

HEALTH INSURANCE | MEDICARE DSNP

A multicultural playbook to reach dual-eligible members in five languages

How a leading national health plan used cultural research to engage hard-to-reach DSNP members.

Snapshot

Client	A leading national health plan
Industry	Health insurance, Medicare DSNP
Goal	Engage hard-to-reach multicultural dual-eligible (DSNP) members through an Annual Plan Visit (APV) campaign
Audience	Black, Hispanic, Chinese, Vietnamese, and Korean members
Languages	English, Spanish, Chinese, Vietnamese, Korean

Results at a glance

5 Languages
ACROSS EMAILS AND LANDING PAGES

English, Spanish, Chinese, Vietnamese, Korean

4 Key Markets
WITH OUT-OF-HOME ADS

Los Angeles, San Francisco, Houston, San Antonio

3 Research Methods
BEHIND THE PERSONAS

Ethnography, grassroots surveys, in-person focus groups

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The impact of Cultural Intelligence (CQ):

01

THE CHALLENGE

Dual-eligible members, covered by both Medicare and Medicaid, are some of the hardest people to reach, and health disparities in this group keep growing.

The health plan needed support at every stage for its Black, Hispanic, Vietnamese, Korean, and Chinese members: insights, campaign strategy, creative, and media plans.

02

WHAT WE DID

We started by listening.
Then we built every piece of the campaign on what members told us.

- Ethnographic research, grassroots surveys, and in-person focus groups in each community.
- Detailed personas for each cultural segment, the foundation of the playbook.
- A multicultural playbook with actionable strategies and recommendations for the plan's marketing and creative teams.
- Emails and landing pages in English, Spanish, Chinese, Vietnamese, and Korean.
- Out-of-home ads in Los Angeles, San Francisco, Houston, and San Antonio, including the plan's own storefronts during AEP.

03

THE RESULTS

More languages

Expanded reach

Increased access

Market expansion

The multicultural playbook guided the plan's Annual Plan Visit campaign for DSNP members, with strategies for culturally relevant engagement at every touchpoint.

Emails and landing pages in five languages made information and resources easier to access for each cultural group. Out-of-home ads in four key markets, including the plan's own storefronts during AEP, extended the campaign's reach into local communities.

→ Lasting impact

The playbook became a guiding resource for the plan's internal marketing and creative teams, built on what members told CQ Fluency.

Want to reach the members your outreach keeps missing?

Talk to us → cqfluency.com

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About CQ Fluency

CQ Fluency helps healthcare organizations deliver critical communications that are accurate, accessible, and compliant. We combine AI-enabled workflows with human expertise and cultural intelligence, so the people they serve understand what they receive and act on it.

Understanding Changes Everything.

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