

UNDISCLOSED LOCATION SUCCESS STORY



"In 2008-2009 Vital Savings was actually losing membership. once we partnered with UNLO to figure out our strategic messaging and platform... membership has grown by 20%."

Rene Hampton,
Aetna Voluntary Plans

Vital
Savings
by Aetna

VITAL SAVINGS BY AETNA

CLIENT PROFILE

- Aetna is one of the nation's leaders in health care, dental, pharmacy, group life, and disability insurance, and employee benefits.
- Vital Savings by Aetna is not insurance; it is a family of discount programs designed to help individuals save on a wide array of health-related products and services.
- 2 Products - Retail Vital Savings on Dental and Dental/Rx
- 57,700 Vital Savings members
- Extensive provider network with supporting online tools for provider identification and price comparison

CHALLENGES

- Limited organizational focus on the product and marketing
- Requirement to call the product "Vital Savings by Aetna" instead of "Aetna Vital Savings"
- Free Pharmacy cards given by CVS and other retailers/wholesalers

SOLUTIONS

- Ability to target new consumers whose profiles differ from existing members
- Increased affiliate marketing and distribution
- Increased dental provider marketing
- Increased cross-marketing to Aetna health insurance customer outside IVL

RESULTS

"In 2008-2009 Vital Savings was actually losing membership. Once we partnered with UNLO to figure out our strategic messaging and platform, and the new marketing materials as well as the website was implemented, membership has grown by 20%."



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