

Bridging the Gap: How Co-marketing Strengthens Relationships and Builds Trust Frequently Asked Questions

Q: What is Medicare payer/provider co-marketing?

A: Co-marketing is when a Medicare payer and provider team up to create a campaign through coordinated storytelling, a shared narrative and unified messaging. Typically, these campaigns have multiple media layers.

Q: How is co-marketing different from co-branding or joint advertising?

A: Co-marketing differs from co-branding in that it is about marketing two different, yet related, products and services rather than a shared product or service. In the case of Medicare, it's marketing the coordination between Medicare Advantage plans (a product) and primary care (a service).

Co-marketing is different from joint advertising because it is more about generating leads and awareness rather than sharing advertising costs.

Co-marketing typically involves integrating numerous marketing channels such as out-of-home advertising, CTV advertising, direct mail, digital marketing, content marketing, in-person events, local PR efforts, etc.

Q: Why does co-marketing matter in the Medicare landscape?

A: Seniors don't experience their health plans and their providers as separate organizations. They experience one healthcare journey. When plans and providers market independently without reinforcing one another, consumers are often left trying to connect the dots themselves.

Coordinated co-marketing helps reduce that fragmentation, strengthens trust, and creates a more connected healthcare experience. It also increases consumer confidence and works as a growth engine for payers and providers.

Q: What are the benefits of co-marketing for carriers?

A: Medicare carriers who co-market can better differentiate their provider networks from competitors because they show coordination in action. That leads to better member experiences, which improves retention.

Co-marketing also helps carriers bring their provider network to life, improving member confidence, reinforcing broker conversations, driving retention, and deepening provider relationships beyond traditional contracting.

Q: What are the benefits of co-marketing for providers?

A: Providers who co-market with carriers can have increased visibility and credibility with Medicare consumers to gain faster market awareness and penetration. They can simultaneously leverage the carrier's brand equity while maintaining their own identity.

Q: How does co-marketing benefit Medicare consumers?

A: Consumers experience less confusion and more confidence in their health journeys. They can feel more confident knowing they made the right healthcare decision.

Q: What are some watch outs for co-marketing campaigns?

A: Regulatory watchouts include CMS compliance and anti-kickback statutes. On the brand side, payers and providers need to be fully aligned on the campaign to avoid diluting its impact.

Q: What are the first steps of a co-marketing effort?

A: Here are the first steps co-marketers need to do:

1. Align on growth objectives
2. Engage legal upfront
3. Include the right stakeholders
4. Establish clear roles, expectations and KPIs

Q: How can a co-marketing campaign be measured?

A: A co-marketing campaign can be measured by:

- Net new enrollment
- Brand lift
- Partner satisfaction
- Increase in consumer trust

Q: When does co-marketing make sense?

A: Co-marketing is most effective when a payer and provider share complementary growth objectives and a commitment to improving the consumer experience. It's especially valuable when entering new markets, increasing awareness of value-based care, strengthening provider



relationships, supporting AEP/OEP growth, or helping consumers better understand how coverage and care work together.

Q: Does co-marketing replace a payer's or provider's existing marketing?

A: No, co-marketing complements each organization's existing marketing efforts. Plans still market their benefits and networks, and providers continue promoting their services and care model. Coordinated campaigns simply create an additional layer that reinforces the relationship between coverage and care from the consumer's perspective.