

2024 Medicare member marketing & communications calendar

Inspiring your campaigns for member acquisition and retention

Refer to this calendar for inspiration and ideas for member experience, retention, programs, and gaps in care campaigns throughout 2024.

Campaign

Marketing months

Member satisfaction & retention	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Member satisfaction survey	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
High risk outreach and messaging	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Gaps in care / preventive care	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Chronic gaps in care	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Know where to go for care / Centers of excellence	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
CMS blackout (only 5-star plans can market)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Medicare member retention	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Vaccinations	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Flu express outreach	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ANOC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Care management programs & services	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Medication adherence	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Chronic condition management	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Readmissions	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Quality outreach	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

Outreach that drives engagement

Personify Health helps you reach every kind of member—from the engaged to the hard-to-reach—with data, multi-channel communications and smart campaigns that drive healthy actions and increase compliance. We pinpoint members who need prompting and will be receptive to your message. No matter the health plan (commercial, Medicare, and Medicaid) outreach, our campaigns inform and motivate members to take action.

It's time to activate change

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