



Delivering measurable
INSURANCE marketing
results for more
than 20 years.





We speak your language.

**Since our inception in 1999, Responsory has counted
top insurance brands among our favorite clients.**

We are a multichannel marketing agency that excels at delivering content-rich, measurable marketing campaigns. Whether it's over 65, under 65, individual, small group, large group, dental, vision, auto, motorcycle, specialty or life insurance, our team has the expertise to understand the complexities of your industry and drive success for you.

We'll help you stay ahead of the competition by outsmarting, not necessarily outspending them. In our world, marketing is not an expense, it's a revenue generating activity that must be measured, tested and continually adjusted – so the results it produces meet or exceed your objectives.



We've helped our clients
sell hundreds of millions
of dollars in coverage.

We're at our best when we are partnering with our
clients to help them accelerate growth. Every client
challenge is a unique opportunity to shine.

We apply our years of experience and insurance
marketing expertise, but we never take a
cookie-cutter approach.

CONSUMER HEALTH



ANCILLARY, SPECIALTY, P&C



LIFE





Our measure of success... when you blow away your goals.

Our belief in measurability stems from our roots in direct response. We've been number nerds since day one. And, we continue to lead the way with creative, data-driven strategies that generate leads, attract new high-value members, boost conversion rates and provide a healthy ROI.



Example Insurance Campaigns & Initiatives

- New to Medicare/Aging In
- Annual Enrollment Period (ACA & Medicare)
- Switcher
- Turning 26
- Small Group Health Insurance
- Large Group Health Insurance
- Dual Eligibility (Medicare & Medicaid)
- Cancer Insurance
- Broker Event Support
- Broker Co-op
- Executive Wage Gap
- Lead Generation
- Affinity Marketing
- Brand Development and Support
- New Product Launches
- Employer Marketing Assistance Kits
- Scholarship Awareness
- Educational Content
- Digital Display Ad Testing
- Direct Mail & Email Testing
- Collateral Development

MARKETING SERVICES

Advertising (Print and Digital)
Branding
Collateral
Content Creation
Digital/Web
Direct Mail
Email
Public Relations
SEO
Smart Zones
Social Media
Video Development



Blue Cross
Blue Shield
of Michigan

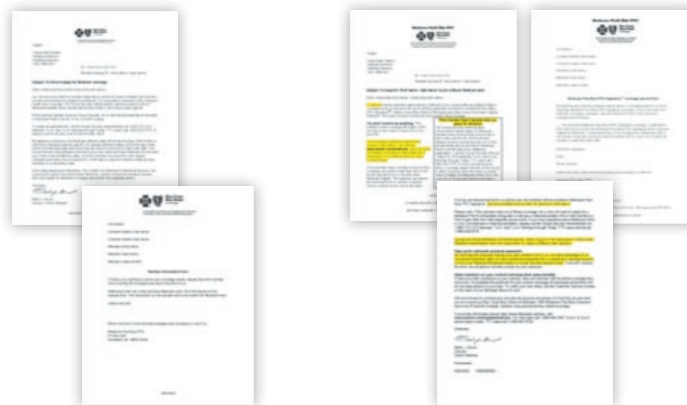
Stronger Communications Boost Conversion Rate 10-Fold

With lagging individual member Medicare enrollments, this Blue Cross plan was looking for a more robust initiative to encourage current individual plan members aging into 65 to transition to a Blue Medicare plan. Its existing program consisted of two impersonal direct mail touches at 120 and 90 days out with a 5% conversion rate.

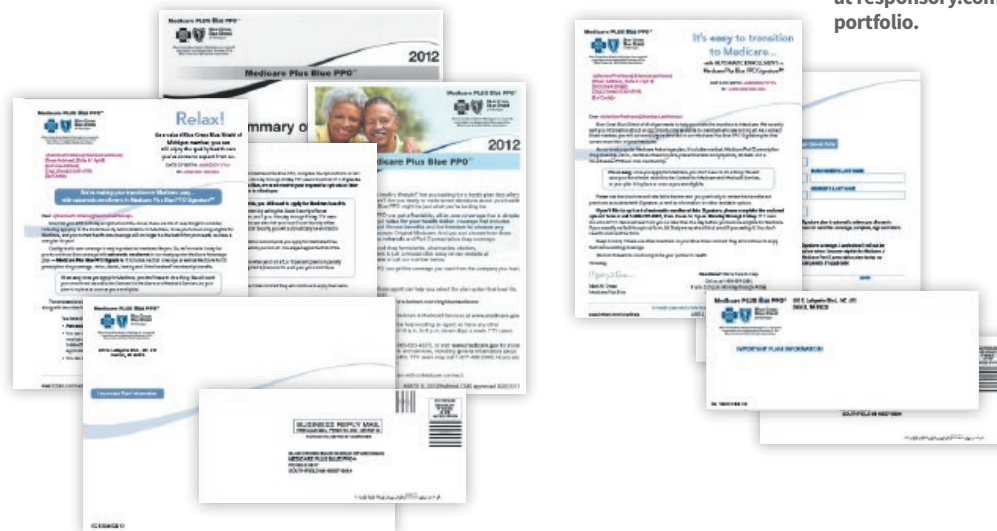
Our strategy included: fresh, customer-centric creative that incorporated a strong combination of Blue branding with direct response best practices; new positioning that showed how easy it is to make the automatic transition; and revised timing with added tactics.

The easy-to-read communications instilled confidence and generated a 10-fold increase in conversion with 50% to 60% of individual plan members transitioning to a Blue plan.

BEFORE



AFTER



This Blue Plan was so pleased with the results, they are still using this creative after several years and have engaged us on multiple assignments. See more success stories at responsory.com/portfolio.



Campaign Earns Healthy 71% Click to Conversion Rate!

This nonprofit co-op wanted to build awareness and generate engagement for its ACA plan through a landing page during a 3.5-month campaign. We targeted millennials and young families throughout Ohio with two campaigns.

For the first month, we ran a pre-enrollment brand awareness campaign to prime our target audiences for action. Digital display ad audiences were prompted to locate a broker. During the remaining 2.5 months, we ran our enrollment campaign and audiences were prompted to get an online quote.

PRE-HEAT RESULTS:

Our pre-enrollment mix of creatives and landing page usability strategies earned a .09% CTR and a 39% click to conversion rate. Nearly 4 out of every 10 ad clickers searched for a broker near them!



Where profits go back to YOU.



That's the CO-OP difference.

inhealth
OHIO'S NONPROFIT MUTUAL INSURER

GET A QUOTE

Enrollment ends Jan. 31, 2016!

Health insurance built for YOU. Enroll by 12/15 for Jan 1 Coverage!

✓ Large Network ✓ Great Benefits ✓ Fair Pricing

That's the CO-OP difference.



GET A QUOTE

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OHIO'S NONPROFIT MUTUAL INSURER

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Where profits go back to YOU

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OHIO'S NONPROFIT MUTUAL INSURER

We answer to YOU.

That's the CO-OP difference.



GET A QUOTE

Now enrolling thru Jan. 31, 2016!

We answer to YOU. That's the CO-OP difference.



GET A QUOTE

inhealth
OHIO'S NONPROFIT MUTUAL INSURER

Now enrolling thru Jan. 31, 2016!

ENROLLMENT RESULTS:

The enrollment campaign ads earned a .11% to .14% CTR and a 71% average click to conversion rate. That means 7 out of every 10 ad clicks resulted in a “get a quote” conversion!

➔ Like what you see here? Visit responsory.com/portfolio to view our portfolio.



Multichannel Strategy Works Hard for Blue Small Group

Our multichannel campaigns that target small businesses with 2 to 9 employees for Blue Cross and Blue Shield of Kansas make it easy for decision makers to choose Blue health insurance.

The synergistic strategy includes continuous testing using direct mail, Smart Zones digital display advertising, landing pages, online forms and valuable content offers.

Creative features localization and personification to differentiate Blue Cross and underscore its friendly, customer-focused reputation.

Ongoing testing and optimization help avoid creative fatigue and have resulted in continuous improvements that are fueling leads. Smart Zones display advertising has consistently produced strong clickthrough rates from .10% to .16%, more than double the industry benchmark for Google display.

REAL PEOPLE. REAL SOLUTIONS. REAL EASY. ACT NOW!

Once your questions are answered, Cindy and Krista can help you find a solution that not only meets your specific business needs, but also fits your budget. BlueCross and BlueShield of Kansas offers outstanding value with an extensive provider network and excellent, accessible service and benefits, including:

- Great access to a dedicated, local team of experts who can help you with any questions, regardless of their medical condition.
- A variety of plan options, all of which meet federal requirements.
- Comprehensive benefits, including prescription coverage and more.
- Choice and flexibility to decide the amount you'd like to contribute.

REQUEST FORM

VALUE KANSANS TRUST

It's time to get real about Small Business Health Insurance.

BlueCross BlueShield of Kansas

2-9 EMPLOYEES

BUILDING A HEALTHY BUSINESS A DECISION GUIDE

Boost your bottom line and help keep your employees healthy with a Blue Cross and Blue Shield of Kansas health insurance plan. We'll show you how.

BlueCare

Smart Zones Digital Display Advertising

BlueCare

I know what my business needs, and I know what I can afford.

Cindy Robitaille
SMALL GROUP ACCOUNT SPECIALIST
22+ years serving Kansas

Because offers can be a challenge in health insurance marketing, we've developed valuable, customer-focused content such as a decision-making guide. The look, feel and messaging puts the reader at ease with the intimidating process of comparing plans.


Through our Smart Zones digital advertising we're able to reach small business owners at work and at home, and we've pinpointed the optimum media outlets, best times and strongest creative to inspire these busy decision makers to action.

SMALL GROUP HEALTH INSURANCE

Need help understanding your plan options, benefits and premiums?

"That's what I'm here for."

- **Cindy**
23+ YEARS AT BCBSKS



START HERE

BlueCross BlueShield of Kansas

SMALL GROUP HEALTH INSURANCE

Need help understanding your plan options, benefits and premiums?

"That's what I'm here for."

- **Kriste**
35+ YEARS AT BCBSKS



START HERE

BlueCross BlueShield of Kansas

SMALL GROUP HEALTH INSURANCE

START HERE


BlueCross BlueShield of Kansas

SMALL GROUP HEALTH INSURANCE

Need help understanding your plan options, benefits and premiums?

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23+ YEARS AT BCBSKS



START HERE

BlueCross BlueShield of Kansas

BlueCross BlueShield of Kansas

GROUPS 2-9 FIND A DOCTOR REQUEST A QUOTE

Kriste Halfenstien

When you're looking for quality health insurance for your small business, it's personal. I know, I've been working with owners just like you.

Cindy Robitaille

When you're looking for quality health insurance for your small business, it's personal. I know, I've been working with owners just like you for over 23 years. I'm a small group account specialist and I'm here to find the right plan for you and your employees.

Get a quote tailored for your business.

The whole process can be completed with a few quick questions, in one simple phone call.

Call 1-800-674-1823 - Ask for Cindy!
In Texas: 281-4383

Or, complete this form and we'll call you back.

First Name*
Last Name*
Business Name*
Email*
Phone*
Best time to call*
Morning (8 am to 12 pm)
Afternoon (12 pm to 5 pm)
Number of full-time (30+ hours) employees including owner*
*denotes required field

Submit

BlueCare PLAN GUIDE

Call me or request a call-back and I'll make sure you get a FREE copy of this helpful Small Group Plan Comparison Guide.

GET IT NOW

Call 1-800-674-1823

Complete this form

Get in touch today!
1-800-674-1823


Privacy & Legal Policies

2 to 9 EMPLOYEES?

SMALL GROUP HEALTH INSURANCE

"I'll answer all your questions about small group health insurance."

- **Kriste**
35+ YEARS AT BCBSKS



CALL ME

BlueCross BlueShield of Kansas

Questions about small group health insurance?

CALL NOW

BlueCross BlueShield of Kansas

2 to 9 EMPLOYEES?

"I'll answer all your questions about small group health insurance."

- **Cindy**
23+ YEARS AT BCBSKS



SMALL GROUP HEALTH INSURANCE


CALL ME

BlueCross BlueShield of Kansas

2 to 9 EMPLOYEES?

"I'll answer all your questions about small group health insurance."

- **Kriste**
35+ YEARS AT BCBSKS



SMALL GROUP HEALTH INSURANCE

CALL ME

BlueCross BlueShield of Kansas

➔ Looking for new ideas to boost your ROI? Visit responsory.com.



Innovative Smart Zones Campaign Attains the Impossible

How do you market a tailored message to a highly specialized audience when you don't have a customer or prospect list?

This nationwide vision insurer wanted to inform recent retirees of a select employer that they were now eligible for EyeMed vision benefits. The catch? EyeMed did not have access to any identifying information. All we knew about the audience was the name of their previous employer and their employment status (recent retiree).

Smart Zones, our programmatic, digital advertising platform was the perfect tool to hone in on them. We used geographic and demographic information to build our audience. Then, we reached them by advertising on websites and at times when they were most likely to visit. We designed creative to speak to their unique needs and concerns and addressed them directly.



Our 8-week campaign earned an overall CTR of .13%. Even more importantly, 64% of these clickers confirmed their retiree status with the participating company. This outstanding result demonstrated that our pioneering prospecting method and cookie-free Smart Zones platform uncovered and reached the right audiences.

ATTN: Retiree
Our vision benefits could save you up to **93%** on eyeglasses.*

The savings **ADD UP >**
*Compared to no coverage





ATTN: RETIREE  
Our vision benefits could save you up to **93%** on eyeglasses.*

The savings **ADDUP >**
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ATTN: RETIREE Save up to **93%** on eyeglasses.*


The savings **ADD UP >**
*Compared to no coverage




ATTN: RETIREE

Vision benefits **pay off:***

- ☒ FRAMES & LENSES
- ☒ EXAM
- ☒ CONTACTS
- ☒ LASIK



SHOW ME >
the savings
*Compared to no coverage



ATTN: RETIREE Vision benefits **pay off:***

- ☒ FRAMES & LENSES
- ☒ CONTACTS
- ☒ EXAM
- ☒ LASIK



SHOW ME >
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➔ To learn more about the secret sauce behind this campaign, visit responsory.com/portfolio.

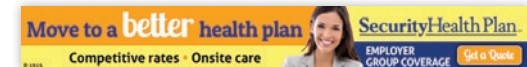
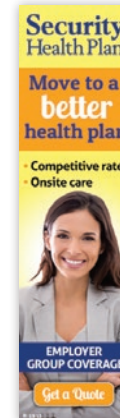
SecurityHealth PlanSM

Fresh Strategy and Creative Yield Healthy Results

We employed our Direct BrandingSM process to help this Midwestern health insurance company take its Commercial/Group marketing to the next level and boost its position. A thorough discovery, including primary and secondary research, gave us a deeper understanding of key segments.

We delivered and executed a solid plan that:

- Incorporated segmented creative and content to provide a consistent appearance, while resonating with distinct audiences.
- Specified a smart tactical mix to maximize engagement, results and budget.
- Integrated innovative combinations of direct mail, Smart Zones digital advertising, content and landing pages.
- Drove leads through co-op marketing with specific brokers.



By updating its Commercial brand and marketing materials and initiating new strategies and tactics, we generated leads and provided sales support to help Security Health Plan grow its Small and Large Group, School District and State Plan segments.

“

I appreciate all the counsel Responsory has provided. The agency created impressive campaigns and established a consistent, coordinated image for our Commercial marketing initiatives.

– Amir Zaman, Director, Business Marketing

”

Get the care you want with more choices, better options

- Exceptional network of primary care doctors, specialists and hospitals
- Top-notch practices include Aspirus, Essentia Health, Marshfield Clinic, Winthrop Health Care, Galileo Medical Network (select providers) and St. Luke's in the Central Network, and Bellin and TheaCare in the Valley Network

Enjoy homegrown Wisconsin service

- As a Wisconsin-based company, we've been providing state employees with convenient, personalized service since 1998.
- **Our not-for-profit status** means we can focus on you, giving you and your family the highest possible quality healthcare experience.
- **We are a Tier 1 health plan for State employees.** That means you pay the lowest out-of-pocket cost.

Qualified coverage area

We are pleased to announce that for 2017, Security Health Plan will offer its valuable services in two networks: the existing Central Plan Service Area and the all-new Valley Plan Service Area. To find a provider in each network, visit our Provider Directory online at www.securityhealth.org/provider. Or call 1-855-262-8961.

Valley Network:

- Bellin Health Partners
- TheaCare

Central Network:

- Aspirus

Independent studies* show that Security Health Plan members generally:

- Have fewer unnecessary hospitalizations
- Pay fewer unnecessary
- Find it easier to get it
- Have fewer hospitalizations
- Are more satisfied with

It's easy to enroll: Oct. 17 – Nov. 11, 2016.

For more information, visit www.securityhealth.org/state or contact your employer.

Security Health Plan
Pursuing hope, plan and people.

Attention State Employees:
There's still time to select the health plan you deserve

Nationally recognized quality homegrown service

You can change your plan Oct. 17 - Nov. 11, 2016

For more information, visit: www.securityhealth.org/state

*Security Health Plan's 2016 HMO/POS/Healthcare plan ranked 1st out of 7 by NQSQ 2013-2014 Private Health Insurance Plan Ratings.

Security Health Plan
Pursuing hope, plan and people.

In fact, we are so confident we can help, that we are sending you the enclosed gift as a reminder that our services will be music to your ears.

A better way starts with a competitive rate.

We understand that health plan costs are a huge concern. Start by addressing costs.

Learn what we can do for you with highly competitive rates.

Also take into account the bigger picture.

Learn how we can help you manage costs:

- **With a broader provider network** that gives your employees choice of primary care and specialists.
- **giving your employees and their family members** access to real world medical and prescription drug prices, based on fair benefits, so they can be smarter healthcare consumers, and more effective stewards of your premium dollars.
- **bringing the care to you.** Don't have a nurse practitioner on-site? We can bring one to you with a fully equipped primary care mobile van that comes directly to your facility – no cost to you.
- **Just a few of the many ways Security Health Plan can help manage costs.**
- **more, we have arranged for an agent from Cottingham & Butler, a benefits consulting firm, to get in touch with you to help you manage your health plan.**
- **to be music to your ears.** In the meantime, enjoy the sweet sound of these Bluetooth headphones, no strings attached, as a thank you.

Sincerely,

Ginger Wolf
Ginger Wolf
DIRECTOR, BUSINESS SALES

There is a better way to manage health plan costs. And, we would love to share it with you.

If there was a better way to manage health plan costs, would you want to hear more?

Security Health Plan
Pursuing hope, plan and people.

State Employees:
There's still time to select the health plan you deserve

You can change your plan Oct. 17 - Nov. 11, 2016

For more information, visit: www.securityhealth.org/state

➔ Discover more tips and trends at responsory.com/blog.



This leading not-for-profit health insurance company was relaunching a new Medicare Advantage product in several East Coast states, while at the same time continuing to offer its Medicare Supplement plan options.

We helped reintroduce Harvard Pilgrim's Medicare Advantage product in 3 states without compromising its Medicare Supplement business. Medicare membership increased by nearly 60 percent over the prior year.

Take the Next Step.

Attend a meeting and find out more about our Medicare Options including Harvard Pilgrim's Senior+ (HAPM) Medicare Advantage Plan and Harvard Pilgrim Medicare Supplement Plan.

Sorry, space is limited. Reserve your spot today, call 1-877-631-6869. TVTTVD users call 1-800-439-2370. Oct. 11 - 14, 8 a.m. - 8 p.m., EST, 4 days a week; Nov. 15 - Sept. 20, 8 a.m. - 8 p.m., EST Mon. - Fri.

For accommodation of persons with special needs call at sales meetings call 1-877-631-6869. TVTTVD users call 1-800-439-2370 in case of inclement weather call 1-877-631-6869. A salesperson will be present with information and a laptop.

BOSTON

The International
 155 Adelaide Rd.
 Mon. Oct. 21 - 29pm

BROOKLINE

Courtyard Boston Brookline
 400 Brookline Ave.
 Wed. Oct. 16 - 29pm


BOSTON

Phillips Boston
 Bancroft & Hastings
 780 William T. Morrissey Blvd.
 Tues. Oct. 22 - 10AM

DETHAM

Holiday Inn Boston - Dedham
 Head & Conference Center
 55 Atlantic Rd.
 Thurs. Oct. 17 - 2pm

Continued on back.



**Harvard Pilgrim
 Health Care**

Harvard Pilgrim Health Care, Inc. is a
 Supplement Plan coverage is underwritten

Form No. MC2014MA0023

HYH26 - 14/02


Form No. MC2014MA0038

<Name>
 <Address>
 <City>, <State> <Zip>
 <Return Code>

Dear <Sample A. Sample>

As you arise into
 about. Part of this pro

14



StrideSM (HMO)

Medicare Advantage Plan

In Step With Your Health Care Coverage Needs.



Harvard Pilgrim
HealthCare

H1660_14082



Out of this world results.

Responsory is ready to support any client need, whether it's developing a better lead generation program, designing a more compelling digital presence or putting together an entirely integrated campaign that cuts across both traditional and digital/social platforms.

To discover how Responsory can help you **elevate your bottom line**, let's talk.

Contact Rob Trecek today
at **262.432.0185** or
rob.trecek@responsory.com.



RESPONSORY

responsory.com