



HEALTH ALLIANCE
Healthcare Marketing

GUIDING A BRAND THROUGH A CHANGING INDUSTRY

EXECUTIVE SUMMARY

Health Alliance sold its first health insurance plan in 1980. Now, it's the largest managed care provider in downstate Illinois, serving nearly 300,000 customers in four states.



ASSIGNMENT

Develop a marketing and media strategy that maximizes limited financial resources during a time of industry uncertainty.



CHALLENGE

How can Health Alliance adapt to seismic market shifts and thrive?



RESULTS

Health Alliance is now the largest managed care provider in downstate Illinois.

Beyond Illinois, Health Alliance is now rated as the #1 Private Health Plan in Iowa and Nebraska.

Strong financial stewardship provided a 2% refund back to Health Alliance to reinvest in other operational priorities.

INDUSTRY CHAOS

In the health insurance industry, health care reform, emerging technology, and the empowerment of consumers has wreaked havoc on the status quo. Health Alliance experienced all of these challenges firsthand when its largest customer decided to make a shift amidst the market chaos. In a flash, more than one-third of Health Alliance's business was suddenly in jeopardy with millions of dollars in lost revenue and potential staff cuts looming.

Often in such moments of business crisis, companies will attempt to stop the bleeding by cutting its marketing resources along with many other expenses.



JANE HAYES

Senior VP, Health Alliance

“It was an unprecedented moment of uncertainty for our company, yet AE Marketing Group was a steadfast partner.”

EMERGING MARKETS

A new marketing strategy was crafted to help Health Alliance find emerging opportunities, with AE Marketing Group CEO Brian Walker explaining that, “I don’t know many brands that cut their way to revenue growth.”

AE Marketing Group helped Health Alliance recognize that if consumers wouldn’t engage with the brand, then the brand would instead engage with them. In turn, Health Alliance’s traditional media was turned on its head and micro-targeting, new media platforms, and markets were examined for growth potential. Additionally, expansion to both the south and the west provided new consumer opportunities.

Lastly, a strong financial oversight ensured there would be little waste of marketing resources, while audience and messaging were tightly woven for maximum impact.

“Health Alliance could have retreated, but instead they embraced the change and have emerged far stronger than ever before.”

BRIAN WALKER
AE Marketing Group



EMBRACING THE CHANGE

With these changes, the Health Alliance brand moved into uncharted territory and said Jane Hayes, **“Knowing the marketing plan was in experienced hands and executed under budget was most helpful as our management team could focus attention elsewhere.”**



Ranked the #1 Private Health Plan for HMO/PS & PPO Plans in both **Nebraska and Iowa**



AE was so proficient in planning and management, they **provided a 2% refund to Health Alliance**

Just a few short years later, not only has Health Alliance been able to absorb market change, the brand is now the largest managed care provider in downstate Illinois and has gone on to take leadership positions in its new markets.