, we'll get up-to-speed on your account faster than a speeding bullet.



*"They are a down-to-earth crew that gets and understands what they're doing. It's less about 'flash' and more about down-and-dirty results."*

**Scott Kosinski**  
HEAD OF MARKETING  
Luxottica-EyeMed Vision Care

## 3 No cookie cutters here

Our passionate team never takes a cookie-cutter approach. We use data, analytics and testing to fuel our creative strategies, and we've been using machine learning and artificial intelligence for years to understand how prospects think and compel them to respond. We'll be your partner—working to make your job easier by using story-selling to differentiate you in the over-crowded health insurance space.



*"Based on the phenomenal results they garnered while I was at WEA Trust, I engaged them again to gain market share in my new position at Security Health Plan. They jumped right in, established a consistent, coordinated image for us and created impressive campaigns. I'll continue to partner with them."*

**Amir Zaman**  
DIRECTOR OF MARKETING  
Security Health Plan

## 4 Highly qualified, experienced, senior-level staff

Among our client's biggest complaints about their previous agency experiences is what they call "staffer bait and switch." The pitches and proposals are presented by senior staff, but once the contract is signed, junior staff are assigned to their account. As a Responsory client, you can rest assured that each service provided is strategically guided by an expert with an average of 15 years' experience in marketing communications. These leaders excel in a particular area, allowing Responsory to deliver a broad range of top-quality, strategic marketing services.



*"I appreciate the skill diversity of Responsory's team as well as the passion everyone has for helping us grow our brand. We chose Responsory because they only have 'A' players."*

**Chris Adams**  
DIRECTOR, MARKETING AND COMMUNICATIONS  
Renaissance Life & Health Insurance Company of America

## 5 Renowned reporting

Yes, your current agency probably delivers charts and graphs now and then, calling out numbers and percentages with acronyms and icons. If you're like many of your peers, they get filed in an email or server folder never to be referenced again. Our clients tell us that our reports provide invaluable **actionable insights** that explain what's working and what's not and our recommendations allow them to successfully deliver accountability for their investment. This makes getting budget approvals easier and faster.



*"I love their work, the way they communicate with us, their reports, documentation, ease of working... Best team ever!"*

**Chris Bonny**  
SENIOR DIRECTOR, BRAND PRODUCTS  
West-Ward Pharmaceuticals