

How did we create a successful alternative to in-person marketing during COVID?

The Challenge

Optum Perks, Optum’s prescription discount card program, relied on in-person marketing by sales reps to generate awareness and stay competitive with market dominant companies such as GoodRx and SingleCare.

During the stay-at-home COVID mandate, Optum needed to find a new way to replicate the performance of in-person sales and marketing. Our challenge was twofold:

- Generate internal awareness among Optum Care provider locations
- Persuade those provider locations to actively display Optum Perks discount prescription cards while educating and motivating patients to take a card and use it to get discounts on prescriptions

The Solution

Align matrixed organizations to drive engagement and demonstrate value

1

Through the lens of our Strategy First framework, TSG conducted market research to better understand how to position the Optum Perks brand and win over Optum Care providers and consumers without relying on in-person sales.

2

TSG identified an industry need to build awareness of medication adherence as a key to improving patients’ overall health and well-being. Then, build a strategy to connect Optum Care providers with Optum Perks to show how—together—they can tangibly improve their patients’ health.

3

The key to the program was sending Optum Care providers a dimensional kit that included signage, posters, collateral materials, educational brochures, and information about digital apps. This “rep in a box” contained the same content that an in-person sales rep would provide, including easy to use information for office staff.

4

Finally, TSG developed creative materials that seamlessly integrated with the Optum corporate awareness campaign. This ensured consistent messaging that built awareness and encouraged use of the Optum Perks discount prescription card.



The Point

TSG developed a surround sound strategy to effectively replicate the in-person sales experience and designed a dimensional kit which educated the office staff and patients on the benefits of the Optum Perks discount prescription card.