

Medicare Marketing & Distribution Research

This study is the first industry opportunity to develop a comprehensive, in-depth understanding of the marketing and sales support needs of Medicare Advantage and Medicare Supplement brokers, conducted by Greenwald Research with support from the American Association for Medicare Supplement Insurance (AAMSI). It seeks to uncover who brokers are, their concerns, and their preferences from agency and insurance partners.

Research includes a variety of Medicare distribution partners and consumers. The consumer survey stresses the intersection between consumers and agents, their similarities and differences. Together this provides a 360° view of the Medicare market, brand strengths and weaknesses, and drivers of agent loyalty and satisfaction.

2021 Topics for Each of Three Survey Audiences:

Distributors:

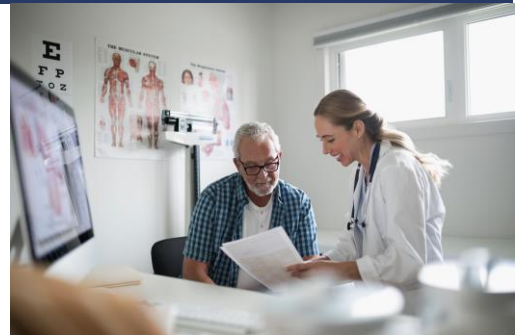
- Provide industry context for Medicare sales and marketing activities
- Understand perspective on how brokers are thought about, segmented, and attended to today
- Articulate key role of Distributors and Carriers in supporting brokers
- Future of Medicare sales, including role of eFMOs

Brokers:

- Profile brokers by demographic characteristics and motivations to sell Medicare and brand or product preferences
- Provide insights into their marketing & sales process, including support needs
- Carrier report cards on performance, products, and support
- Identify greatest opportunities for carriers and distributors to work with brokers to enhance their sales
- Understand opportunities in market for new products and services, as well as the best sales channel for deploying them

Consumers:

- Integration of Medicare decisions with broader financial/retirement planning, including what products and services they want to hear more about from brokers
- Use of brokers and the value brokers bring to Medicare decision
- Medicare brand recognition and preferences
- “Moment of sale” considerations
- Purchase, marketing, other support needs



Partner With Us—Become a Sponsor!

- Obtain full survey results—available only to sponsors!
- Use findings in marketing, and public relations efforts
- Results released May 2021 to funders
- Engage with survey authors at AAMSI 2021 Annual Meeting to delve into survey findings in a breakout session

Early Bird Offer!
\$8,000 per sponsor

Regular Price
\$15,000 per sponsor

For additional information or a more detailed description of the program, contact **Edna Vasquez-Dretzka** at 954.995.3862 or **EdnaDretzka@greenwaldresearch.com**.