

Sedera Medical Cost Sharing Go To Market Plan

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Brand Assumptions Pyramid



**Brand Idea: 1 central message
for the company to rally around**

**Core Values: What do we want to
represent to our target market?**

**Why does our core customer
care about us?**

**How do we deliver value
differently than
our competition? (Insurance)**

**What business
are we in?**

Fresh
Affordable
Payment Option

Values: Community,
Faith, Compassion,
Accountability, Charity

Patients care because we save them money and
support making informed healthcare decisions

Our competitive advantage is the cost savings, along with the
added control over the healthcare experience we provide

We are in the business of helping patients control their medical costs
through a monthly membership contribution based cost sharing solution



Sedera SWOT

Strengths

- ▶ Product
- ▶ MCS Ministry History
- ▶ Legal Health Insurance Alternative
- ▶ Cost Comparison to Insurance
- ▶ Non-Religious offering in MCS

Weaknesses

- ▶ Limited Budgets
- ▶ Market Awareness
- ▶ Brand Awareness
- ▶ Need to Educate
- ▶ Data around what works
- ▶ Change is scary

Opportunities

- ▶ Public Perception of Health Insurance
- ▶ 1st Non-Religious Mover in MCS
- ▶ People priced out
- ▶ People like to save \$
- ▶ Employers like to give benefits, but medical is most expensive
- ▶ ACA forced indiv. to self select coverage

Threats

- ▶ Copy Catting
- ▶ Market size/budget may require regional or highly segmented GTM strategy
- ▶ Confusing space for consumers/patients
- ▶ Perception of MCS as lower tier/value



Sedera Value Proposition

Features:

- ▶ Enroll Throughout The Year
- ▶ Keep Your Doctor
- ▶ Budget Friendly
- ▶ Legal Health Insurance Alternative
- ▶ Resources and Shopping Tools
- ▶ Direct Primary Care Discount
- ▶ Share Costs a Among All Members

Benefits:

- ▶ Lower Costs, More Control
- ▶ Choose Any Doctor
- ▶ Members Are Empowered To Lead Healthier Lives
- ▶ Members Don't Support A Broken Healthcare System
- ▶ Sedera Community
- ▶ Member Support



DTC Positioning Hypothesis

Non-MCS Switchers

- ▶ Need to be educated about MCS product as a whole and Sedera within that space
- ▶ **Option 1** - Sedera is a Cost Savings alternative to health insurance, which empowers the members to live healthier lives by taking more control over their healthcare experience
- ▶ **Option 2** - Sedera is an Escape from Feeding the Broken Health Insurance System, which empowers members to take control of their own healthcare while saving them money.
 - ▶ Sedera, The New Health Insurance Alternative
 - ▶ There is a health insurance alternative, have you heard of Sedera?
 - ▶ Paying overpriced premiums for barely there coverage? Have you heard of Sedera?
 - ▶ A Fresh & Affordable Healthcare Payment Option, Sedera.
 - ▶ Health Insurance breaking the bank? Have you heard of Sedera?
 - ▶ Feel like you're throwing away your health insurance premiums? Sedera is a fresh & affordable healthcare payment option for people like you!
 - ▶ Healthy, Happy, Tired of throwing away \$ on health insurance premiums? Have you heard of Sedera?

MCS Switchers

- ▶ Targeted Us vs. Them comparison campaigns
 - ▶ Unhappy with Liberty? Have you heard of Sedera?
 - ▶ Sedera members say “___” about a strength of Sedera over the particular competitor in the campaign



Referral Positioning Hypothesis

Brokers

- ▶ Educate them about the insurance alternative. This is a new incremental revenue stream for them.
- ▶ Offer them something to fill in the gaps where their clients can't afford or don't want to pay for health insurance.
- ▶ Makes their offerings more well rounded and allows their clients to offer their employees options.
 - ▶ ABM style marketing, email, targeted social media ads, video ads to expand brand awareness and call out opportunities to gain clients in spaces previously priced out of health insurance.

Direct Primary Care Physicians

- ▶ Same as Brokers, educate, help their patients, and provide a new revenue stream.

Employers

- ▶ Educate them about the insurance alternative.
 - ▶ Health Insurance is expensive and there is an alternative. Have you heard of Sedera?
 - ▶ Put healthcare dollars into your employees pockets, not health insurers. Meet Sedera.
 - ▶ Meet Sedera, empower your employees to live healthier lives and take control of their healthcare.
 - ▶ Have you head of Sedera? They let your employees decide where to go for their healthcare needs.

Members

- ▶ Referral Program with reward \$
 - ▶ Member outreach campaigns, email, SMS, direct mail, inserts in normal communications. You love Sedera, we're sure your friends will too!

GTM Regional Strategy

- ▶ Due to the limited budgets and variety of different customer groups to potentially target here, I hypothesize that it would be best for Sedera to undertake a regional strategy for a more full proof of concept, to warrant significant investment for mass marketing. If this is the case, a portion (10-20%) of the budgets mentioned below will be separated out for local OOH campaigns to drive awareness within the chosen market.
 - ▶ Austin – Currently headquartered there, should be a relatively more known brand within this market and the community seems likely to have many YRUs.
 - ▶ Southern California – Large Market for DTC, small geographic area, great weather, for healthier populations, high cost of living with lower wage workers fitting the YRU demographic well.
 - ▶ Other market decided upon research, contacts, partnerships, etc.

GTM Plan – Month 1 – Launch Month

Budget Left: \$200k Spend: \$40K



Daily & weekly checks on traffic, conversions, CPAs/CPCs, will be done on each platform and optimal adjustments will be made.

Launch on day 1 in these channels:

Email Announcement to 100% of list
Push Announcement to 100% of list
All Social & Video Channels
Organic Posts, All Social, & Video channels
Paid Announcement Ads,
Paid Search on Non-Branded and Competitor Key Words,
Partner/Referral
Announcements(current members and partners about referral program, brokers and employers with targeted message
Retargeting Ads for any site visitors.

Ad Spend for Month 1:

Search(Branded, Non-Branded, Competitor Keywords, Broad Match, CPC to start, target CPA as we mature) - **\$20k**,

Partner/Referral(ABM strategy, could include segmentations, direct mail, lead generation, calling, etc.) **\$7.5k**,

Social/Video/Display(Site traffic or Awareness) **\$7.5k**(Split B2B & DTC),
Retargeting **\$3k**,

Referrals(Marketing and Paying for referrals, assumption here is that we set a reward that pays for itself, so this could scale indefinitely) **\$2k**.

All campaigns will launch with an A/B test running (colors, CTA, imagery)

Winners on all A/B Tests will be called on the 15th of the month and the winner will play out over the back half of the month

On the 15th, new hypothesis in terms of all tests will be made, and designs will be created and tests developed to be implemented on the 1st of the next month. We will need new assets (Website, Ads, etc.) each month

GTM Plan – Month 2 Optimize Campaigns

Budget Left: \$160k Spend: \$30K



Daily & weekly checks on traffic, conversions, CPAs/CPCs, will be done on each platform and optimal adjustments will be made.

Launch on day 1 in these channels:

New A/B Tests will be launched in each channel on each campaign to test something new to attempt to incrementally improve CTRs. Email/Pushes will be sent out in a drip/nurture manner to help customers through the entire customer journey, by ensuring that they are getting the right message at the right time. CRM can be used to both send email and export audiences into all of our ad/social platforms so we can deliver personalized messages to our customers and prospects depending on their particular spot in our funnel.

Ad Spend for Month 2: Reduced spending due to no need for Announcement & Optimize Search for CPC/CPA

Search- \$15k

Partner/Referral - \$4k

Social/Video/Display - \$4k

Retargeting \$4k

Referrals - \$3k

All campaigns will launch with an A/B test running (colors, CTA, imagery)

Winners on all A/B Tests will be called on the 15th of the month and the winner will play out over the back half of the month

On the 15th, new hypothesis in terms of all tests will be made, and designs will be created and tests developed to be implemented on the 1st of the next month. We will need new assets (Website, Ads, etc.) each month

GTM Plan – Month 3 Optimize Campaigns

Budget Left: \$130k Spend: \$30K



Daily & weekly checks on traffic, conversions, CPAs/CPCs, will be done on each platform and optimal adjustments will be made.

Launch on day 1 in these channels:

New A/B Tests will be launched in each channel on each campaign to test something new to attempt to incrementally improve CTRs. Email/Pushes will be sent out in a drip/nurture manner to help customers through the entire customer journey, by ensuring that they are getting the right message at the right time. CRM can be used to both send email and export audiences into all of our ad/social platforms so we can deliver personalized messages to our customers and prospects depending on their particular spot in our funnel.

Ad Spend for Month 3:

Adjust the spend ratio by Channel to optimize our CPAs. maximize spend in search and then move our way down the funnel,

Search- \$16k

Partner/Referral - \$3k

Social/Video/Display - \$3k

Retargeting \$3k

Referrals - \$5k

All campaigns will launch with an A/B test running (colors, CTA, imagery)

Winners on all A/B Tests will be called on the 15th of the month and the winner will play out over the back half of the month

On the 15th, new hypothesis in terms of all tests will be made, and designs will be created and tests developed to be implemented on the 1st of the next month. We will need new assets (Website, Ads, etc.) each month

GTM Plan – Month 4 Optimize Campaigns

Budget Left: \$100k Spend: \$30K



Daily & weekly checks on traffic, conversions, CPAs/CPCs, will be done on each platform and optimal adjustments will be made.

Launch on day 1 in these channels:

New A/B Tests will be launched in each channel on each campaign to test something new to attempt to incrementally improve CTRs. Email/Pushes will be sent out in a drip/nurture manner to help customers through the entire customer journey, by ensuring that they are getting the right message at the right time. CRM can be used to both send email and export audiences into all of our ad/social platforms so we can deliver personalized messages to our customers and prospects depending on their particular spot in our funnel.

Ad Spend for Month 4: Focused on experimentation within each channel and campaign to optimize CTRs/CPCs/CPAs

Search- \$16k

Partner/Referral - \$3k

Social/Video/Display - \$3k

Retargeting \$3k

Referrals - \$5k

All campaigns will launch with an A/B test running (colors, CTA, imagery)

Winners on all A/B Tests will be called on the 15th of the month and the winner will play out over the back half of the month

On the 15th, new hypothesis in terms of all tests will be made, and designs will be created and tests developed to be implemented on the 1st of the next month. We will need new assets (Website, Ads, etc.) each month

GTM Plan – Month 5 Optimize Campaigns

Budget Left: \$70k Spend: \$40K



Daily & weekly checks on traffic, conversions, CPAs/CPCs, will be done on each platform and optimal adjustments will be made.

Launch on day 1 in these channels:

New A/B Tests will be launched in each channel on each campaign to test something new to attempt to incrementally improve CTRs. Email/Pushes will be sent out in a drip/nurture manner to help customers through the entire customer journey, by ensuring that they are getting the right message at the right time. CRM can be used to both send email and export audiences into all of our ad/social platforms so we can deliver personalized messages to our customers and prospects depending on their particular spot in our funnel.

Ad Spend for Month 5:
focus on the opportunity to spend more money by channel, and which channels currently have the lowest CPAs/CPCs so we can push harder in those most successful channels.

Search- \$23k

Partner/Referral - \$4k

Social/Video/Display - \$4k

Retargeting \$4k

Referrals - \$5k

All campaigns will launch with an A/B test running (colors, CTA, imagery)

Winners on all A/B Tests will be called on the 15th of the month and the winner will play out over the back half of the month

On the 15th, new hypothesis in terms of all tests will be made, and designs will be created and tests developed to be implemented on the 1st of the next month. We will need new assets (Website, Ads, etc.) each month

GTM Plan – Month 6 Optimize Campaigns

Budget Left: \$30k Spend: \$30K



Daily & weekly checks on traffic, conversions, CPAs/CPCs, will be done on each platform and optimal adjustments will be made.

Launch on day 1 in these channels:

New A/B Tests will be launched in each channel on each campaign to test something new to attempt to incrementally improve CTRs. Email/Pushes will be sent out in a drip/nurture manner to help customers through the entire customer journey, by ensuring that they are getting the right message at the right time. CRM can be used to both send email and export audiences into all of our ad/social platforms so we can deliver personalized messages to our customers and prospects depending on their particular spot in our funnel.

Ad Spend for Month 6: Focus on stabilizing the campaigns to ensure that we know what they should produce in terms of traffic/ROAS/etc

Search- \$16k

Partner/Referral - \$3k

Social/Video/Display - \$3k

Retargeting \$3k

Referrals - \$5k

All campaigns will launch with an A/B test running (colors, CTA, imagery)

Winners on all A/B Tests will be called on the 15th of the month and the winner will play out over the back half of the month

On the 15th, new hypothesis in terms of all tests will be made, and designs will be created and tests developed to be implemented on the 1st of the next month. We will need new assets (Website, Ads, etc.) each month



GTM Plan – KPIs & Goals

- ▶ I believe that the most important KPIs are those that make up the P&L statement
 - ▶ Revenue, Expenses, Profit
- ▶ The sub-KPIs that go into making those outputs are:
 - ▶ Traffic, CPAs/CPCs, Conversion Rates, Click Through Rates, etc. by channel or source/medium/campaign
- ▶ I would want to set goals for new customer acquisition numbers as well as CPAs before we started to know where profitability lies.