What Moves Today’s Age-ins
Marketing to Individuals Turning 65 or Eligible for Medicare

#StartwithHealthy
Medicare Eligibles—Abundant, Affluent, Tech Savvy

Those turning 65 and aging in to Medicare make up one of the largest sectors of consumers and, therefore, have captured the attention of marketers.

As more than 75 million people enter retirement over the next decade, their spending power and buying habits will evolve to match a new post-career lifestyle.

Marketers once believed that people 64 and over became resistant to change over time. Research shows that to be wrong. In fact, consumer behavior varies based on marketing, advertising and sales practices.

While this segment of consumers accounts for 40% of the market share, they control about 70% of all disposable income in the U.S.
66 Is the New 65

Defining the optimum age of prospects

Approximately 40% of people turning 65 are expected to delay enrolling in Medicare. This opens up the possibility of a wider target demographic — one that’s aged 64 to 66.¹

Every day, 10,000 people become eligible for Medicare.²

Two thirds of age-ins considering Medicare have started shopping by one month prior to age 65. The surging number of age-ins is expected to peak in 2025, providing many years of increased opportunities with this lucrative demographic.³

Population of 65-year-olds 2012–2025⁴

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions</th>
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</thead>
<tbody>
<tr>
<td>2012</td>
<td>3.57</td>
</tr>
<tr>
<td>2013</td>
<td>3.38</td>
</tr>
<tr>
<td>2014</td>
<td>3.39</td>
</tr>
<tr>
<td>2015</td>
<td>3.45</td>
</tr>
<tr>
<td>2016</td>
<td>3.51</td>
</tr>
<tr>
<td>2017</td>
<td>3.72</td>
</tr>
<tr>
<td>2018</td>
<td>3.83</td>
</tr>
<tr>
<td>2019</td>
<td>3.97</td>
</tr>
<tr>
<td>2020</td>
<td>3.98</td>
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<td>2021</td>
<td>4.11</td>
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<tr>
<td>2022</td>
<td>4.13</td>
</tr>
<tr>
<td>2023</td>
<td>4.14</td>
</tr>
<tr>
<td>2024</td>
<td>4.27</td>
</tr>
</tbody>
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¹ Source of Medicare Eligibles – U.S. Population Age 65
² The 65-year old population is expected to peak to 4.27M in 2025 from 3.59M in 2017.
³ Approx. 60% of the 65-year olds enroll in Medicare at 65, another 17%-20% age-in as disabled.
⁴ Approx. 800K-900K will postpone enrollment (19%-23%) every year. This calls for sustained Newly Eligible strategy beyond age 65.
⁵ Source: U.S. Census Bureau, Denom Files
⁶ 2012 Medicare Factbook
⁷ Coverage of 65-year olds, 2012-15
⁹ Millions
What They’re Looking for in a Plan

Age-ins considering Medicare value the affordability and convenience of bundling medical and drug coverage.

Unlike their parents, who wanted to relax during retirement, today’s age-ins want to get out and do all the things they’ve always dreamed of doing. They’re more active and health-conscious than their own parents were, and medical technology makes it possible for them to live healthier and longer.

This indicates that they will likely need insurance for a longer period of time and will seek out plans that suit their needs.

<table>
<thead>
<tr>
<th>Top Reasons for Choosing MA¹</th>
</tr>
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<tbody>
<tr>
<td>Affordable costs for doctor visits and prescriptions</td>
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<tr>
<td>Medical and drug coverage combined into one plan</td>
</tr>
<tr>
<td>The limit to out-of-pocket costs</td>
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<tr>
<td>Premiums are affordable</td>
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<tr>
<td>Being able to keep my preferred doctor</td>
</tr>
<tr>
<td>Extra coverage like dental, vision or hearing</td>
</tr>
<tr>
<td>Having the option of a $0 monthly plan</td>
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</tbody>
</table>
How They Shop and Buy

*Baby boomers are more tech savvy than you might think*¹

Age-ins remember the introduction of the first black-and-white and color televisions. They have adapted to technology over recent decades and, while they use it in different ways than millennials do, they spend as much time online as they do watching television.¹

This demographic is less subject to peer influence than younger consumers and tends toward greater practicality in buying decisions.³ Old-school advertising methods with everything spelled out tend to be more effective than a minimalist messaging strategy.²

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**Technology Usage by Age-ins**¹
- 96% Use search engines
- 95% Use email
- 92% Shop online
What Moves Them to Decide

When marketing to any demographic, it’s important to understand who they are, where they come from and where they hope to be in the future.

Age-ins want uncomplicated facts when considering a purchase. Years of buying experience have taught them what information they need to make an intelligent decision.³

First impressions are more likely to be permanent among this age group than with younger consumers. Marketers can gain a loyal customer base by starting off with the right message and following through with exemplary service.³

Make it Easy on the Eyes

Deteriorating eyesight is a common effect of aging, so the size and color of text in marketing materials are key to their effectiveness. Disclaimer copy, which is critical to choosing the right plan, must be legible.¹

BE
SURE
CONSUMERS
CAN EASILY READ
YOUR MARKETING MATERIALS
Be Prepared to Put in the Time

*This demographic does not take decision-making lightly*²

Baby boomers view each purchase as a commitment. They need to build trust and spend time making purchase decisions. As they may be on fixed budgets, retirees also need to avoid spending beyond their limits.²

This presents a unique opportunity for sales teams to develop sincere relationships with customers. The age-in customer likely has the time to pick up the phone, listen without a sense of urgency and really absorb the value of the product.²

They’re not in a hurry and often ignore time-urgency strategies in marketing. Generally, “time is NOT of the essence” is a common attitude, especially among those who have retired.³

While a typical sales process may take one or two calls to close, it takes at least double the amount of time when dealing with age-ins.²
“Great things are not accomplished by those who yield to trends and fads and popular opinion.” — Jack Kerouac

4Deft Research, 2017 Medicare Age-in Study
5U.S. Census Bureau, Press Release Number: CB17-100, (2017, June 22)