

Healthcare



How a Medicare Insurance Broker Added \$2M in Revenue Using Drips

It's all about how you say it™

Public | © Drips. All rights reserved.

drips

Background

In the highly competitive health insurance industry, acquiring new plan members is a constant challenge, where even minor gains in efficiency can have a significant impact on revenue. Drips worked with a Medicare insurance broker dedicated to helping beneficiaries compare and enroll in Medicare Advantage and Medicare Supplement plans to get better results.



Challenge

This Medicare broker struggled to reach and convert potential beneficiaries into enrolled members. Despite multiple outbound calls, beneficiaries weren't responding, leaving agents frustrated and driving up costs. As a smaller agency, they lacked resources to streamline this process through digital channels and needed a more effective way to engage.

Solution

Drips Conversations as a Service proved to be the right solution: a fully managed outreach service utilizing AI-powered SMS, voicemails, and scheduled calls. This white-glove approach allowed the agency to focus on closing business while Drips handled beneficiary engagement.

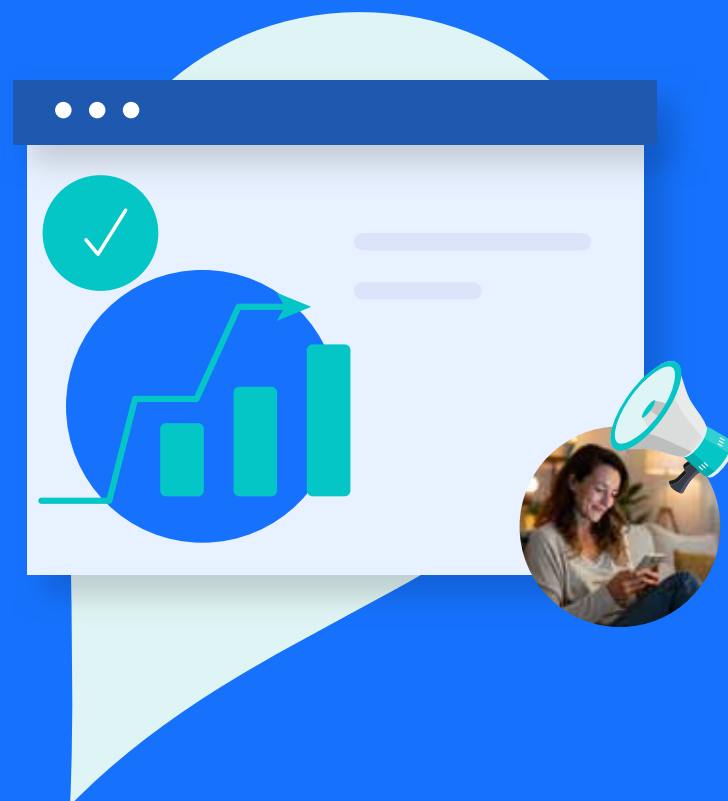
Drips launched the following programs for the client:

Acquire: Targeting net-new beneficiaries to help them choose a plan.

Responder Non-Converter: Focusing on converting beneficiaries that had gone cold for six months.

New to Medicare and Special Enrollment Period (SEP): Converting beneficiaries eligible for enrollment outside of the Annual Enrollment Period (AEP).

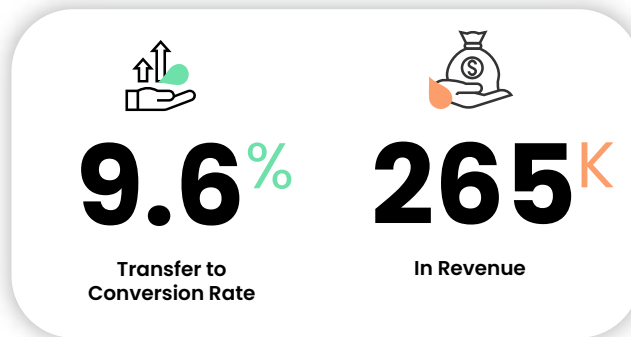
Drips' step-by-step onboarding process included working closely with the client to build, design, and refine outreach programs. Continuous A/B testing of SMS and voicemail scripts resulted in eight strategic updates that further improved performance.



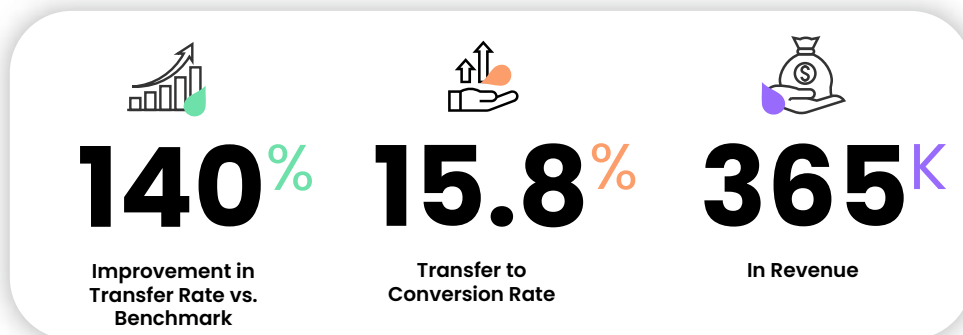
Results

Drips Conversations as a Service delivered impactful results, improving both conversion rates and call center efficiency across all programs.

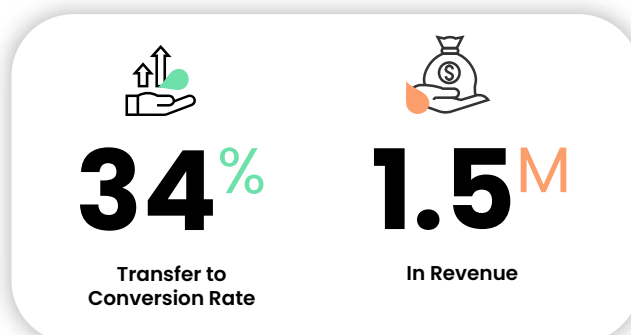
Acquire Program: During AEP, Drips engaged more than 125,000 beneficiaries and connected those interested with a licensed agent who could help them select the right Medicare coverage.



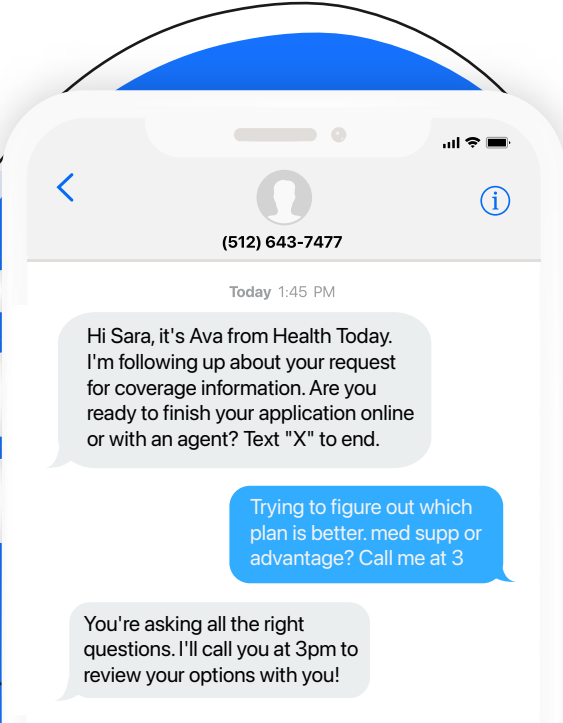
Responder Non-Converter AEP Program: Drips re-engaged more than 265,000 beneficiaries who had requested coverage information over the last six months, and while the broker still had express written consent. The goal was to get the beneficiary to consider the broker during AEP or transfer to an agent if they had questions.



New to Medicare and SEP: Drips connected with approximately 230,000 beneficiaries who were new to Medicare and eligible to enroll outside of AEP.



By leveraging Drips' AI-driven managed services, this Medicare broker not only added over \$2 million in incremental revenue but also redefined what's possible in member acquisition and engagement.



It's all about how you say it™

Are you looking for a better way to onboard new members and educate them about their plan? Drips' AI-powered conversational outreach strategy provides real, human-like dialogue that allows consumers to engage on their own terms for improved results.

[Request a Demo](#)