PART 1:

Today’s Medicare Beneficiary

About 60 million Americans are currently enrolled in Medicare, according to the Center for Medicare Services. That’s over 18% of the U.S. population — and that total is expected to reach over 78 million by 2030.*

These findings from our Medicare survey provide a snapshot of today’s Medicare beneficiary:

They are largely empty-nesters, married, suburban, and homeowners.

They identify as lower income or set income, and the majority are of middle education level (associate’s degree or some college).

COVID-19 has reduced their routines, specifically walking and group activities, a challenge for many who may be already limited in their social interactions.

What more do they want from plans?

Rewards, rewards, rewards. The more, the better!

Online interaction. They’re connected and want insurers that engage them with online sessions, redemption & other activities.

Majority (not including those with qualifying disabilities).

Our respondents were:

75% Boomers
25% Silent Generation

99% shop online

with 82% doing so frequently. Only 17% cited trust concerns about e-commerce and online security.

85% use social media

Including Facebook, Pinterest, Instagram, even Twitter & TikTok!

64% video chat

The top three platforms were Zoom, FaceTime & Facebook Messenger.

65+

**Projected development of Medicare enrollment from 2000 to 2090”; Statista, May 2020

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PART 2:

Health Plan & Card Impressions

Now that we’ve seen the subscriber profile, let’s find out what they’re thinking and doing when it comes to plan benefits and incentives. Only 10% of subscribers we surveyed currently have a plan-provided OTC Select Product or Incentive Rewards Card.

Of those non-cardholders, 76% are interested in obtaining one. And 71% believe it would help them achieve their health goals and maintain their well-being — a potential win-win for plans who can satisfy members and encourage healthy behaviors.

For active cardholders, 46% said they became aware of the OTC Select Product or Incentive Reward Card after enrolling in their plan, and 16% didn’t become aware until they received the card — indicating opportunities for plans to market desired cards to their potential members.

Of those who utilize non-emergency medical transport (NEMT), 91% rate this benefit as important, and 80% of those who use NEMT prefer that this benefit be covered by Medicare.

Those who don’t prefer NEMT benefits tend to feel more comfortable booking their own transport, or feel arranging their own service is easier or faster.

SIGNIFICANT TRENDS AMONG HEALTH PLAN SUBSCRIBERS THIS YEAR INCLUDE:

- 40% increase in usage among users of meal delivery benefits
- 75% increase in usage among telehealth users

Card rewards are top-of-line requests for beneficiaries. To earn rewards, they are willing to engage in:

- Pre- & post-program benchmarks
- Step tracking (43% would use a fitness tracker)
- Online coaching sessions
- Online participation logs

WHAT ADDITIONAL SUPPLEMENTAL BENEFITS AND INCENTIVES WOULD SUBSCRIBERS SEEK OUT DURING COVID-19?

- Gift cards (tie for 1st)
- Discounts on over-the-counter medicine (tie for 1st)
- Meal delivery

OTC Select Product and Incentive Reward Cardholder Satisfaction

Those who have and use OTC Select Product or Incentive Reward Cards indicated that their cards are easy to use in-store and online (>90%). They also reported high overall satisfaction with their program.

51% ★★★★★
30% ★★★★★
11% ★★★

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PART 3:

Healthy Habits

Medicare subscribers know the importance of healthy habits and routines in cultivating long-term health.

Of respondents, 98% say healthy habits are a daily priority, and 54% believe their current welfare is highly impacted by these habits. Meanwhile, 38% say unhealthy habits also have an impact on their well-being.

While most subscribers believe healthy habits are more important now than in past years, Medicare subscribers, on average, said their health activity routines are largely unimpacted by COVID-19.

For the 22% who did face challenges in maintaining healthy habits, 34% reported stress as the biggest factor. These stressed-out seniors expressed that isolation, confinement, and the need to socially distance were affecting their adherence to healthy routines.

LARGELY SUBURBAN HOMEOWNERS, THESE SUBSCRIBERS ARE MAKING DO WITH WORKOUTS IN THEIR HOMES AND NEIGHBORHOODS.

Walking or hiking

Yard maintenance & gardening

Online or at-home workouts & classes

The majority of respondents are still participating in health support activities, like physical exams, eye exams and preventive screenings, as they had in the past few years. Some activities that have seen a reduction among those who were previously using them include:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chiropractic care</td>
<td>43%</td>
</tr>
<tr>
<td>Physical therapy</td>
<td>40%</td>
</tr>
<tr>
<td>Dental care</td>
<td>37%</td>
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When asked if their health insurer offers rewards or incentives for condition-specific medical appointments, 82% said either “no” or “I’m not sure.” However, 70% would prefer their plan offer incentives or rewards for condition-related activities.

What rewards would subscribers prefer for condition-specific support?

- Gift cards
- Cash back — check or debit card
- Reduction in premium, co-pay or deductible

All in all, Medicare subscribers indicated that healthy habits are important, and they’re interested in taking advantage of plan benefits that help them maintain healthy routines. They’re also more tech-savvy than some may think, and they’re looking for digital engagement from their plans. This includes those with ongoing conditions, who would be interested in receiving incentives tailored toward their specific conditions.

READY TO START ENGAGING AND REWARDING YOUR MEMBERS?

Check out our Product Suite to learn more, or contact us at healthcare@incomm.com.
We routinely conduct survey research to ensure we’re staying up to date on consumer opinions. For this study, we surveyed over 2,500 Medicare beneficiaries regarding their personal health and wellness.

The survey was conducted in November 2020 and includes respondents from across the United States.