HealthMarkets

Customer:
Health Markets

Website:
www.healthmarkets.com

Industry:
Managed Healthcare Insurance Carrier

Primary SIC:
6321: Accident and Health Insurance

Primary NAICS:
524114: Direct Health and Medical Insurance Carriers

Customer Profile:
HealthMarkets Companies have developed flexible health protection products for individuals and their changing life-stages.

Solution Technologies:
- ✓ Microsoft SQL Server 2008
- ✓ Microsoft SharePoint 2005
- ✓ Microsoft Visual Studio 2008

Department(s):
- ✓ Marketing
- ✓ Information Technology

The Challenge:

Architect a data warehouse and analytic environment to increase response rates in Direct Marketing and Telemarketing lead generation services for our client.

The Approach:

MLS, developed a data warehouse that provided a single view of prospects at each stage of the prospect lifecycle.

Implemented segmentation strategies that leveraged predictive modeling to better target prospect within each marketing channel.

The Results:

The data warehouse facilitated a weekly strategy that resulted in the clients message typically being "first in hand" for new business owners as compared to competitive providers.

The client enjoyed a significant growth in response rates in both DM and TM thanks to the implementation of a more robust data warehouse and a reliance on more appropriate analytic and Business Intelligence practices.

The data warehouse enables detailed analysis of contact history as well as demographic data providing the client with powerful insights into prospect behavior which continues to increase lead rates for the field agents.